



Baseline Review

Causeway Coast AONB

Management Plan



December 2008

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1 Introduction

This baseline review of the Causeway Coast AONB Management Plan was commissioned by the Causeway Coast and Glens Heritage Trust (CCGHT) in September 2008. The Management Plan was published in 2003 after consultation with the community and other stakeholders. It was the first management plan to be prepared for an AONB in Northern Ireland. This review is the first for the plan.

The objectives of the review, as provided in the brief for this contract are:

1. To report to the Management Group on the successes and achievements, or otherwise, of the recommendations to date.
2. To review whether the vision and objectives, as set out in the Management Plan, remain relevant and current in their present format.
3. To identify any potential gaps within the Management Plan in terms of themes and key issues.
4. To identify any external factors/issues that may impact on the management of the AONB.
5. To consider other plans and strategies produced since the initial Causeway Coast AONB Management Plan such as the Giant's Causeway and Causeway Coast World Heritage Site Management Plan.
6. To review the current management structure and delivery mechanism to implement the vision and identified objectives.
7. Consideration should also be given to the need to identify underlying principles which may need to be addressed under all themes. These should clearly relate to the agreed vision for the plan.
8. Consideration should be given as to whether an action plan should be prioritised and costed to meet the vision, objectives and recommendations.



Map of the Causeway Coast AONB boundary CCGHT

2 How this review was undertaken

The review was conducted during October and November 2008. The review process comprised the following activities:

Initial workshop with the AONB Management Group This workshop had two sessions. In the first session we conducted an analysis of the operation of the Management Plan, eliciting members perceptions of the plan and its benefits to the AONB. We considered its strengths and weaknesses and its main achievements, including its impacts with partners and

stakeholders and the completion of actions presented in the plan. We also considered what improvements could be made with the plan if it were to be revised.

In the second session we held a SWOT analysis of the AONB Management Group itself – its strengths, weaknesses, opportunities and threats, and the role the member considered the group to have now and their desired role for it in the future.

The participants of this workshop are listed in Appendix 1.

Questionnaire We compiled a questionnaire which tabulated all the visions, issues, objectives and actions of the plan and asked which were still relevant, what changes should be made to them and what achievements have been recorded since the plan was published. We also included a preface to the questionnaire – a ‘quick response’ table asking general questions about the impact of the plan and what improvements could be made to its form and content. We distributed the questionnaire to 40 partners and key stakeholders and had ten completed returns. The questionnaire was, by its very nature, long and unfortunately coincided with a number of other consultation exercises taking place in Northern Ireland. We suggested to consultees that they could respond just to the preface or to the sections of the plan that were relevant to their areas of interest.

Respondents to the questionnaire and to telephone discussions are included in Appendix 1.

Telephone interviews We followed up the questionnaire with telephone discussions with a number of stakeholders to gather information on specific sections where information was lacking. This information is included in the analysis below.

Desk research We researched strategies, plans and initiatives that have been published or established since the Management Plan was published and which could now have a bearing on the management of the AONB. These are included in Section 7.

Final report We prepared a draft final report and presented it to a meeting of the AONB Management Group on 3rd December 2008. Following comments made by group members and the Heritage Trust we produced an amended Final Report in Mid December 2008.



Ballintoy Harbour RKE

3 Strengths and weaknesses of the Management Plan

Strengths

The Causeway Coast Management Plan is a comprehensive document that brings together a large amount of relevant information about the AONB – its resources and the key issues affecting them, its visions for a future desired state for the AONB and a broad range of objectives and actions to achieve that desired state. It is strategic and reinforces the designation of the AONB as a protected landscape of national importance. It also strikes a good balance between environmental, economic and community sustainability issues, and this should be retained in the future.

The Management Plan was the first for an AONB in Northern Ireland and as such it acted as a marker for AONBs in the region. It filled a gap in policy and implementation for statutory organisations and had an impact, particularly for the planning system, in providing guidelines on important issues for the protection and management of AONBs. It also raised the profile of the AONB with the community by bringing together community views and aspirations about the area and by emphasising the importance of the community and sustainable development.

An important issue tackled by the Management Plan is the need to establish a management structure for the AONB as a means of focusing attention on to the AONB and implementing the plan's recommendations. The objective to establish an AONB Management Group with a wide membership derived from organisations and community representatives with an interest in the area is crucial for the enhanced integrated management of the area.

Weaknesses

The review identified many weaknesses – of the structure and content of the document itself and of its subsequent implementation. A key issue is its status, which is largely unclear. All AONB management plans in England and Wales are required to be produced through legislation which does not apply in Northern Ireland. While the plans are not, in themselves, statutory documents many organisations, including local planning authorities and statutory undertakers, are required to take notice of their content. They therefore have an important role in directing, and reflecting, policy towards AONB management. AONB management plans in Northern Ireland have a much weaker status and there is no requirement for organisations to take note of their recommendations.

Although the preparation of the Management Plan involved stakeholders, including relevant organisations and community groups, there is no apparent sense of ownership of the plan, or of the AONB, by partners. There is generally a lack of commitment to the plan and its recommendations, and for the delivery of individual actions. The weakness here appears to be a combination of insufficient commitment during preparation stage, the lack of SMART (Strategic, Measurable, Achievable, Realistic and Timed) objectives and actions, and no defined priorities, budgets and targets. It also fails to champion the AONB sufficiently and has insufficient influence on casework. Bodies charged with implementing the plan have only limited scope for achieving the ends proposed, and there is no other clearly defined and sufficiently funded 'driver' for the plan in the form of, say, an AONB Management Unit specifically charged with its implementation. That role is performed by the Causeway Coast and Glens Heritage Trust (CCGHT) which also has responsibilities for two other AONBs in the region.

The Management Plan has 26 objectives and a large number of actions. Many participants of this review considered these to be too many and too broad to be implemented easily. The actions are considered to be more of a wish list than a series of practicable actions and have limited accessibility to most users of the plan. It is too convoluted and unwieldy and covers too wide a base for the limited capacities of the bodies charged with achieving its goals. The actions are also somewhat lost in the wealth of information presented in the plan.

From a planning perspective the plan uses language that is inappropriate for the delivery of planning-related actions. It frequently uses terms such as 'ensure...' which implies that it is attempting to direct the planning system which it is unable to achieve within current legislation. A more appropriate term to use would be 'seek...' which reflects better its current status.

From a community point of view, although local people participated in its preparation it is still perceived by many as working against local interests, particularly in tourism and residential development. Its inaccessibility for most people merely exacerbates this situation. It also fails to contextualise the plan with other plans and strategies that are relevant for the area and has insufficient adaptability to accommodate changing external factors and issues.



Larry Bane Bay *RKE*

4 Key achievements

The review invited participants to assess the achievements of the plan both in general terms and more specifically for its objectives and actions. In general, the plan appears to have raised the profile of the AONB among partners and other stakeholders and drawn their attention to the need for its active protection and management. Its objective to establish an AONB management structure, through setting up the AONB Management Group, has consolidated partners and provided a firm mechanism to engender support for management action. Its publication has drawn attention to the importance of the AONB in the region and has raised its profile with partners, other stakeholders and the community. It has also helped to promote the World Heritage Site and to integrate the WHS with the AONB.

The plan has been helpful in informing policy for zones relating to the WHS and the AONB in the draft Northern Area Plan (NAP) (**Actions E1, 3, 4, 5, 6, 10, 11, X1 – 4**). It is uncertain though whether the implementation of policy in, for example, ensuring that new development is in keeping with the fabric and form of settlements is influenced by plan and its objectives. Policies that would achieve many of the actions in Objectives B, E, U, V and X are now in place in the draft NAP.

Other key achievements listed by partners include:

- **A4, C4, C8** ESA is tackling many of these issues and is now being replaced by the Northern Ireland Countryside Management Scheme (NICMS).
- **A6, E12, F2, K1** Bushmills Townscape Heritage Scheme has been established and is being implemented in the town. An evening talk was held by CCGHT in 2007 to provide information about the scheme.
- **A6** CCGHT is developing a HLF project around built heritage.
- **E2** The AONB Management Group has helped with general awareness-raising of the AONB through its members and wider stakeholders.
- **C2** The National Trust has produced a management plan for the Giant's Causeway NNR.
- **C4** Leaflet for landowners produced advising them about liability and insurance.
- **C3, C7, C8** A Biodiversity Action Plan has been produced for Coleraine Borough Council area while one is in preparation for Moyle District. The BAPs are implemented through the Biodiversity Officers appointed for Coleraine Borough and for Moyle District and Larne Borough Council areas.
- **C5, C7, C8** CCGHT has been involved in the development of the Integrated Coastal Zone Management (ICZM) Strategy and is a member of the Coastal and Marine Forum
- **D1** Four further sites within the AONB have been scheduled in the Sites and Monuments Record (SMR). NIEA Historic Monuments Unit employs a Countryside Management Officer to liaise with landowners in relation to agri-environment schemes. NIEA Built Heritage section response to planning applications that may have an impact on built heritage.
- **F3, G1** CCGHT is investigating whether tourism businesses and agencies operating in the AONB adhere to the European Charter for Sustainable Tourism in Protected Areas and tourism policies for Northern Ireland.

- **G2** The CCGHT is involved in discussions about the new visitor centre for the Giant's Causeway and in including the concept of the AONB in publications of the Regional Tourism Partnership. A planning application has been made for the new centre.
- **G4** The CCGHT is investigating concepts of Geotourism in the AONB.
- **G6, J2** The Causeway Coast and Glens Regional Tourism Partnership (CCGRTP) organises training on customer care and delivering e-marketing for its members throughout its operating area. It has no plans to provide a broader range of courses as these are now provided by the Skills Action Group of the Department for Employment and Learning. There are no plans to convene a local tourism forum within the AONB.
- **K3, R3** The CCGHT is organising a photographic competition with local schools in 2009 plus other publications focusing on children.
- **L1, L2, M2, M3, M4**, The CCGHT has published a flora guide for the Causeway Coast and other publications such as an introductory leaflet, guide books, poster and calendar. It has also organised events, such as evening talks, aimed at raising awareness of the AONB which were advertised in the Newsletters and TICs.
- **L3, R2** The community is represented on the AONB Management Group through the Coleraine Urban and Rural Network (CURN).
- **L4, Q2** The CCGHT produces a bi-annual AONB Newsletter which is delivered to every household within the AONB and is available also in the TICs.
- **M5** The CCGHT has information about the Causeway Coast AONB on its website. There is also information about the AONB on the NIEA website. The inclusion of a page reporting on progress of Management Plan implementation is being considered by CCGHT.
- **N1** A TIA for visitor parking has been produced by the Roads Service for parking issues within the AONB.
- **N4** Public transport information has been included in CCGHT and CCGRTP publications for the area.
- **O1** There have been no legal changes to farmers' liability, which has not been welcomed by farmers and landowners. The CAAN is working with farming unions to agree alternative ways forward on public access to private land.
- **O2** Coleraine BC has been attempting to acquire land between Portballintrae and Dunluce Castle to establish a coastal route but the sale has been abandoned. Other work on the dual rail/cycle route from Bushmills to the Giant's Causeway has been undertaken during the plan period.



Interpretation Panel, Ballintoy Harbour RKE

- **O5** Coleraine BC has completed a re-branding of the Causeway Coast Way through its area.
- **O5** CAAN has produced a brochure for the Causeway Coast Way, while NIEA has produced 'A Companion to the Causeway Coast Way' by local author Philip Watson.
- **O8** CAAN is currently leading on a new cycleni.com website for NI and a cycle brochure for NI.
- **P1** The provision of recreational activities and facilities will be considered closely by the new Causeway Coast and Glens Outdoor Recreation Forum. There is opportunity for the Forum to lead on reviewing current types and impacts of recreational pursuits in the AONB.
- **Q1** NITB and partners are progressing the Causeway Coastal Route(CCR) Interpretation Programme. Initially 22 flagship sites and attractions were identified within the geographic region of the Causeway Coastal Route subsequently followed by two individual studies. A detailed technical assessment of the physical infrastructure at these sites paralleled with a study recommending the optimum interpretation solution have been completed. The relevance of the AONB in conjunction with the visitor experience along the CCR is being discussed in the interpretation planning.
- **R1** The CCGRTP undertakes 5-year surveys of its region to identify audience profiles. The data is available for each council area but not specifically for AONBs.
- **S1, U2** The work of the CCGRTP is aimed at dispersing visitors to other sites and attractions along the coastal area and elsewhere within its area. The recent analysis of the Causeway Coastal Route by NITB and the publication of an Interpretation Strategy for the route is also aimed at introducing visitors to the wider attractions of the area.
- **T1 – T4** These actions have now changed with the proposals for the Visitor Centre at the Giant's Causeway.
- **V1** There is a strong integration of the AONB and the WHS, through having common membership of the AONB and WHS management groups and issues common to both being discussed at meetings.
- **V2** The WHS Management Plan has been completed.
- **W1 – 3** These actions are all included in the Giant's Causeway NNR Management Plan and the WHS Management Plan. They are being delivered by the National Trust through its implementation of those plans.
- **Y1 – 13** The condition of, and potential for, the road/path network within the near the WHS is being considered as part of the plans for the new visitor centre at the Giant's Causeway. Issues of access to, and within, the site, and of WHS interpretation are considered by the WHS Management Plan. The National Trust, through its ongoing management of the site, is actively engaged in delivering many of the actions in Objective Y.
- **Z1** The boundary of the WHS is currently being reviewed. Boundary issues are considered in the WHS Management Plan.

5 Visions, issues, objectives and actions – are they still relevant?

Visions

Respondents to the questionnaires who commented on the visions mostly supported their general sentiment as presented though some felt they could be expressed more simply. There was some comment on the detail, for example that the potential for cultural history to play a distinctive role in the area is limited and that it may be difficult realistically to improve the vibrancy of communities. No other visions were suggested.

We consider the visions to be appropriate for the area and provide a sense of direction for management activity. They address some of the most important issues of the area – environment, community and access – and present an admirable aspiration for the area to become an exemplar of sustainable environmental management. The visions contain little, however, that is specific for the Causeway Coast; they could, in fact, be used for any coastal protected area. A re-working of the visions to capture the attention and support of the reader and to make them more specific for the area would greatly improve this essential part of the management plan.

Issues

There is detailed comment about the issues as they appear in the plan from the respondents to this review. Clearly, time has moved on and new issues have become more prominent, notably climate change and its possible impacts on a coastal area, and these should be added to the relevant sections. There are also changes in the impact of, for example, support through agri-environment schemes that now control the loss of vernacular features and hedgerows. The majority, though, are considered to be still relevant and should be maintained in a revised plan.

We consider that a thorough evidence base should be prepared using data from relevant organisations, together with demographic statistics from the Northern Ireland Statistics and Research Agency (NISRA). This evidence base will identify more accurately the issues that are current for the AONB and suggest trends and likely scenarios that can inform objectives and actions, and is invaluable for any subsequent monitoring of the plan. An evidence base can be included within a revised management plan, or presented in a stand-alone State of the Environment report.

Objectives

The Management Plan has 26 objectives grouped in five themes. Overall, comment has suggested that the plan is too complicated with too many objectives that are difficult to comprehend collectively. The number and their layout work against user readability, leading to information overload and a disincentive to explore the plan in detail. Many of the respondents said they are not very familiar with the plan and fail to use it to inform their work. The presentation of the objectives – their number and the way they are expressed – must contribute to this situation.

Although the number of objectives may be excessive, few were considered to be inappropriate and none was considered to be unnecessary in a revised plan. Some, for example Objective H (see below), are difficult to understand as they are currently expressed, while others (eg Objective I) may now be out of date with changing circumstances. A

characteristic of many of the objectives is that they are not SMART – very few are measurable and many are considered to be either unachievable, or difficult to achieve, within current, or even expected, levels of resources.

Table 1 lists each objective and summarises comments about its relevance.

Table 1 Objectives

Objective	Comment	Changes
Objective A To conserve and enhance the Natural Beauty of the AONB	Very relevant	Consider both land and sea
Objective B To ensure that any development which is permitted supports the purposes of the AONB and does not undermine the quality and special distinctiveness of the landscape as set out in the Landscape Character Assessment	Very relevant	Is mentioning LCA relevant here? Legislation needs to be strengthened
Objective C To maintain and enhance the biodiversity of the AONB	Very relevant	consider land and sea
Objective D To protect and increase understanding of the historic environment of the AONB	Very relevant especially as some historic buildings are being lost	Funding opportunities, local involvement and pride. No real achievement here. Highlight need for Built Heritage Officer
Objective E To ensure land-use planning and development decisions help to protect the landscape resource upon which most economic activity within the AONB is based	Very relevant Fundamental	Reword to “seek to ensure that...” instead of ensure.
Objective F To ensure that economic activity supports investment in environmental conservation and promotes high quality design	Relevant	
Objective G To establish a thriving and sustainable economy within the AONB which supports the purposes of the AONB and sustainability principles		
Objective H To strengthen linkages between the local agricultural economy and the tourism and hospitality sector through diversification but also revaluation of traditional farming practices and fishing culture where appropriate	Relevant but not seen as a priority Don't understand this	
Objective I To provide alternative employment opportunities for local residents unable or unwilling to work in the tourism and farming sectors	? We need up to date info and advice as to whether this is needed or viable for delivery	
Objective J To seek opportunities to improve the quality of life for local communities. This should be achieved without encouraging inappropriate development which undermines the special qualities of the AONB	relevant especially re: price of houses in the AONB	
Objective K Support and encourage projects that help communities to enjoy and celebrate their local environment	Very relevant	
Objective L Recognise that information and communication is a key to the success of managing the AONB and in encouraging local participation and sense of belonging	Very relevant	

Objective M To reinforce and raise the profile of the AONB – image and identity	Still very relevant To some extent relevant	
Objective N To reduce the number of vehicle movements and congestion at key attractions within the AONB and encourage people to move around using sustainable modes of transport	Very relevant (especially in the context of the future new Visitor Centre at Giant's Causeway) Relevant, but realistic?	
Objective O To encourage people to engage more closely with the landscape by walking, cycling or horse riding	Very relevant It is not possible to enjoy NI countryside by horse in the total absence of any bridleways – and there's no move to create them	
Objective P To develop a recreational strategy which promotes active recreation in keeping with the purposes of the AONB and manages the impact of such pursuits	Very relevant	
Objective Q To communicate the significance of the AONB and the need for its continued conservation and enhancement, by providing interpretation that builds an overall cohesive AONB experience for the visitor	Very relevant This appears to duplicate measures designed to give AONB high profile and improve visitor experience. Need to check for duplication.	
Objective R To ensure that the interpretation provision, choice of media and method of presentation responds to specific audiences	Very relevant Duplication	
Objective S To increase visitor stay within the AONB	Relevant	
Objective T To establish a central information and orientation facility within the AONB to act as the heart (or hub) of the AONB and to provide general information to the visitor about the AONB landscape, key attractions, transport options and ticket prices/packages	Relevant especially in light of project of new Visitor Centre at the Giant's Causeway. Information on the AONB could be included in it. The objective has changed significantly with the overall approach to information and interpretation at the Giant's Causeway and the Causeway Coast Tourism Masterplan.	Revise objective in the light of the Giant's Causeway Visitor Centre proposals and the Causeway Coast Tourism Masterplan.
Objective U To establish a range of high quality facilities at key attractions throughout the AONB which provide specific information and interpretation about those sites	Relevant Unlikely to happen other than at the WHS	
Objective V To ensure the integration of WHS management issues within overall AONB management decisions	Relevant	
Objective W To conserve the geology, geomorphology and biodiversity of the WHS	Relevant	
Objective X To conserve, and enhance where appropriate, the natural beauty of the WHS landscape, as well as its landscape and seascape setting	Relevant	
Objective Y To attract local people and visitors to the WHS at levels that it can sustain	Relevant	
Objective Z The boundary of the WHS should be kept under review to ensure that its outstanding universal significance is adequately protected	Completed in the WHS Management Plan (Inclusion of part of marine area)	

Actions

There are between two and 13 actions for each objective in the plan. Some of these actions relate to the achievement of specific tasks, such as preparing the WHS Management Plan or an Interpretation Strategy, while others describe ongoing activity such as ensuring development control decisions actively support AONB purposes. Many of the respondents to the questionnaire considered that a significant problem with the Management Plan is that actions are not SMART – few of them are measurable or achievable and many are unrealistic for the capacities of partner organisations. A revised action table produced for one of the first meetings of the AONB Management Group which identified lead bodies, support bodies, priority and potential sources of funding provided significantly more information about how the actions might be achieved and by whom.

The list of achievements in section 4 above provides details of those actions that have either been achieved, or on which progress has been made since the plan was produced. It is not a comprehensive list as there are many actions, such as development control, that are difficult to measure. We believe that many of the actions represent the ongoing activities of partners in carrying out their functions. It would be difficult to attribute their implementation to the existence of the Management Plan and in fact they would probably continue in the absence of the plan. However, this should not belittle the valuable work that has been achieved in the AONB and the role of the plan in integrating the actions of its many stakeholders.



Klondyke, Bushmills CCGHT

6 What are the gaps?

Themes

The current themes comprise:

Theme 1 Conserving and enhancing natural beauty

Theme 2 Sustainable development and the local economy

Theme 3 Living in the AONB

Theme 4 Appreciating and enjoying the landscape and increasing understanding

Theme 5 The World Heritage Site in the context of the AONB

No new themes were suggested during consultation for this review and we believe there is no desire or justification for making any additions to the current list. No other major issues were identified that could be served by any additional theme and there would be little value in splitting any of the existing themes into two or more.

There may be justification, however, for amalgamating existing themes. Theme 2: Sustainable development and the local economy, and Theme 3: Living in the AONB are closely related. Both contain objectives related to land use planning and development, while the economic development objectives of Theme 2 have a bearing on the quality of life aspirations of Theme 3. There is also some duplication of actions under Objective L in Theme 3 (information and communication) and Objective M in Theme 4 (raising the profile of the AONB). Objectives J and K could therefore be included in Theme 2 under a broader heading of, say, Sustainable Communities, while Objective L could be included in Theme 4. This would reduce the overall number of themes to four.

Key issues

The returned questionnaires, which are presented in full in the appendices, list respondents' perceptions and opinions about the issues identified in each theme. These issues were relevant when the plan was being prepared during 2002/3 using the information that was available at the time. Some of the issues will have changed since then and there is also a larger bank of data available now to provide a more substantial evidence base. No new issues were suggested by respondents, but clearly some revision will need to take place if the plan is re-written. The preparation of a detailed evidence base will help to identify issues that are relevant now and for the life of a revised plan.

We consider that notable gaps in the issues are a consideration of the impacts of climate change and of the dynamics of the marine environment. Climate change is likely to have an impact on the nature of habitats and their species, and also on aspects of the landscape. Any rise of sea level in the long term will have a significant impact on the AONB's most visited feature – the Giant's Causeway – and on other parts of the coastline.

The marine environment was excluded from the plan as it was considered to be outside the boundary of the AONB. Our recent work on the Antrim Coast and Glens AONB Management Plan showed that the marine environment cannot reasonably be excluded in the consideration of a coastal area. For visual, landscape and function reasons the sea and the shore are interlinked and to leave out one is to omit half the explanation of why a coastal area functions as it does.

Objectives

The 26 objectives in the plan cover the majority of issues that are relevant to the AONB and its management. Listed in Table 1 they consider landscape and biodiversity conservation, the historic environment, planning and development, economic activity, quality of life, recreation, understanding and enjoyment, interpretation and reducing the impact of vehicles. They also cover similar issues for the WHS which are now covered by the WHS Management Plan.

Although no specific gaps were identified by respondents to the questionnaire we would like to make the following observations.

- Sustainability in tourism is an increasingly important aspiration particularly for areas with a high landscape interest where the impact of mass tourism can critically influence the nature of the area. While sustainable tourism is considered in one of the actions it deserves greater analysis for the AONB, in its role of supporting the local economy while helping to protect a critical landscape resource, and should be addressed as a specific objective, or series of objectives.
- The marine environment is not considered by the plan for the reasons discussed above. There are opportunities in a revised plan to address coastal and maritime issues and to provide objectives for future management.
- Raising awareness and the provision of Interpretation are important issues that are particularly relevant for this AONB as it is one of the most visited protected areas in the whole of the island of Ireland. These issues are considered in detail in the plan to the extent where they are duplicated across a number of objectives. We would recommend rationalising the awareness/interpretation objectives and actions to provide a more coherent and comprehensive approach.
- Geology and geomorphology are of major significance in the AONB and are discussed in the preamble to Theme 1 and also in Theme 4. Although Objective W provides guidance for geoconservation for the WHS there is no equivalent for the rest of the AONB. Geoconservation is an increasingly important issue and should have greater prominence in the plan.
- Many of the existing objectives, whilst providing a sense of direction for management activity, would benefit from re-wording and general revision to simplify them and enhance their readability. Some, such as Objectives H and T, are complex and difficult to understand.



Dunluce Castle *RKE*

Underlying principles

A high proportion of the actions contained within the management plan relate to ongoing activity of, for example, the Planning Service, the local councils and other organisations that are active in the area. Often it is not realistic to provide specific targets for their work, rather to suggest principles for them to follow that would guide and inform their activities in a way that is sympathetic to the environment of the AONB. In these cases there is value in providing underlying principles, or policies, that give guidance or suggest an approach to policy implementation.

We believe there is a case for the adoption of guiding principles in the Causeway Coast AONB Management Plan. In the absence of a dedicated AONB management unit that could directly 'drive' the plan, its implementation is vested in the AONB's many partners and stakeholders. Providing guidance for their ongoing activities is likely to be a more appropriate approach than specifying actions and targets for them to achieve.

We provide two examples below of a mix of guiding principles and objectives which we used in our recent review of the Malvern Hills AONB Management Plan. Although the plan has yet to be finally approved this approach has been accepted and welcomed by the AONB Partnership.

Example 1 Malvern Hills AONB Management Plan Historic Environment

Guiding principles

HP1 Where possible, LDDs, the development control system and appropriate land management practices should be used to protect, conserve and enhance the identified and agreed historic environment of the AONB.

Strategic objectives

HO1 Protect, conserve and enhance Scheduled Ancient Monuments, Listed Buildings, conservation areas, Registered Parks and Gardens, and other features of local architectural or historic interest and their settings that contribute to the character of the AONB. 90% of all Scheduled Ancient Monuments and Registered Parks and Gardens should be in good condition, or improving condition, by 2014.

HO2 Undertake, survey and research to secure and update information on the historic environment, which will guide future priorities and management.

HO3 Promote greater public understanding of, and engagement with, the historic environment of the AONB.

HO4 Prepare appropriate management documents for sites and features to guide future management. For example prepare a minimum of two Conservation Management Plans for monuments such as Midsummer Hill and British Camp by 2014.

Example 2 Malvern Hills AONB Management Plan Community Living and Working

Guiding principles

- CP1 Enable vibrant communities to grow sustainably by stimulating economic prosperity while maintaining the distinctive character of the area.
- CP2 Support the provision of affordable housing which is appropriate to the character of the area and meets local community and employment needs.

Strategic objectives

- CO1 Maintain and enhance access to essential services particularly in areas of need, in sustainable and innovative ways.
- CO2 Develop an enhanced sense of ownership and appreciation for the distinctive character of the AONB amongst local communities and visitors through the provision of information and interpretation, and opportunities for involvement in consultation activities and other forms of engagement.

Action plan

The comments made about the Management Plan actions which were summarised in section 5 above clearly indicate that some of the key problems with the plan lie within the action sections. The actions are often unspecific, they are difficult to measure and above all have no programming, prioritisation or attribution for their implementation agencies.

The revised action plan presented to one of the first AONB Management Group meetings and mentioned in 5 above was a significant advance, by identifying priorities, implementation agencies and sources of funding. This type of table could significantly help achievement of actions by at least identifying who would undertake each of the action points. Our work on the Antrim Coast and Glens AONB Management Plan resulted in a tabular action plan presented as a document separate from the main plan, with entries for Lead Partner, Other Partner, Priority, Timing and Cost for each action. All the actions were discussed and agreed with the lead partners and many involved specific targets which could be measured when achieved. This type of action plan can be regularly monitored and reviews published if necessary to identify achievements. A separate action plan can also be regularly updated, perhaps annually 'rolled on', with new actions, priorities and schedules.

We strongly believe that a fully costed and prioritised action plan document with identified lead and support implementation agencies can significantly help with achievement of actions. It can more clearly identify who is doing what and schedule when activities should take place. By regularly monitoring and updating the action plan it becomes a 'live' document and a dynamic focus for management activity, with potential to inspire partners and stimulate activity. It can also form a crucial basis for funding bids by clearly identifying funding requirements and the nature of integration between each action. We would recommend that an action plan of this type is produced for any revision of the AONB Management Plan.

7 Review of external factors

Since the publication of the Causeway Coast AONB Management Plan in 2003 there have been many new initiatives and publications that have a bearing on AONB management that should be considered carefully in any plan revision. These are summarised below.

Initiatives

Regional Development Programme (NIRDP) 2007 - 2013

The NIRDP provides funding for rural development within Northern Ireland, supporting improvements to the quality of life in rural areas and the diversification and development of the rural economy. In June 2008 allocations were determined across council clusters and the development of funding programmes will be guided by rural development strategies to be prepared by each cluster. There are opportunities for funding of actions proposed by the AONB Management Plan through the RDP implementation.

Northern Ireland Countryside Management Scheme (NICMS)

The NICMS has replaced the Environmentally Sensitive Areas scheme for Northern Ireland. The scheme is an integral part of the Northern Ireland Rural Development Programme and is co-funded by the European Agricultural Fund for Rural Development (EAFRD) and the Department for Rural Development (DARD). The schemes aims to improve the environment of the region through land management to reverse the decline in farmland biodiversity, enhancing the landscape and managing natural resources to improve the quality of water, air and soil. The NICMS can help to support many of the long objectives of the AONB Management Plan.

Review of Public Administration (RPA)

The RPA will result in a rationalisation of councils and other public bodies that will result in the existing 26 local councils being reduced to seven, with increased powers and responsibilities, and a restructuring of the education and health services. The powers of the new councils will include planning, local roads, rural development and future European programmes. The role of councils in the implementation of the Management Plan will therefore be greatly enhanced.

Northern Ireland Statistics and Research Agency (NISRA)

NISRA is the principal source of official information on Northern Ireland's population and socio-economic conditions. The statistics produced by the Agency inform the policy process within Government, research within Academia and contribute to debate in the wider community. Data from NISRA can provide an enhanced evidence base for the objectives and actions of the Management Plan and help inform priorities for implementation.

Redevelopment of Giant's Causeway Visitor Centre

The redevelopment of the Visitor Centre is likely to have an impact on the numbers of visitors to the Giant's Causeway and their use of the site. It would be valuable to assess the overall effects of the development in any redrafting of the AONB Management Plan.

Plans and strategies

Draft Northern Area Plan

The draft Northern Area Plan replaces the existing local plans for the four council areas of Ballymoney, Coleraine, Limavady and Moyle. The plan provides an overarching plan framework, allocations, designations, policies and proposals, and designations and policies specifically for countryside and the coast. There are policies contained in the draft plan for the Causeway Coast Countryside Policy Area (the AONB) and the Giant's Causeway World Heritage Site.

WHS Management Plan

A Management Plan for the Giant's Causeway WHS was produced in January 2005. Its objectives and actions mirror those of the AONB Management Plan, reflecting the alignment of aspirations for the two designations. In any iteration of the AONB plan there is opportunity to ensure objectives and actions are complementary with those for the WHS.

Revised Planning Policy Statements

Since the Management Plan was produced the process of producing Planning Policy Statements (PPS) has continued with PPS 14: Draft Sustainable Development in the Countryside and PPS 18: Draft Renewable Energy being tabled. PPSs set out the main planning considerations that the Department of Environment takes into account in assessing proposals for development and preparing development plans. Collectively the PPSs offer protection from harmful development that might adversely affect the rural character of its setting. Other relevant PPSs are 3: Access, Movement and Parking, 8: Open Space, Sport and Outdoor Recreation and 13: Transportation and Land Use.

Causeway Coast and Glens Tourism Masterplan 2004 – 2013 (& associated plans for signage/interpretive works)

The Causeway Coast and Glens Tourism Masterplan 2004-2013 was a major element of the three stranded ministerial initiative launched in 2003. The Masterplan is in the ownership of DETi and provides a framework for tourism development for the Causeway Coast and the Antrim Coast and Glens areas. It aims to set new standards in environmental management and sustainable tourism to create a quality visitor experience with the whole community benefitting from increases in visitor numbers. The Masterplan's proposals for the Causeway Coast area focus on enhancing the visitor experience, managing the resource visitors come to see and minimising their impact on it.

Sustainable Development Strategy

Produced in 2006 this Strategy provides a framework for the sustainable management of Northern Ireland's resources and presents strategic objectives and targets for, for example, conserving the landscape and managing it in a more sustainable way and protecting and enhancing the freshwater and marine environment. Key targets include the completion and implementation of management plans for all AONBs. There are other targets and 'key steps' to achieving these targets that are relevant to the management of the Causeway Coast AONB.

Regional Development Strategy – 2025

The revised RDS offers a long term perspective on the future development of Northern Ireland up to 2025. The revisions include important policy issues on economic development and the environment, including climate change, which may have a bearing on the AONB and its management. The document was prepared through consultation with the community and its proposals reflect the community's aspirations for the region.

Northern Ireland Countryside Survey (NICS)

The NICS, a comprehensive survey of habitats across Northern Ireland, was first undertaken in 1992 and then re-surveyed in 2000. The surveys determined estimates of the area and changes in habitats and field boundaries. A further resurvey undertaken during 2007 assessed the current use and condition of habitat types and incorporates an estimate of pressure on the environment. The NICS provides valuable statistics to monitor change in the environment of the AONB.

Biodiversity Action Plans (BAP) for Moyle and Coleraine

A BAP Coleraine Borough has been published and one for Moyle District is in preparation. BAPs provide guidance for the protection and management of habitats and species.

Management plans for protected sites

The NIEA has produced a management plan for the Giant's Causeway NNR and others are in preparation for ASSIs and other sites in the area. The NNR plan is being actively implemented by the National Trust.

Implementation Plan for the NI Biodiversity 2005/2008

This implementation plan was published by EHS (now NIEA) to fulfil its part of the Northern Ireland Biodiversity Strategy published in September 2002. A second tranche of actions were included as part of an EHS Business Plan Key Performance Target (KPT) for 2006/2007. Many of these actions have been achieved and some would have directly, or indirectly, impacted on the management of the Causeway Coast AONB.

State of the Environment Report for NI (March 08 – NIEA/EHS)

Northern Ireland's first State of the Environment (SOE) report was launched in April 2008. The report contains a set of 30 indicators, presented in six chapters, covering air and climate, water, land and landscape management, biodiversity, built heritage, and waste and resources. The indicators provide a baseline to promote awareness of the environment to business and the public, and to help improve attitudes and behaviour. They have been designed to assist future comparison and measurement of a changing environment and will be valuable for ongoing monitoring of AONB management.

Preparing for a Changing Climate in NI (2007)

This report provided an assessment of likely impacts of climate change on Northern Ireland's environment, together with an adaptation strategy of each impact and its effects on public service. Its analysis and recommendations would help to better inform AONB Management Plan proposals.

Integrated Coastal Zone Management Strategy (ICZM) 2006 – 2016

The ICZM is a strategy that aims at establishing sustainable levels of economic and social activity while protecting the coastal environment. It seeks to reconcile the different policies of the many organisations that have an interest in the coastal zone and to integrate their interests and responsibilities. Many of its objectives would have a direct affect on the management of the AONB.

Causeway Coastal Route Review

The Causeway Coast Route Interpretation Programme is currently being progressed by the NITB and partners. The two studies recently completed provide recommendations for improving the physical infrastructure and offer interpretative solutions at the flagship 22 sites and attractions along the Causeway Coastal Route.

8 Review of the AONB Management Group

During the workshop held on 3rd October 2008 the AONB Management Group members were asked to consider the Strengths, Weaknesses, Opportunities and Threats of the Group and their perceptions of its current and desired future roles. The outcomes of this workshop are summarised below.

Strengths

The Management Group has a wide membership drawn from many organisations that have an interest in the management of the AONB. Membership represents the two local councils (Moyle District and Coleraine Borough) at officer and member level, key land management and conservation organisations, the farming community, recreational interests and the community. Members felt that one of the great benefits of the Group is that there are few other opportunities to network and communicate about environmental, social and economic issues for a protected area and the Group provided them with that opportunity. Meetings are characterised by a high level of transparency of discussion and information exchange, with good opportunities for promoting key messages and priorities.

The Management Group has a clear written sense of purpose, contained within its Terms of Reference. There is also a clear geographic focus. Membership includes a good skills base and a diversity of specialisms.

Weaknesses

Members were concerned that some key organisations may still be missing from the Group though were also aware that it may already be too broad and too large. There was real concern about a lack of adequate community buy-in and about the poor dissemination of information. Generally, the profile of the Group is too low and its vision and the duties of its members are insufficiently strong or clear. There is a sense that relationships between some of the member organisations are ambiguous particularly where their functions are very different – members work at very different levels yet have an equal role on the Group.

A key weakness of the Group is that the Management Plan is not a statutory document, and this impacts on the effectiveness of the Group in delivering management action. The Group considers the Plan to have significant weaknesses which also contributes to ineffectiveness in implementation.



Carrick-a-Rede Rope Bridge CCGHT

Opportunities

There are major opportunities for the Group to become a pro-active agent for positive change. The Group needs a champion that stands up for the interests of the AONB, and needs a clearer identification of the relationships between members for them to work together more cooperatively and effectively. Both the Review of Public Administration (RPA) and the review of the Causeway Coast and Glens Heritage Trust offer opportunities for greater engagement in the AONB by local councils and an enhanced role in implementing the Management Plan.

Threats

A number of possible threats to the future of the Management Group were identified. The RPA could greatly benefit the operation of the Group but it may also adversely affect it by diluting its function particularly in relation to the implementation of the Management Plan. The AONB itself may also be weakened by change in national planning policy from the current protectionist approach to one focused on development in the region. The lack of effective legislation for AONBs continues to provide inadequate protection and it is unlikely this will change in the foreseeable future.

The overall lack of resources for environmental management seriously challenges the effectiveness of delivery of the Management Plan. A similar lack of resources in the future will see little change in the capacity of the Management Group to 'drive' and deliver the plan. There are also uncertainties about the outcomes of the CCGHT review.

Perception of the roles of the AONB Management Group

Currently the group is considered by its members to be focused largely on:

- Discussion
- Coordination
- Advisory work
- Implementation

In future it should become more focused on:

- Coordination
- Implementation of the Management Plan
- Fundraising

The Group considers that essential requisites for effective operation are a good management plan and a change in style of operation and management.



What changes should be made?

The AONB Management Group has been established for only four years and is therefore still at a formative stage in its development. It was established to oversee the implementation of the Management Plan and as a vehicle for networking and communication for those organisations that had an interest in the management of the AONB. From the analysis above and from our experience of advising AONB partnerships in England we would recommend that the following actions are taken to enhance the operation of the Group.

1 Re-evaluate Group membership

The group currently has a membership which embraces the main interests in the management of the AONB but in the light of changing priorities in the area and any revision to the objectives and actions of the Management Plan there would be value in reassessing this membership. Care needs to be taken though in ensuring the Group is not too large to be effective in decision-making and overall discussion of issues.

2 Draw up revised Terms of Reference, or a Statement of Intent

The current Terms of Reference provide guidelines for the operation of the Group, but there appears still to be some uncertainty about the relationships between members and also about their role in the Group. It is valuable to reassess the Terms of Reference from time to time and particularly if there any changes in the role of the Group, such as guiding the delivery of a revised management plan.

We believe there is also value in preparing a **Statement of Intent** which can be signed by each group member. The Statement lays out the roles of the group and also individual roles of members in pursuing the aims of the group. The Statement provides a clear sense of direction for the group and encourages strong commitment to its aims.

3 Identify a Champion for the AONB

The desire for a 'Champion' for the AONB was suggested during the Management Group workshop. This person would, literally, champion the cause of the AONB and lobby for the funding and the effective mechanisms to push forward management action. The champion would ideally be associated some way with the AONB, or with the landscapes of the region, and should already be in the public eye for protection of the region's natural resources. It may be advisable for the champion to be politically non-partisan though this would not be a requirement. The champion need not be a member of the AONB Management Group, but should be closely associated with it and act as a key supporter.

4 Establish a Stakeholders Forum

Concern was expressed by group members about the lack of buy-in by the community. A number of AONBs in England have established stakeholder, or community, forums that meet annually and share the aspirations and achievements of the managing partnership. The forums have a much wider membership than the Management Group and would include community associations, interest groups, business representatives and local residents who have an interest in the management of the area. Annual meetings focus on sharing information and gathering perceptions and opinions about the area, and, most importantly, seeking a consensus on the future management of the area. We believe that establishing a Stakeholders Forum at the Causeway Coast would help considerably in engagement with community groups and other stakeholders in the area.

5 Revise the Management Plan

The Management Plan is five years old and, through the analysis of this review, is in need of revision. Such a revision involving a participative process from partners, other stakeholders and the community, and resulting in a plan with clear objectives and actions would help to

focus partners and provide a more effective basis for the operation of the Group. The revision of the plan would be a major stimulus to re-invigorate the partnership and provide it with a renewed sense of direction.

6 Draw up a costed, prioritised Action Plan

An Action Plan of the type described in 6 above would more clearly identify the tasks required to manage the AONB and the means to achieve those tasks. By seeking commitments to management action from the various stakeholders, particularly those on the Management Group, it becomes much clearer how the actions can be funded, delivered and achieved.

7 Set an annual programme

The Action Plan should be converted into annual work programmes that are both realistic and achievable. Clearly the uncertainties of funding will have a bearing on the content of these programmes but they will identify for each stakeholder the range of work intended to be achieved for the year, and identify at the end of the year – and at the Stateholders Forum meeting – the work that has been achieved. At each meeting of the Management Group progress can be assessed and monitored and further implementation work agreed.

8 Review the Action Plan and roll forward

At each annual meeting a rolled forward Action Plan can be presented which will update the previous list and re-prioritise, and re-schedule, the remaining actions for the period.

We believe that with these changes to the operation of the AONB Management Group it will become a more dynamic body to 'drive' the implementation of the Management Plan, focusing on delivery mechanisms, fundraising and the coordination of management action. The group should have a new sense of purpose and would have a much greater sense of engagement with the community and other stakeholders.



Bendhu House, Ballintoy *RKE*

9 Conclusions

Our review of the AONB Management Plan and the Management Group has led us to the following conclusions.

There was generally a low level of awareness of the Management Plan. Those who knew of it did not have an in-depth knowledge of its contents. Even for those who knew the Plan the level of engagement with it, in terms of *daily use*, appeared to be very low.

Most felt that overall the plan was too wordy and lengthy, imprecise in the phasing of the objectives and actions, and too obscure in intent. It lacks focus and was not expressed in sufficiently direct language.

The Plan is now rather out of date. The AONB is an area of intense management activity and interest for all stakeholders, and the context of the plan has changed rapidly. In particular the document has largely been superseded by primary planning documents such as the WHS management plan, the NNR Management Plan, the draft Northern Area Plan and other documents.

Nevertheless, the plan has been successful in setting out the issues that in broad terms affect the AONB and suggesting, again in rather broad terms, what might be done to help the AONB. It was useful at the time of its writing and soon after, in that the process of compiling, publicising and disseminating the Plan ensured people thought holistically about the area. For the first time, a broad framework for the care of the AONB was laid out. This was a significant achievement for a first plan in an area with relatively little preceding strategy from which to work. It is simply that the contexts have moved on, very rapidly in some cases, and the Plan is no longer as fit for its original purpose.

A surprising number of actions have been completed although these are rather swamped by the great number of objectives and actions that appear in the plan. Had the range of actions been more realistic, the tally of completed actions would look far more impressive.

It is likely that many of the completed actions would have been achieved without the Management Plan, as organisations go about their business. This is inevitable with any Plan that accurately reflects the priorities and aspirations of the Stakeholders. However, it is true to say we found little evidence that the Plan has stimulated activity or has significantly and directly improved the management of the AONB. This is partly because of the way it has been written, and partly because the management of the area is already covered well by a number of primary management plans.

The AONB Management Group is an invaluable body for bringing together organisations that have an interest in managing this important area. For much of its life so far it has provided a forum for discussion and advice about the area and for exchanging ideas and aspirations. It is now time for the Group to revise its functions and to become the focus for plan implementation and stimulating positive action - driving the plan forwards and capturing stakeholders' interests and enthusiasms.

In conclusion, the Plan has made a number of significant achievements and particularly during the writing process and the early year or two of its life, was a significant step forward. However, the strategic context has moved on and the plan is now in need of substantial revision.

10 Key recommendations

We summarise below our key recommendations from this review.

- The AONB Management Plan is in need of revision. It was appropriate in its current form when it was published in 2003, but time and circumstances have moved on and it now requires a major revision.
- The Plan requires a more concise and clear series of Statements of Significance – what is the AONB all about, what are the key features – an updated and more concise evidence base and a clear statement of the condition of its features (a State of the Environment style report). It should provide a locally significant vision, or set of visions, for where the AONB should be in a defined period in the future.
- A thorough review of current activity and other strategic plans should be undertaken to identify where other strategy and policy now has an impact on AONB management.
- The role of the plan needs to be properly defined and conveyed to partners and stakeholders. The audience for the Plan and the way that stakeholders will use the Plan also needs to be considered carefully.
- The Plan should be produced in a format which is most appropriate for its audiences and the way it will be used. We would recommend that it is presented in a clear and readable style with simple design that will appeal to a wider reader base.
- The main plan document should be accompanied by a separate costed, prioritised Action Plan that clearly identifies delivery mechanisms and implementation agencies. The Management Plan and Action Plan should present a more realistic number of objectives (preferably SMART) and linked actions which, when achieved, will fulfil the defined visions. The actions should be specific, practical and achievable. Many of the actions that are currently the ongoing activities of partner organisations could be worded as Guiding Principles, presented to inform an approach to the delivery of policy.
- The Plan should specifically consider delivery mechanisms and partners, both for the Plan as a whole and for individual actions.
- The Management Plan needs to be ‘driven’ to be implemented effectively; it will not drive itself. A review and re-launched AONB Management Group will help to push forward its implementation, but it will also require adequate resourcing and a dedicated body, such as the CCGHT, to act as the key delivery agency. We cannot stress strongly enough that the Heritage Trust is a crucial agent for the delivery of the plan and its proper resourcing is key to its successful implementation.
- A meaningful structure for monitoring implementation needs to be put in place.
- The role of the AONB Management Group needs to be reassessed according to our recommendations in Section 8 above. It should have a higher public profile and be supported by a local ‘champion’ to stimulate interest in the protection of the area.

Appendix 1

Participants in the Review

AONB Management Group workshop 3rd October 2008

Peter Thompson	Coleraine Borough Council Tourism Development
Graham Thompson	National Trust (Chairman)
Michael McConaghy	Moyle District Council
Brian Connolly	Northern Ireland Tourist Board
Andy Meenagh	Planning Service
Cllr B Leonard	Coleraine Borough Council
Cllr W J Graham	Moyle District Council
John Young	Roads Service
Helen Noble	Causeway Coast and Glens Heritage Trust
Maxime Sizaret	Causeway Coast and Glens Heritage Trust
Anne McNickle	Coleraine Rural and Urban Network

Respondents to the Review Questionnaire and subsequent telephone interviews

Sandi Howie	Northern Ireland Environment Agency
Lorraine Bourke	Northern Ireland Environment Agency
Mike Meharg	Northern Ireland Environment Agency
John Young	Roads Service
Graham Thompson	National Trust
Andy Meenagh	Planning Service
Stuart Freeman	Planning Service
Caro-Lynne Ferris	Countryside Access and Activities Network
Emma McLaughlin	Coleraine Borough Council
Marc Strong	Coleraine Borough Council
Michael McConaghy	Moyle District Council
Max Bryant	National Trust
Brian Connolly	Northern Ireland Tourist Board
Maxime Sizaret	Causeway Coast and Glens Heritage Trust

Glossary

Acronyms used in this report

AONB	Area of Outstanding Natural Beauty
ASSI	Area of Special Scientific Interest
BAP	Biodiversity Action Plan
CAAN	Countryside Access and Activities Network
CCGHT	Causeway Coast and Glens Heritage Trust
CCGRTP	Causeway Coast and Glens Regional Tourism Partnership
CCR	Causeway Coastal Route
CURN	Coleraine Urban and Rural Network
DARD	Department for Rural Development
DETI	Department for Enterprise, Trade and Investment
EAFRD	European Agricultural Fund for Rural Development
ESA	Environmentally Sensitive Area
HLF	Heritage Lottery Fund
ICZM	Integrated Coastal Zone Management
LCA	Landscape Character Assessment
NAP	Northern Area Plan
NICMS	Northern Ireland Countryside Management Scheme
NICS	Northern Ireland Countryside Survey
NIEA	Northern Ireland Environment Agency, formerly Environment and Heritage Service (EHS)
NISRA	Northern Ireland Statistics and Research Agency
NITB	Northern Ireland Tourist Board
NNR	National Nature Reserve
NT	The National Trust
PPS	Planning Policy Statement
RDP	Rural Development Programme
RDS	Regional Development Strategy
RPA	Review of Public Administration
SMART	Strategic, Measurable, Achievable, Realistic and Timed
SMR	Sites and Monuments Record
SOE	State of the Environment
THI	Townscape Heritage Scheme
TIC	Tourist Information Centre
WHS	World Heritage Site



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