

Penrhos Leisure Village

Chapter 9: Landscape and Visual Impact Assessment
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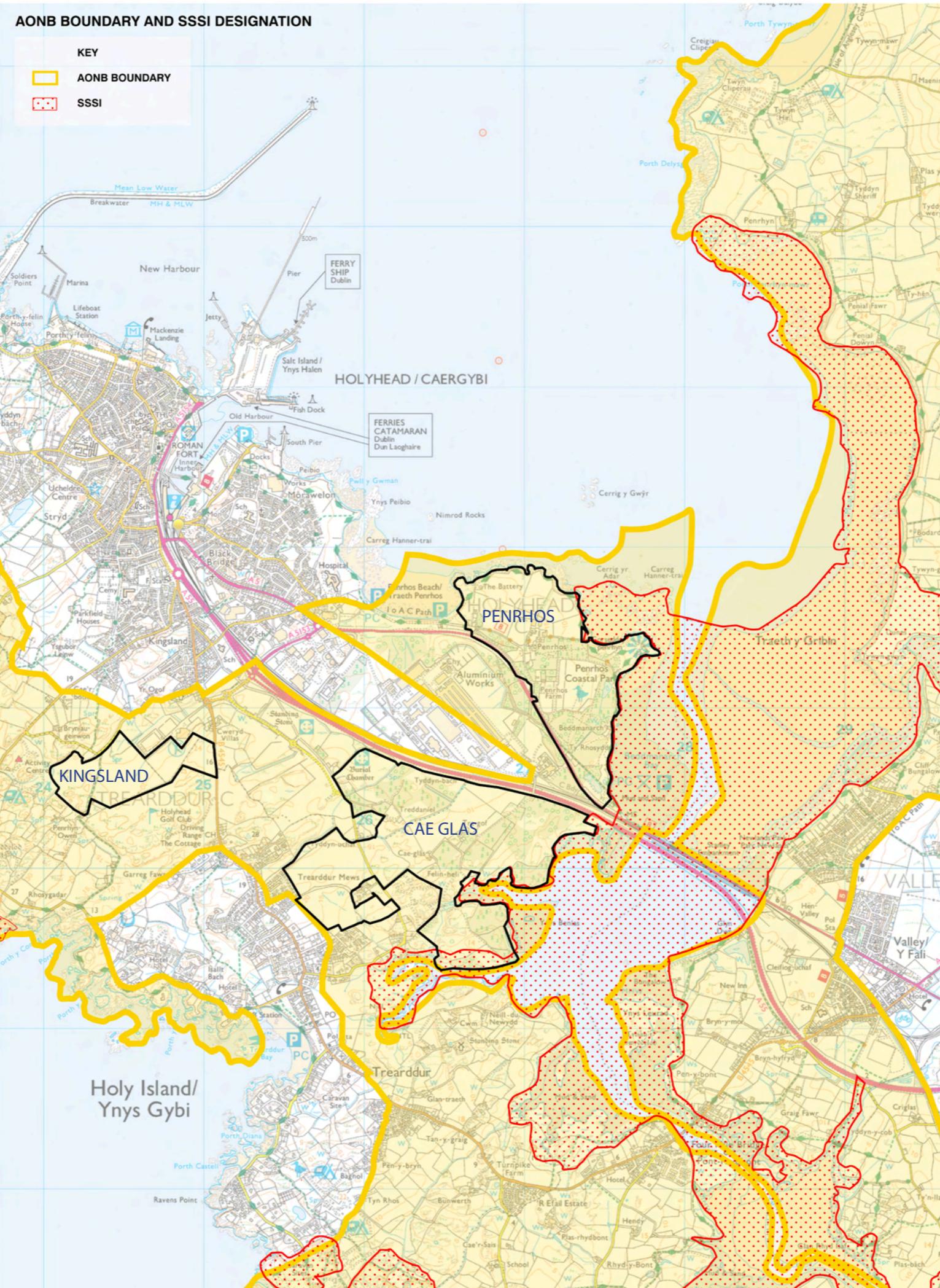
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KEY

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INTRODUCTION

Land and Lakes are looking to obtain outline planning permission for a new leisure development and residential development on Holy Island, Anglesey. The site comprises three areas; Penrhos, Cae Glas and Kingsland. The proposals for Penrhos and Cae Glas involve development as new leisure destinations, and Kingsland is intended for new residential development.

The AONB Designation

The coastal zone of Anglesey was designated as an AONB in the 1960's in order to protect the island's coastal landscape and habitats from inappropriate development. The AONB covers most of Anglesey's 125 mile coast, and also encompasses Holyhead Mountain to the west of the three sites. The total coverage of the AONB on Anglesey is approximately 221 square kilometres (21,500 hectares).

Purpose of the Designation

The main purpose of the AONB is to conserve and enhance the natural beauty of the designated area. The conservation of the fauna, flora, landscape and geology of the AONB is central to the designation. However, the cultural dimension of the landscape, along with physical human shaping of the land is also fully recognised. In Wales, the added dimension of the language provides an essential element of cultural richness that requires recognition.

AONBs do not have a statutory recreation purpose. However, as scenically attractive areas, they have always been popular with visitors, and it has long been recognised that the demand should be met so long as it is consistent with the conservation of the area, and with the needs of agriculture, forestry and other uses.

Account also needs to be taken of the needs of agriculture, forestry and other rural industries. The economic and social needs of local communities is vital.

The AONB Management Plan

The AONB designation requires the production of a management plan, the purpose of which is to evaluate the special qualities and features of the AONB, and determine what actions are required

to ensure that these qualities are conserved and enhanced. The current plan for the Anglesey AONB covers the period 2009 to 2014. The plan includes a report on the current state of the AONB and details key changes since the production of the first plan in 2004. It also outlines the vision, strategy and actions for the future sustainable management of the AONB over the next 5 years.

SCOPE AND PURPOSE

The three sites; Penrhos, Cae Glas and Kingsland, fall entirely within the designated AONB, and together form a significant portion of the AONB designated land on Holy Island.

The primary objectives of this document are fourfold:

- 1 To understand the key qualities of the AONB, as set out within the Anglesey AONB Management Plan 2009-2014;
- 2 To assess to what extent the three sites; Penrhos, Cae Glas and Kingsland contribute to the special character of the AONB in their current state.
- 3 To assess to what extent the three sites currently contribute to the future Vision for the AONB as set out with the Anglesey AONB Management Plan 2009-2014.
- 4 To determine to what extent the Masterplan Proposals for each of the three sites will contribute to achieving the Vision for the AONB. This will create an opportunity to compare whether the development of the sites in accordance with the Masterplan Proposals will contribute more positively to achieving the AONB Vision than the current status quo. It must be noted, however, that the sites are currently managed and maintained by Anglesey Aluminium Metals (AAM), and this includes permissive access to the Penrhos Coastal Park. However, there is no current legislative protection to ensure continuation of current management and access to what is a valuable recreational resource.

In order to achieve these objectives the document is set out in the following sections:

Section 1 of this report summarises sections from The Isle of Anglesey AONB Management Plan 2009-2014, produced by the Countryside Council for Wales. This summary provides a baseline from which a more detailed analysis and assessment of the sites can be carried out. Key components of the baseline include:

- A summary of the character and qualities of the AONB, as defined in the Management Plan.
- A summary of the state of the AONB, focussing on the 3 sites and their immediate context.
- A summary of the AONB Vision for 2049, as set out within the Management Plan

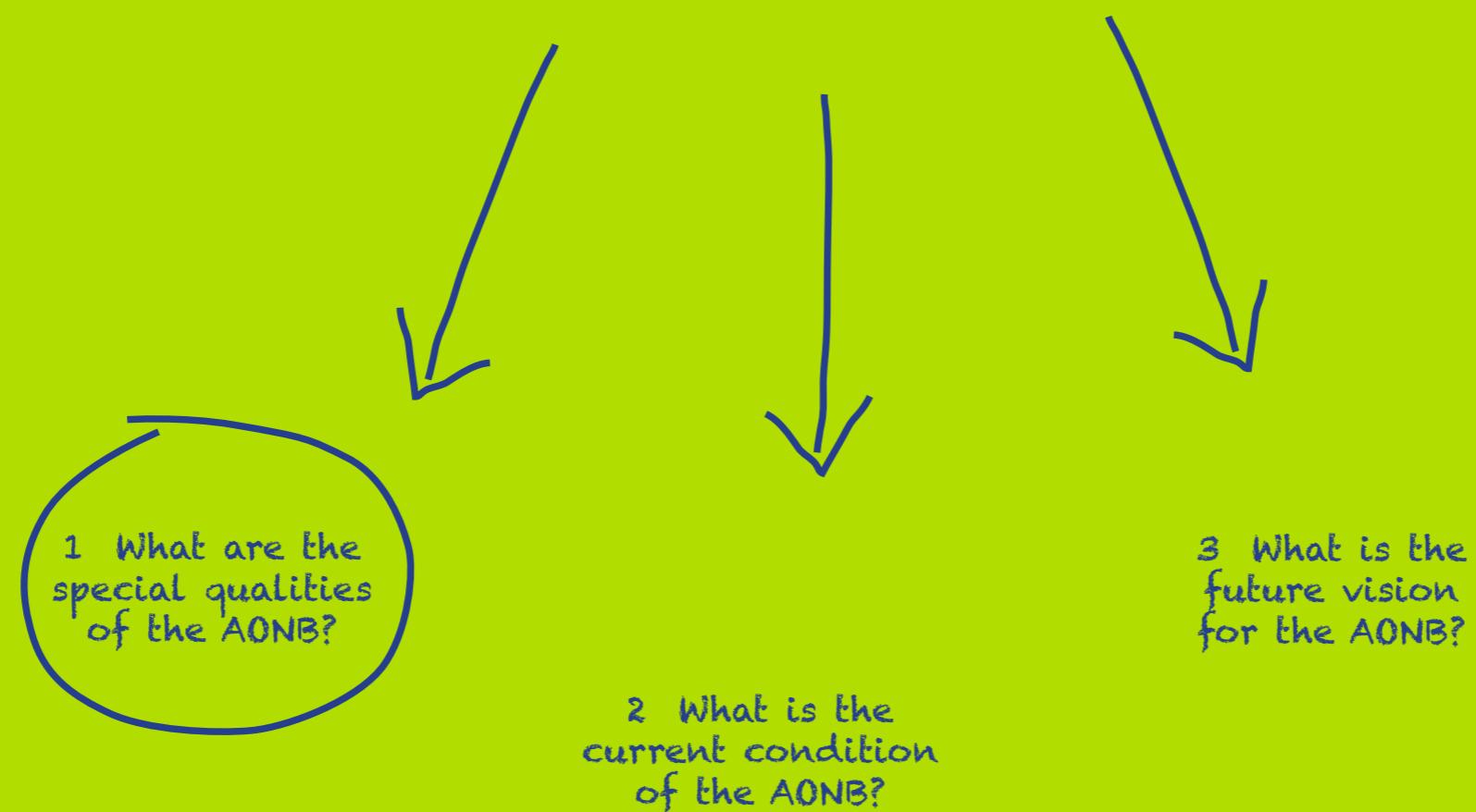
The Isle of Anglesey AONB Management Plan provides broad baseline information on the whole of the AONB. **Section 2** of this report aims to provide a more detailed study of the 3 sites and their immediately surrounding context. A Landscape Character Assessment of each of the three sites and their immediately surrounding context has been carried out. The aim of the Assessment is to understand the character and qualities of the sites in greater detail.

Having established the character and qualities of the three sites, **Section 3** aims to assess the extent to which the sites contribute to the special character of the AONB in their current state, based on the criteria from the Vision.

Finally, but most importantly, the report aims to establish what contribution the sites currently make to achieving the Vision for the AONB, as set out within the Management Plan. A comparative assessment is then carried out to determine to what extent the Masterplan proposals for the three sites will contribute to achieving the AONB Vision. An indication is given as to whether the proposed development is likely to result in a positive or negative impact on the future vision for the AONB.

Section 4 provides a summary of the key findings from the assessment, and reaches a conclusion on whether the proposed development of the three sites is likely to have an overall positive or negative impact on the AONB.

The Isle of Anglesey Management Plan 2009-2014



1 THE ISLE OF ANGLESEY AONB MANAGEMENT PLAN 2009-2014

"The State of the Anglesey AONB Report", contained within the AONB Management Plan 2009-2014 produced by the Isle of Anglesey County Council, identifies the key features which make up the special character and qualities of the AONB.

The special qualities of the AONB, as defined by the Report, are summarised below:

Landscape & Visual

- Coastal landscape features, including; sea cliffs, rocky shores, sand dunes, sandy beaches and saltmarsh. These features are currently classed as being in a **variable** condition within the AONB.
- Traditional agricultural landscape features, including; ancient hedgerows, stone walls and cloddiau (stone-faced earth banks). These features are currently classed as being in a **declining** condition.
- Expansive Views - throughout the AONB. Currently classed as being in a **good** condition.
- Peace and Tranquillity - throughout the majority of the AONB. Currently classed as **poor to good**.
- Islands around Anglesey - the AONB designation includes 30 islands. Currently classed as being in a **variable** condition.

Geology and Geomorphology

- The island's geology and geomorphology has a dramatic effect on the AONB's landscape and biodiversity. Anglesey consists of some of the most ancient tracts of rocks in Great Britain. Geology and geomorphological elements are currently classed as being in a **variable** condition.

Ecology and Biodiversity

- Broadleaved Woodlands - Anglesey is one of the least wooded counties in the UK (IACC 2004). The majority of the semi-natural woodland on Anglesey is located in the AONB, but is classed as

being in a **declining** condition.

- Lowland Coastal Heath - The majority of the heathland on Anglesey is located in the AONB, and is classed as being in an **unfavourable/recovering** condition.
- Flower rich roadside verges - widespread throughout the AONB, classed as being in a **variable** condition, being dependent on management.
- Priority Species as identified in the Anglesey LBAP - Unevenly distributed throughout the AONB. Currently classed as being in a **variable** condition.

Historic

- The Built Environment - a number of listed buildings are located within the former Penrhos Estate. They are currently assessed as being in a **variable** condition.
- Archaeology and Ancient Monuments - Including Statutorily Protected Scheduled Ancient Monuments. Assessed as being in a **variable** condition.
- Historic Parks and Gardens - Penrhos is assessed as **high** in terms of its historic qualities, due to its history as part of the Stanley Estate. Currently assessed as being in a **variable** condition.

Culture

- Rural Agricultural Communities - located throughout the AONB. The condition of these communities is currently assessed as **unknown**.
- Welsh Language - Anglesey is a stronghold of the Welsh language, despite this, it is assessed as **declining**.

Soil, Air and Water Quality

- The Agricultural Land Classification system categorises land into one of 5 grades. The best and most versatile agricultural land is designated as either Grade 1, 2 or 3. The quality of these grades ranges from excellent (Grade 1) to good (Grade 3).

The Anglesey AONB includes land classified as Grades 2, 3, 4 and 5.

The air quality of the AONB is generally **good** (Environment Agency 1999), though increasingly affected by the number of car users.

Water quality within the AONB is currently assessed as **improving**.

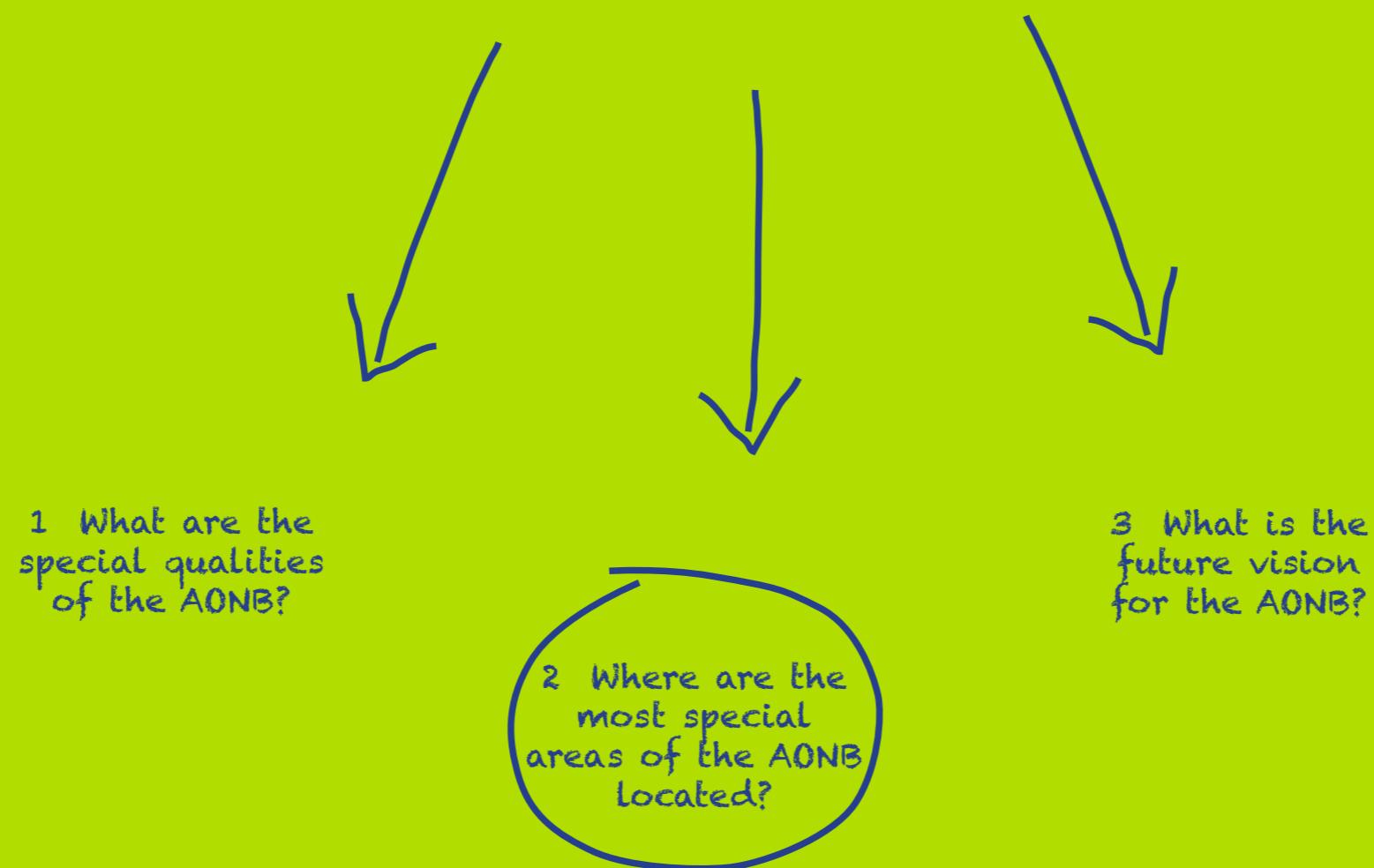
Public Rights of Way Network

- The AONB includes 370 km of Public Rights of Way. The condition is assessed as a mix of **poor, improving and good**. The Wales Coastal Path was officially opened on the 5th May 2012, and now provides a continuous 870 miles of public footpath around Wales, including Holy Island.

Accessible Land and Water

- The AONB includes approximately 730 hectares of 'open country', of which approximately 506 hectares is common land. The condition is assessed as a mixture of **good, improving and unknown**.

The Isle of Anglesey Management Plan 2009-2014



LANDMAP EVALUATION

In 1999, the Isle of Anglesey County Council (IACC) and the Countryside Council for Wales (CCW) commissioned a landscape assessment which led to the production of the "Anglesey Landscape Strategy 1999".

The Strategy was based upon CCW's Landmap methodology, which creates a standardised approach to the assessment of the landscapes of Wales. The objectives of the Strategy were to assist in the management of the Area of Outstanding Natural Beauty, and to feed into the authority's Development Plan.

The key information about the AONB which was collected and mapped included;

- visual and sensory information,
- historical data,
- landscape habitats,
- culture, and
- geology.

The methodology was subsequently re-evaluated and revised. An updated version of the Landscape Strategy was produced in 2011 in response to changes within the Landmap methodology.

AONB SITE CONTEXT

Parc Cybi

Parc Cybi is an approved scheme located between the Kingsland and Cae Glas sites, to the immediate south of the A55. The site lies within the AONB boundary, and will form a major strategic business investment site, and potentially a major new source of local employment. The development is not currently on site, but a substantial road infrastructure network to accommodate the future scheme has been developed. The proposals will consist of units of substantial scale and massing, with significant areas of carparking.

The landmap assessment contains the following assessment of the Park Cybi landscape:

- Visual and Sensory Qualities - High
- Cultural Value - Outstanding
- Geological Value - Moderate (although the site does contain the Ty-Mawr Standing Stone, which is recognised by Cadw as an important historic feature, most likely from the Bronze Age.
- Habitat Value - Low
- Historical Value - Moderate.

Biomass Fuelled Power Station

In September 2011, consent was granted for the construction of a biomass fuelled power station on the Anglesey Aluminium Metals (AAM) site, to the immediate south of the A5 and the Penrhos site. The plant will generate 299 MW of electricity, and will employ up to 600 people during construction with around 100 full-time personnel when operational. The biomass plant will introduce two new large structures into the existing landscape, namely a chimney stack and boiler building, which would be visible from within the AONB.

The former use of the site by AAM means that it is significantly degraded in terms of its contribution to the special qualities of the AONB. The landmap assessment contains the following assessment of the AAM/future biomass power station site:

- Visual and Sensory Qualities - Low
- Cultural Value - Outstanding
- Geological Value - Moderate
- Habitat Value - Moderate and Low
- Historical Value - Moderate.

A summary of the Landmap data in relation to the three sites is provided on the following pages.

Visual and Sensory

Penrhos
Classification: Amenity land
Visual & Sensory Assessment: Moderate

Cae Glas
Classification: Mosaic Rolling Landscapes
Visual & Sensory Assessment: High

Kingsland
Classification: Mosaic Rolling Landscapes
Visual & Sensory Assessment: High

Mosaic lowland valleys

Lowland valley areas which display a patchwork of small woodland (20-50% density) amongst farmland, perhaps also with a high number of hedgerow trees.

Amenity land

Other developed land which is open space associated with the service of built & developed areas (>10Ha), such as formal parks, golf courses and playing fields.

The visual and sensory aspect is a process of mapping what is perceived through our senses, primarily visually, from the physical attributes of landform and land cover to their visible patterns of distribution and their consistent relationships in particular areas. The senses of hearing, smell and touch are also considered as part of the perceived characteristics of the landscape.

Evaluation Criteria

Criteria	Definition
Scenic quality	The area will have accessibly-viewed scenes which are of a picturesque quality, demonstrating aesthetically-pleasing elements in composition
Integrity	The area should be generally unspoilt by large-scale, visually intrusive or other inharmonious development
Character	The area should have a distinctive and common character including topographic and visual unity and a clear sense of place
Rarity	The area should exhibit features or qualities that are both rare/representative and valuable for any other Visual & Sensory criteria

For each, the importance of the qualities within the Aspect Area are scored on the following scale:

Outstanding: Of international or national importance to the Aspect

High: Of regional or county importance to the Aspect

Moderate: Of local importance to the Aspect

Low: Of little or no importance to the Aspect

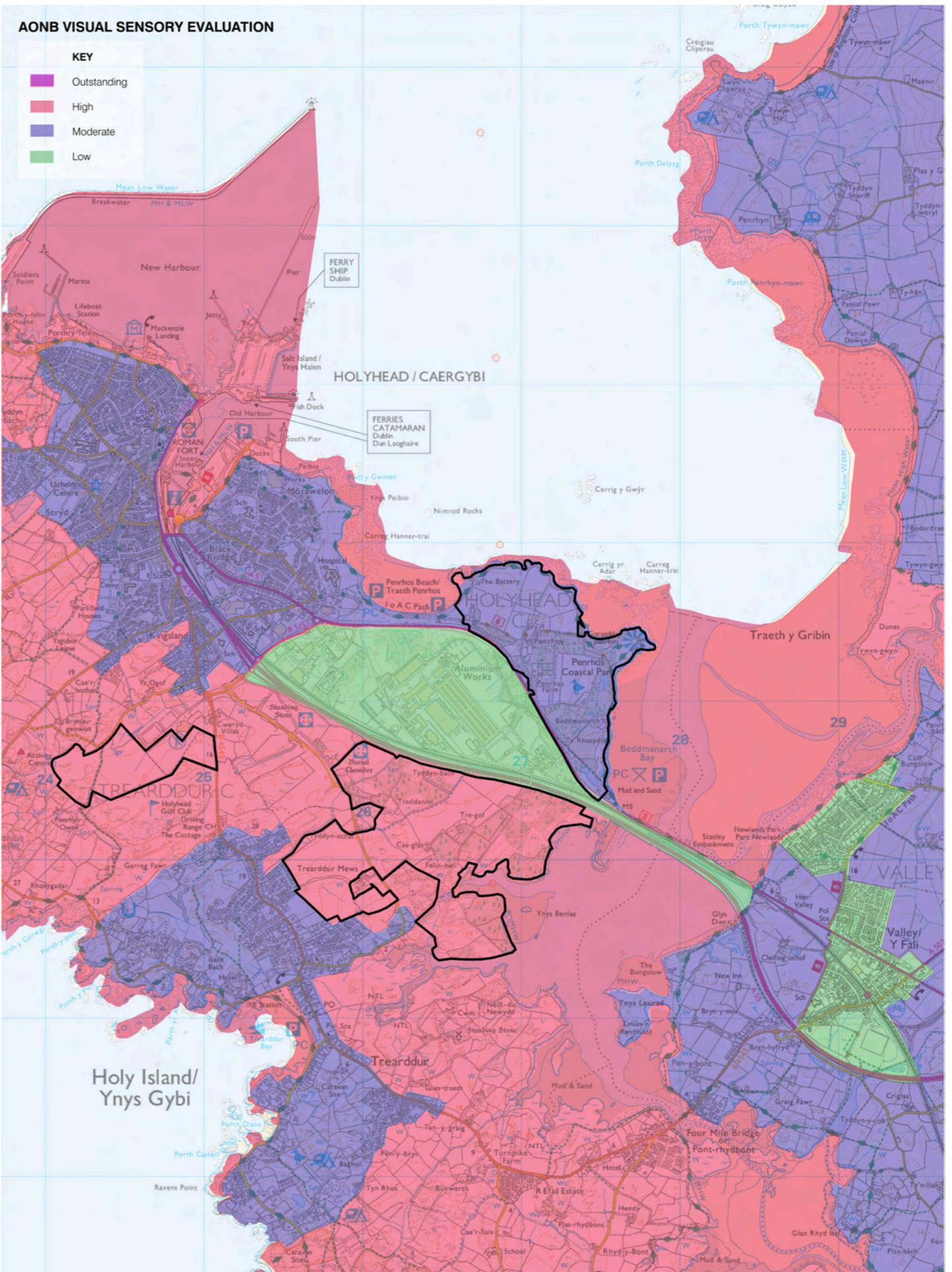
Unknown: Insufficient information exists to evaluate this Area

Condition:

The condition of the landscape will be closely tied to management and the extent of care or neglect apparent, particularly in agricultural landscapes. Sometimes neglect can be positive in allowing natural regeneration.

Trend:

Trend will be difficult to judge on first assessment of an area and may rely on local knowledge. The assessor will have to make a judgement as whether it is possible to fill this evaluation in. Subsequent assessments should make a judgement in order that change in the landscape can be assessed. An explanation will be helpful to explain the judgement.



Cultural



Urban
All material expressions that define the cultural character in an urban context.
This includes: light industry; trade; retail and commercial and other specified contexts.

Urban Settlement
Large nucleated settlements – towns, cities, conurbations.

Evaluation criteria

Assessed on:

Cultural influences of the area; rural, industrial, urban, infrastructure uses etc.

Cultural associations:

- Notional associations of people, places, institutions, customs
- Recorded expressions of the place in artwork, music, literature, folklore, the media etc.

Criteria	Definition
Recognition transparency	The level to which the cultural elements of a landscape are recognised by society
Period	Associations/influences pertaining to a particular category or cultural activity or expression (hereinafter 'practices'), representing a particular period, movement or group of events or people, either historical or contemporary.
Rarity	Rare types of association/influence, or relating to rare, or uncommon unnatural practices; however, selections must be made which portray the typical and commonplace as well as the rare. This process should take account of all aspects of the distribution of a particular type of association/influence.
Documentation	The significance and importance of an association/influence may be enhanced by the existence of records, previous descriptions or accounts, or in the case of more recent associations/influences, by supporting evidence of contemporary written, visual or oral material.
Group value	The value of a single association/influence (such as a place-name) may be greatly enhanced by its connection with related contemporary associations (such as a folktale or a tradition) or with associations/influences of different periods. In some cases it is preferable to recognise the complete group of associations, including associated and adjacent areas or features, rather than to identify isolated associations within the group.
Survival	The survival or longevity of a cultural practice or association is a particularly important consideration and should be assessed in relation to the present form, condition and use of the area or feature with which the practice is associated
Vulnerability	Important cultural evidence manifest in an association or practice can be lost or forgotten by indifference, neglect or lack of recording of the area or feature to which it relates: vulnerable associations/influences of this type should be identified and recorded for posterity.
Diversity	Some associations may be identified because they represent a range of significant practices, others because they represent a single important practice.
Potential	On occasion, the nature of the evidence cannot be specified precisely, but it may still be possible to document reasons anticipating its existence and importance and so to demonstrate the justification for identification. This is confined to indicative areas rather than precisely defined sites or upstanding features.

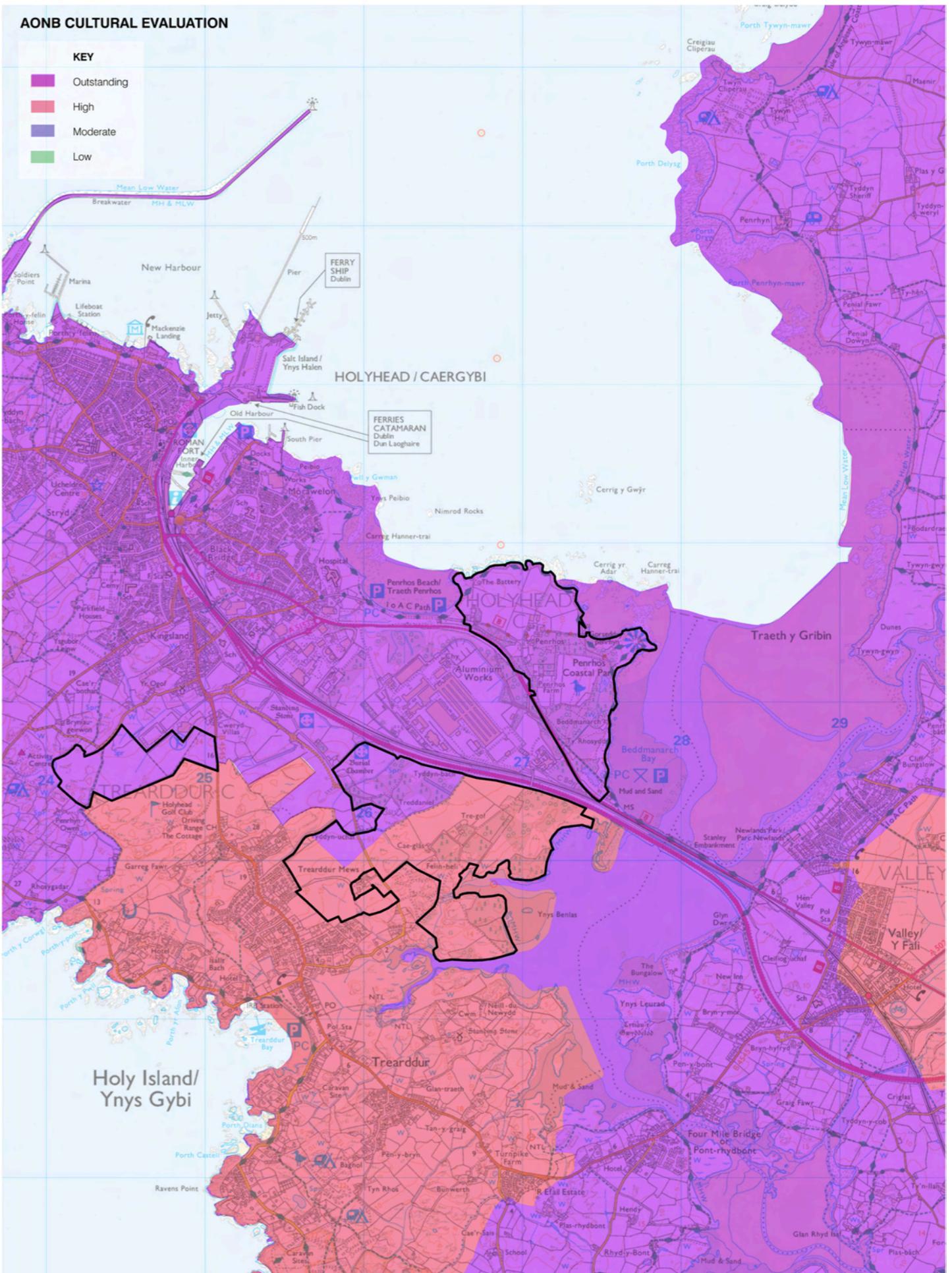
For each, the importance of the qualities within the Aspect Area are scored on the following scale:

Outstanding: Of international or national importance to the Aspect

High: Of regional or county importance to the Aspect

Moderate: Of local importance to the Aspect

Low: Of little or no importance to the Aspect



Geological

Penrhos

Classification: Soft Sediment cliff and shore, Lowland till plain/field

Geology Assessment: High (Soft Sediment cliff and shore), Moderate (Lowland till plain/ field)

Cae Glas

Classification: Other

Geology Assessment: Moderate

Kingsland

Classification: Other

Geology Assessment: Moderate

Aspect Areas for Geological Landscape are defined and evaluated on the basis of their intrinsic nature, the topographic influence of underlying geology, the surface expression of rock at outcrop, and, superficially, the landforms and soft sediments on the surface.

Evaluation Criteria

Criteria	Definition
Research value	Features, deposits or processes are present in the Aspect Area which have potential to advance scientific knowledge?
Educational value	Accessible sites are present which can make a material contribution to education at any level from school to university to continuing education?
Historical value	Important localities or areas where geological or geomorphological features or concepts were first recognised or described are present
Rarity / uniqueness	Sites or areas are present which show unique or exceptional geological and geomorphological features. Includes type localities for rock types, fossil or mineral species and stratigraphical type localities of both national and international importance.
Classic example	The Aspect Area is characterised by famous or classic examples of geological or geomorphological features or processes.

For each, the importance of the qualities within the Aspect Area are scored on the following scale:

Outstanding: Of international or national importance to the Aspect

High: Of regional or county importance to the Aspect

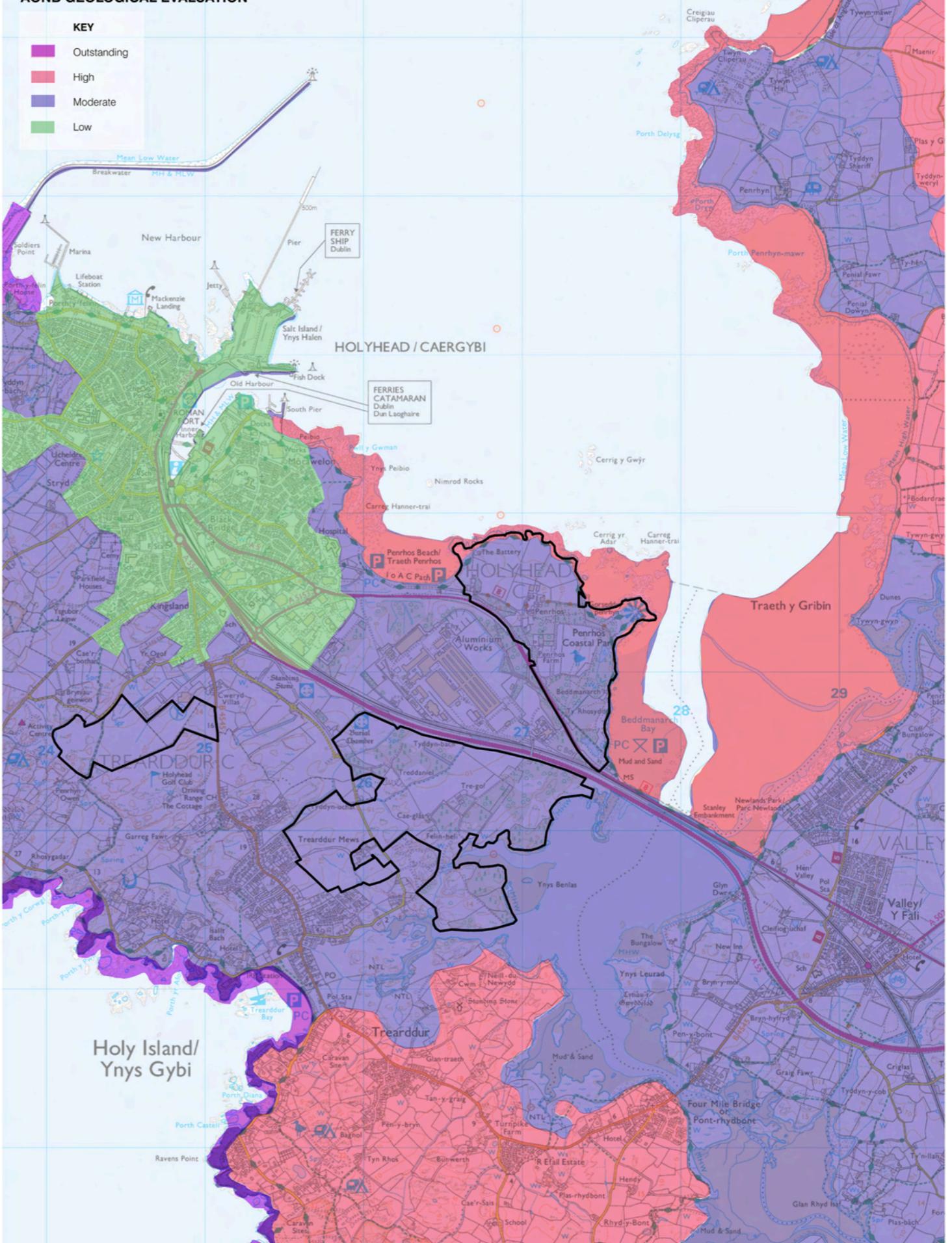
Moderate: Of local importance to the Aspect

Low: Of little or no importance to the Aspect

AONB GEOLOGICAL EVALUATION

KEY

- Outstanding
- High
- Moderate
- Low



Habitat

Penrhos

Classification: Mosaic

Habitat Assessment: Moderate;

Cae Glas

Classification: Improved grassland, Mosaic

Habitat Assessment: Moderate (Mosaic), Low (Improved grassland)

Kingsland

Classification: Improved grassland

Habitat Assessment: Moderate

Improved grassland

Dry (relatively) terrestrial habitats, grassland and marsh

Semi natural habitats and vegetation cover influence landscape diversity, biological prosperity, land cover, utilisation and enjoyment of rural areas. Management of habitats and vegetation can affect these values and influence the landscape in many different ways. Any changes or loss of these habitats, vegetation patterns and associated features through lack of management, removal or changing policy effects both habitat diversity and landscape diversity, with resulting consequences for biodiversity values.

Evaluation Criteria

Criteria	Definition
Priority habitats	In particular, those most characteristic of the area
Significance	E.g. is a habitat confined to the area or does the area have a high proportion of the national resource?
Opportunity	Available to enhance the resource
Decline rates	Declines and increases assessed over the last 25 years
Threat	E.g. Lack of management, recreation, pollution, development etc.
Fragmentation	Degree of habitat fragmentation/fragment viability
Importance of habitat for key species	Is the area known to be of special significance for one or more important species?

For each, and where possible, the importance of the qualities within the Aspect Area are scored on the following scale:

Outstanding: Of international or national importance to the Aspect

High: Of regional or county importance to the Aspect

Moderate: Of local importance to the Aspect

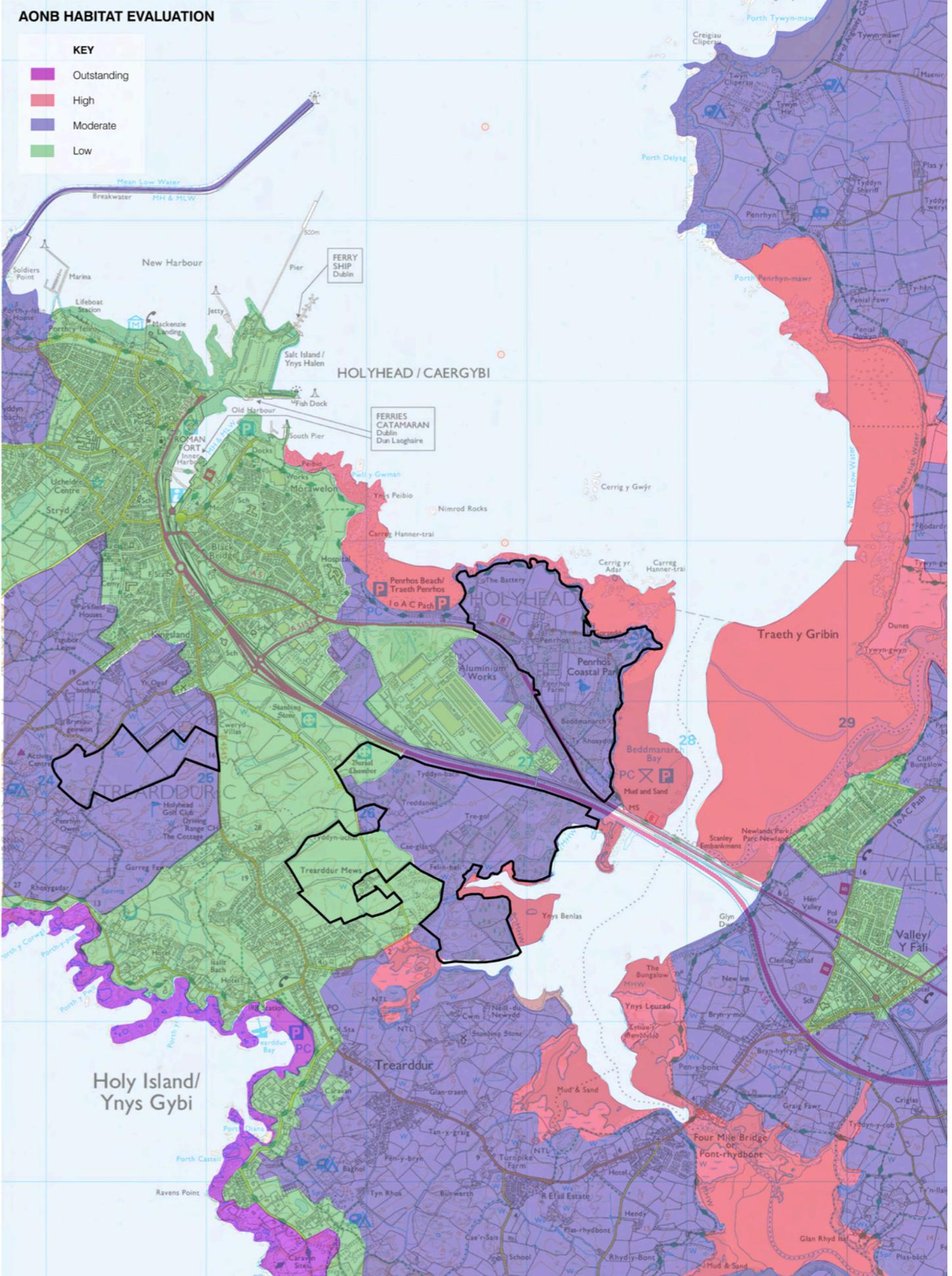
Low: Of little or no importance to the Aspect

Unknown: Insufficient information exists to evaluate this Area

AONB HABITAT EVALUATION

KEY

- Outstanding
- High
- Moderate
- Low



Historical

Penrhos

Classification: Penrhos Park, Designed

Historical Assessment: Moderate:

Cae Glas

Classification: Irregular Fieldscapes, Non-nucleated settlement

Historical Assessment: High (Non-nucleated settlement),

Moderate (Irregular Fieldscapes)

Kingsland

Classification: Irregular fieldscapes

Historical Assessment: Outstanding & Moderates

The myriad features that make up the historic landscape are the results of the activities of the people who used and shaped the land to serve their needs in the past: they reflect the beliefs, attitudes, traditions and values of those people. They include the physical remains of all aspects of human activities and exploitation in the past (above and below ground), and our understanding and interpretation of those remains.

Commonplace historic features are ranked alongside 'traditionally' pre-eminent sites and monuments. For example, traditional field boundaries are ubiquitous and often dominant landscape features in many parts of Wales, and sometimes can have their origins in the prehistoric period.

Evaluation Criteria

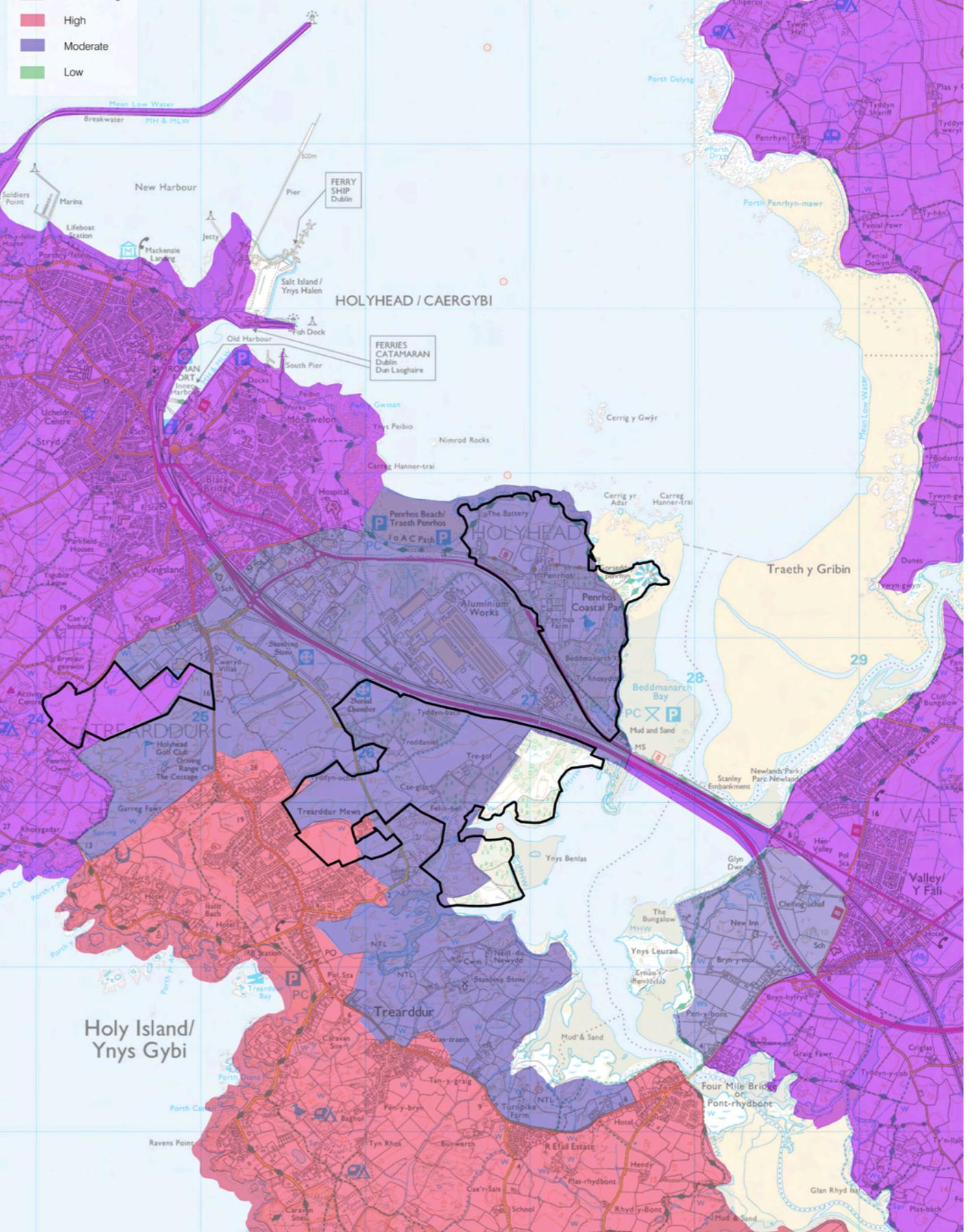
Criteria	Definition
Rarity	Areas that contain patterns of activity belonging to certain periods or activities that are so scarce that all surviving examples still retain some potential should be highlighted.
Survival/Preservation	The survival of an area's historic character both above and below ground is a particularly important consideration and should be assessed in relation to its present condition and surviving landscape features. Areas with relatively good survival of features which lead to a strong sense of historic character should be highlighted.
Coherence	Areas which possess good evidence, in the form of surviving landscape features, relating to their intrinsic character as defined at level 4, should be highlighted.
Potential	Although <i>LANDMAP</i> is about landscape management and not research, one of its principal aims is to identify areas which have particularly important characteristics which, with sympathetic management, would lend themselves to worthwhile future study.
Amenity value	At the same time, <i>LANDMAP</i> should highlight those areas which display characteristics which have particular educational and tourist potential.

Criterion	Evaluation	Rationale
Rarity	LOW MEDIUM HIGH	More than three broadly similar areas in the region Fewer than three broadly similar areas in the region No broadly similar areas in the region
Survival/preservation	LOW MEDIUM HIGH	Few surviving key historic characteristics Some surviving key historic characteristics Many surviving key historic characteristics
Cohesiveness	LOW MEDIUM HIGH	Few surviving related features, unfocused and diverse with little sense of character Some surviving related features giving basic impression of character of area Many surviving related features emphasising strong character of area
Potential	LOW MEDIUM HIGH	Limited scope for future landscape study Some scope for future landscape study Considerable scope for future landscape study
Amenity value	LOW MEDIUM HIGH	Few key characteristics readily visible Key characteristics visible but not readily understood Key characteristics easily visible and understandable

AONB HISTORICAL EVALUATION

KEY

- Outstanding
- High
- Moderate
- Low



LANDMAP SUMMARY

LANDMAP EVALUATION	PENRHOS		CAE GLAS			KINGSLAND
	Coastal Park	Coastal Edge	West	Centre	East - Inland Sea	
Visual and Sensory	Moderate	High	High	High	High	High
Cultural	Outstanding	Outstanding	Outstanding	High	High/Outstanding	Moderate
Geological	Moderate	High	Moderate	Moderate	Moderate	Outstanding/High
Habitat	Moderate	High	Low	Moderate	High	Moderate
Historical	Moderate	—	High/Moderate	Moderate	—	Outstanding/Moderate

The landmapping exercise highlights the following:

General Conclusions:

- all 3 sites are comparable in terms of their qualities, with the majority of the evaluations for each site being either high or moderate.
- all 3 sites contain some outstanding elements.
- Cae Glas is the only one of the 3 sites to have a 'low' evaluation, and this relates to the quality of habitat in the western side of the site.

Site Specific Conclusions:

Penrhos

- The site is particularly valuable in terms of its cultural and visual and sensory qualities.

Cae Glas

- Similar to Penrhos, the site is particularly valuable in terms of its cultural and visual and sensory qualities.

Kingsland

- This site scores highly in terms of its visual and sensory quality, cultural, geological and historical qualities.

LANDMAP EVALUATION

Landmap has provided a useful baseline for the identification and understanding of the special qualities of the three sites. However, extensive site assessment has highlighted that the broad scope of the landmapping exercise is not sufficient to identify the more subtle, site specific qualities and values present within the 3 sites.

Kingsland

- The whole of the Kingsland site has been assessed as 'high' in terms of its landscape and visual quality. However, detailed site analysis has identified that the agricultural land which covers two thirds of the site to the east is distinct in terms of its landscape character and qualities from the land to the west of the site.

Analysis of the Landmap Evaluation has therefore concluded that further study of the sites at a much more detailed level is required in order to fully understand the special qualities of the sites, and the contribution they make individually to the AONB. In order to do this, a detailed Landscape Character Study has been carried out and is detailed in Section 2.

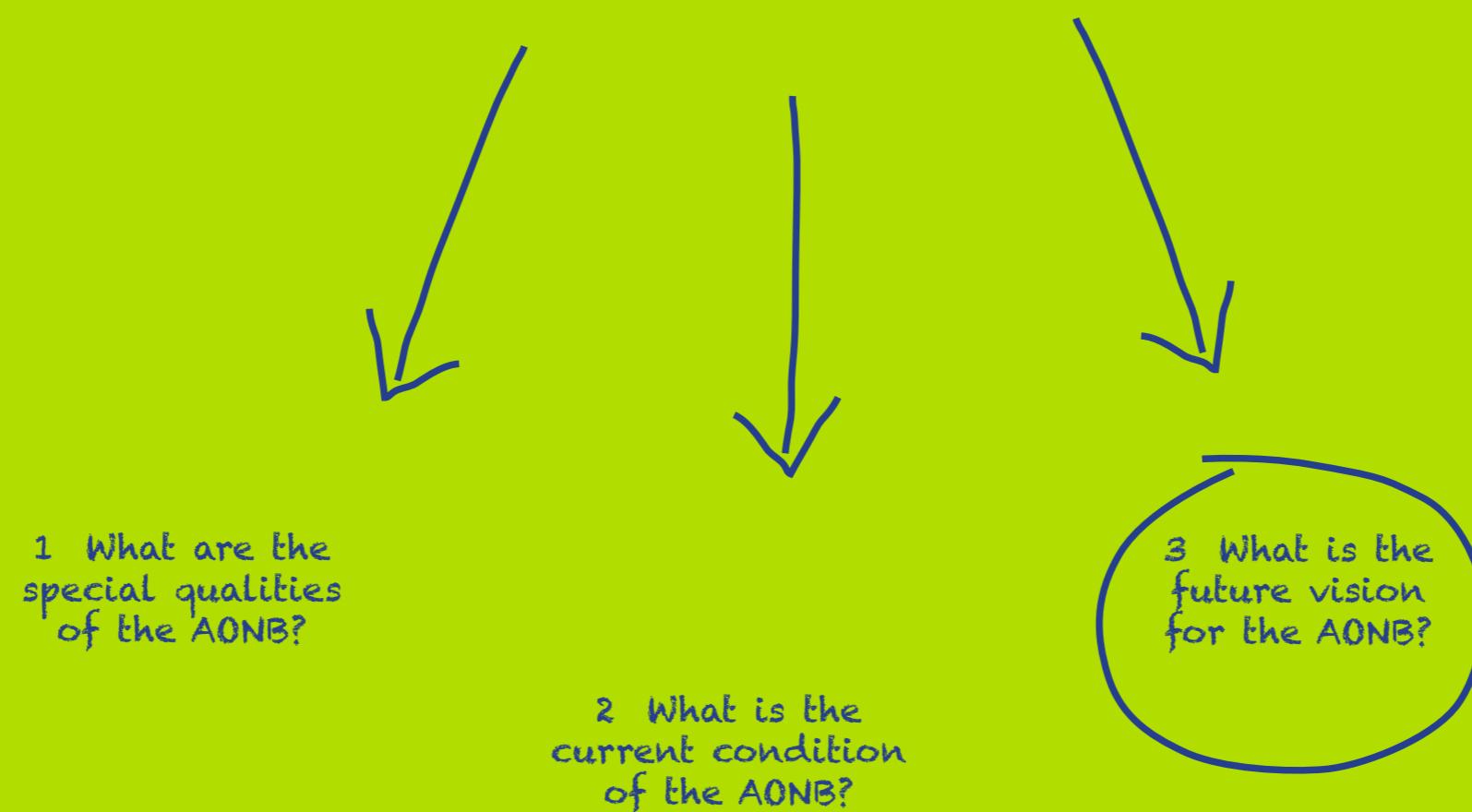
Penrhos

- The Landmap exercise assessed the Penrhos site as a whole, and is 'moderate' in terms of its landscape and visual qualities. However, the site is highly varied in terms of landscape and visual quality, with a clear contrast between the open, agricultural land on the headland, and the enclosed, wooded landscape of the former Penrhos estate.

Cae Glas

- The Cae Glas site has been assessed as 'high' overall in terms of its landscape and visual quality. Detailed site analysis indicates, however, that the site has qualities of particularly high value which contribute significantly to the special character of the AONB to the east/south-east, and along the site's boundary with the inland sea. These particularly special areas require protection.

The Isle of Anglesey Management Plan 2009-2014



The Isle of Anglesey AONB Management Plan 2009-2014, produced by CCW includes a Vision for the AONB for the year 2049. The Vision is the long term statement about the future of the AONB, relating specifically to the environmental, economic, social and cultural qualities of the AONB that need to be conserved and enhanced for present and future generations through appropriate management.

The Vision statement for the Isle of Anglesey AONB specifically addresses the following seven inter-related themes:

- Countryside and Coastal Character
- Nature and the Environment
- Enjoying the AONB
- A Living and Working Landscape
- Awareness and Appreciation of the AONB
- Climate Change
- Ecosystem Goods and Services

The key principles that form the vision are summarised below:

1 Countryside and Coastal Character

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

2 Nature and the Environment

The importance of conserving the natural world and wildlife is openly acknowledged. Strong legislation exists to protect and conserve the environment from inappropriate activities. Designated wildlife reserves are managed sensitively and are located within an increasingly rich matrix of wildlife-friendly countryside. The effects of pollution on the natural resources of the AONB, including the soil, air and water, are minimal.

3 Visiting and Enjoying the AONB

People are able to experience and appreciate the special

qualities and features that characterise the AONB without detracting from the area's natural beauty and tranquillity. Many opportunities exist for the sympathetic and sensitive enjoyment of the AONB, principally in the form of the Isle of Anglesey Coastal Path. The Coastal Path is complemented by an associated Public Rights of Way (PROW) network and areas of accessible land and water which are enhanced and managed to a high standard and provide, where deemed appropriate, opportunities for recreation that are accessible by all. The provision of effective interpretation and information improves the public's awareness and enjoyment of the AONB.

4 A Living and Working Landscape

Within the AONB there are many vibrant and prosperous communities that recognise and accept the need to protect the environment whilst increasing the sustainability of existing economic and social activities in the area and promoting the sustainable growth of both social activities and the rural economy. Many people have adopted healthier and more environmentally friendly lifestyles. Communities appreciate the value of the AONB's landscape, biodiversity, culture and history and are fully integrated into the managerial processes that have been developed to conserve and enhance the AONB. The AONB is a distinct economic resource that provides many employment opportunities for the people that live on Anglesey. The AONB directly supports the Island's communities, culture and the Welsh language.

5 Awareness and Appreciation of the AONB

The reasons for designating parts of Anglesey as an AONB are understood and appreciated by both residents and visitors. People support the aims and objectives of managing the AONB, as well as contributing positively to its current and future management through initiatives developed by the Countryside and AONB Service of the Isle of Anglesey County Council. People recognise that the landscape of the AONB is of national and international importance.

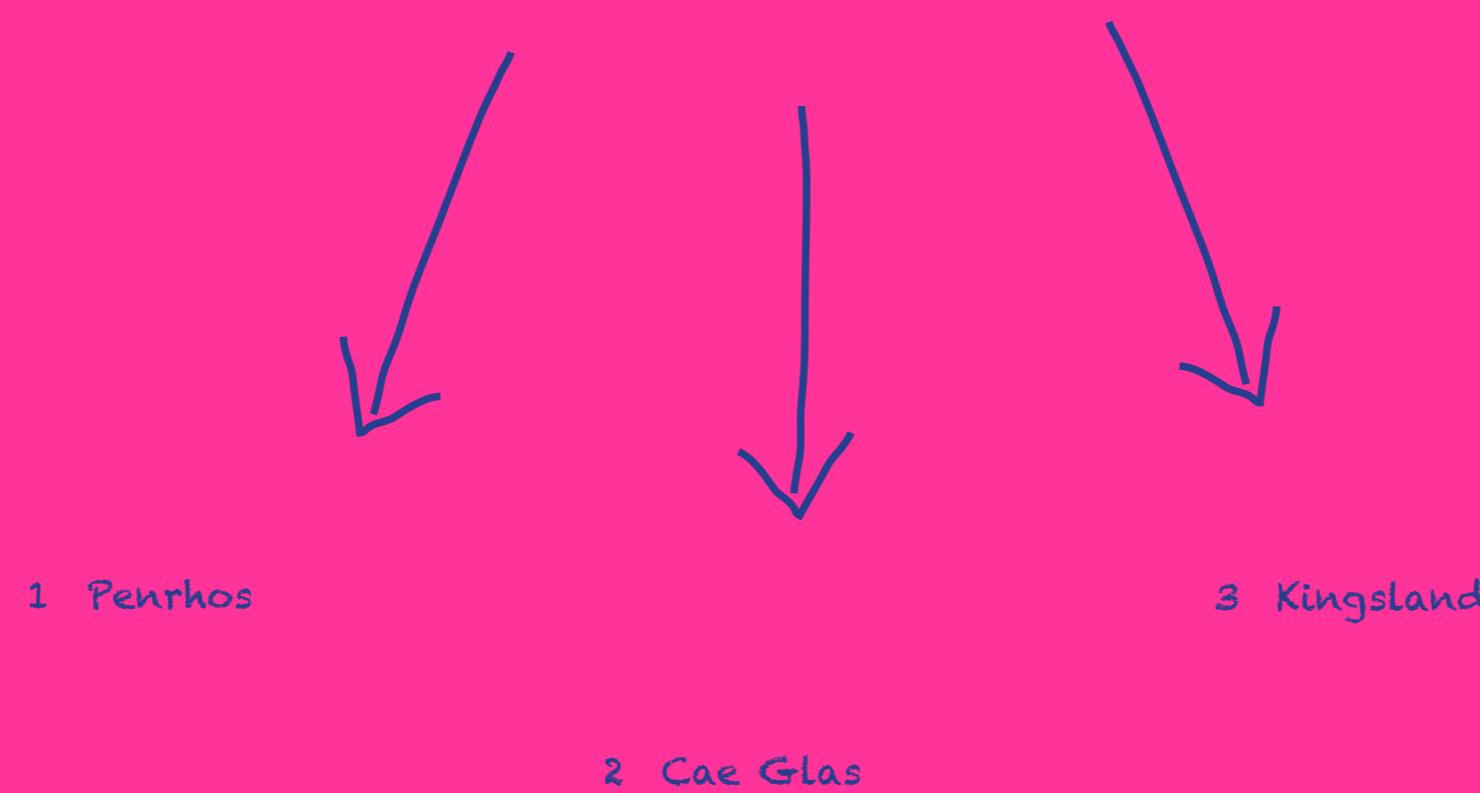
6 Climate Change

The Isle of Anglesey AONB will not be immune to the effects of Climate Change. The effect of climate change on the special qualities and distinctive landscape of the AONB need to be understood so that they can be conserved and enhanced for future generations.

7 Ecosystem Goods and Services

Within the AONB there are many ecosystems which provide a range of services. These services need to be clearly understood so that their importance can be explained to the general public. The ecosystems need to be monitored so that any changes are recognised and managed accordingly.

Local Landscape Character Assessment



Landscape Character Assessment

Landscape Character Assessment is a tool used to understand and articulate the character of the landscape. It aids identification of the features that gives a locality its 'sense of place'.

According to Natural England, Landscape Character Assessment can be used in many situations, including informing regional planning, local development, environmental assessment and the management of protected landscapes.

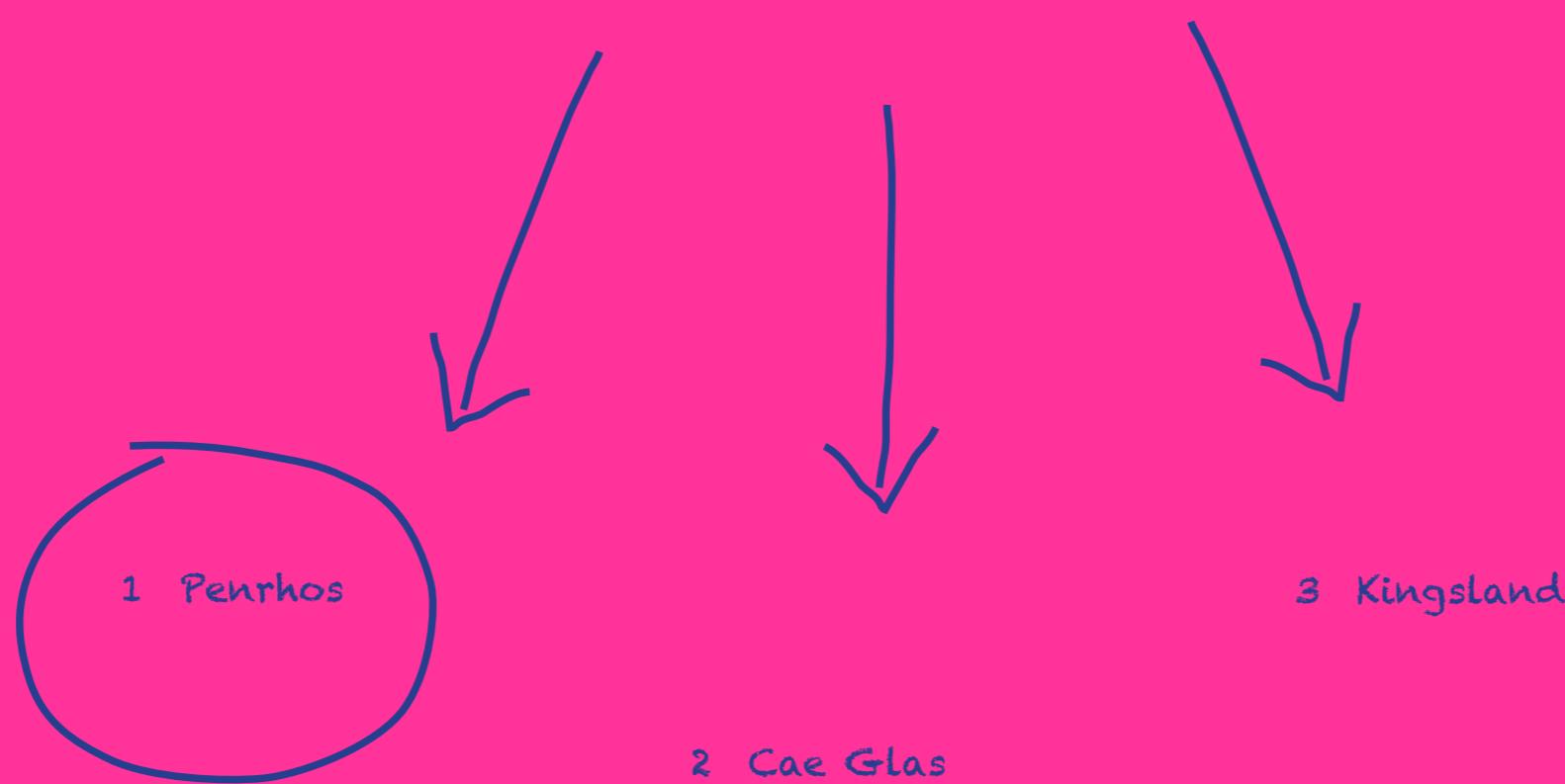
Local Landscape Character Assessment

The landscape character of the site and the surrounding local area was defined and assessed with reference to Landscape Character Assessment Guidance, published on behalf of Natural England (formerly The Countryside Agency) and Scottish Natural Heritage, 2002.

The landscape character areas have been defined by identifying the key landscape features. Key features include those relating to landform, land cover, vegetation, field pattern, visual qualities, historical development, geology, ecology and any incongruous features. **Each landscape character area has been given an overall assessment of landscape quality and value of high, high/medium, medium, medium/low or low .**

The identification of different landscape character areas, and in particular, the identification of areas of high value requiring protection and enhancement, has been used to inform the masterplan proposals for the 3 sites.

Local Landscape Character Assessment



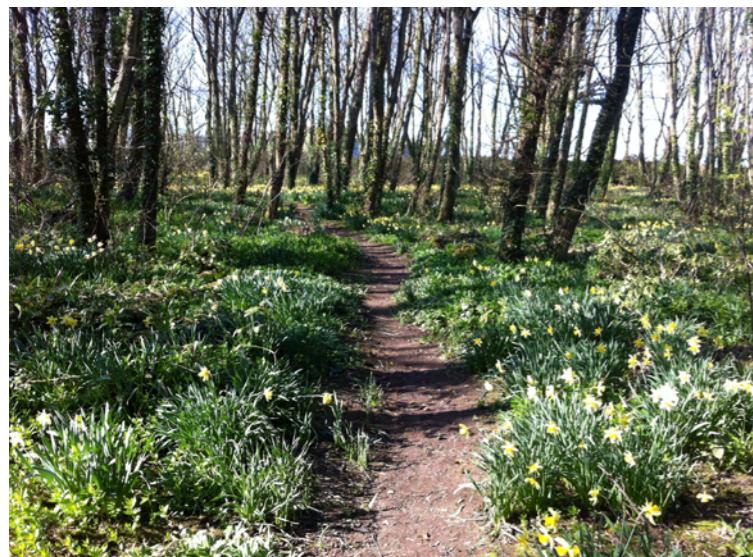
KEY

- PENRHOS SITE BOUNDARY
- SITE OF SPECIAL SCIENTIFIC INTEREST (SSSI)
- INFRASTRUCTURE CORRIDOR
- INDUSTRY
- MODERN DEVELOPMENT
- AGRICULTURAL LAND
- WOODLAND
- HISTORIC FORMER ESTATE BUILDINGS
- QUILLET
- SPORTS PITCH
- SEMI-NATURAL COASTLINE
- MANAGED COASTLINE
- HEADLAND MEADOW
- BEACH/BAY
- SCRUB





Agricultural land



Woodland



Former historic estate

LANDSCAPE CHARACTER AREA 1: AGRICULTURAL LAND & FARM BUILDINGS

Landscape Quality: High/medium
Landscape Value: High/medium

Topography

Gently rolling topography, sloping gently towards the coastal edge.

Land Cover/Vegetation

The land is characterised by semi-improved pasture used for grazing.

Rough grass and scrub field boundaries along the fringes of the agricultural land along the coastal path due to fences restricting sheep grazing. Minor remnants of hawthorn hedgerow field boundaries.

Tree Cover

The exposed nature of the headland, along with grazing by sheep, has resulted in a very few individual trees in the landscape. Trees tend to be present in substantial woodland blocks only. When present, individual trees are low and windswept.

Field Pattern

Fields are medium sized and regular in form.

Visual Qualities

Wide, sweeping views. AAM forms a notable landmark feature on the skyline. Agricultural buildings of significant scale and massing form part of the landscape character.

Incongruous Features

Post and wire fencing has largely replaced former hedgerow boundaries. The AAM plant is an incongruous visual element not in keeping with the surrounding coastal landscape character.

LANDSCAPE CHARACTER AREA 2: WOODLAND

Landscape Quality: Medium
Landscape Value: High

Topography

Ground levels within the woodland areas are undulating with localised high points. Ground levels generally slope in the direction of the coastal edge.

Land Cover/Vegetation

Tree cover varies from groups of mixed species, mixed broadleaf, and small pockets of coniferous woodland and broadleaf monoculture. There are also areas of wildflower understorey, including snowdrops, bluebells, Wild Garlic, Daffodils and Cyclamens.

Tree Cover

Dense woodland blocks, varied in terms of quality and value. An extensive area is covered by a Tree Preservation Order, however, several areas have been identified of low or medium value (Tree and Woodland Assessment, TEP, 2011). These areas would benefit from more extensive management to improve the quality of the tree groups. Areas of high value are present more central to the site, around the former historic heart of the estate.

Field Pattern

N/A

Visual Qualities

High visual quality created by mix of species and understorey, particularly in spring when bulbs are in flower.

Incongruous Features

Areas of monoculture and groups of coniferous trees.



The Quillet



Cricket ground



Football pitch

LANDSCAPE CHARACTER AREA 3: HISTORIC ESTATE

Landscape Quality: Medium

Landscape Value: High

Topography

Subtle level changes with localised high points. Ground levels generally slope down towards the coast, and towards the A5

Land Cover/Vegetation

Overgrown formal gardens/grounds - mown grass, trees and shrubs.

Tree Cover

Mixed broadleaf tree groups, and mixed broadleaf and coniferous groups. Some of the most valuable tree groups are located in this part of the site.

Field Pattern

N/A

Visual Qualities

High visual quality due to the value of the tree cover and the historical built elements still present.

Incongruous Features

Dense tree cover in what were once formal gardens associated with the estate. Modern development and expanses of parking

LANDSCAPE CHARACTER AREA 4: QUILET

Landscape Quality: Medium/Low

Landscape Value: High/Medium

Topography

Gently sloping topography, dropping gradually in the direction of the coast.

Land Cover/Vegetation

Historically open area for the grazing of animals. Now an area of dense

young trees and shrubs.

Tree Cover

The Tree Survey (Tree and Woodland Assessment, TEP, 2011) states that development should exploit areas of reduced tree cover, including The Quillet and sports ground where younger planting and natural regeneration is present. Young trees in these areas may be considered for translocation within a new layout.

Field Pattern

N/A

Visual Qualities

Relatively low visual quality in comparison to surrounding woodland, due to density of young trees.

Incongruous Features

Trees are incongruous in this part of the site, in what was historically an open area with defined boundaries for the grazing of animals.

LANDSCAPE CHARACTER AREA 5: SPORTS PITCHES

Landscape Quality: High/Medium

Landscape Value: High/Medium

Topography

Localised ground level changes. Relatively flat to support use as sports pitch.

Land Cover/Vegetation

Mown amenity grass

Tree Cover

Tree cover restricted to perimeter of pitches and help to define the edges of the character areas.

Field Pattern

N/A



Semi-natural coastline



Managed Coastline



Headland Meadow

Visual Qualities

Cricket pitch is located near to historic buildings and forms a 'heart' to this part of the site - a focus for community use.

Incongruous Features

None

LANDSCAPE CHARACTER AREA 6: HEATHLAND COASTLINE

Landscape Quality: High
Landscape Value: High

Topography

Gently undulating land, sloping in the direction of the coast.
Land Cover/Vegetation

Scrub and rough grass with a coastal character. Overgrown in places which restricts views out to sea for users of the Coastal Path

Tree Cover

No tree cover due to exposed nature of coastline.

Field Pattern

N/A

Visual Qualities

High visual quality. The character is defined by long-range views out to sea. Views inland also form part of this view. Overgrown vegetation restricting views out at certain points along the Coastal Path detract from the overall visual quality, and would benefit from increased maintenance.

Incongruous Features

AAM forms an incongruous element in the coastal landscape when viewed from the Coastal Path.

LANDSCAPE CHARACTER AREA 7: MANAGED COASTLINE

Landscape Quality: High
Landscape Value: High

Topography

Gently undulating land, sloping in the direction of the coast.

Land Cover/Vegetation

Mown amenity grassland associated with the Coastal Park, individual trees, tree groups and shrubs.

Tree Cover

Well managed trees in the more formal Coastal Park areas.

Field Pattern

N/A

Visual Qualities

High visual quality, due to managed landscape and long views out to sea which characterise the view.

Incongruous Features

N/A

LANDSCAPE CHARACTER AREA 8: HEADLAND MEADOW

Landscape Quality: High
Landscape Value: High/Medium

Topography

Ground levels rise steeply to the tip of the headland.

Land Cover/Vegetation

Meadow grassland with mown pathways. Low scrub and coastal



Beach/bays

heathland elements around the coastal edge.

Tree Cover

No tree cover due to exposed coastal location. Scrub located adjacent to existing woodland

Field Pattern

N/A

Visual Qualities

High visual quality forms a key defining characteristic of the landscape character area. The elevated viewpoint at the tip of the headland allows extensive views out to sea, back towards the site and along the coastline.

Incongruous Features

N/A

LANDSCAPE CHARACTER AREA 10: SCRUB

Visual Qualities

High visual quality due to the distinctiveness and diversity of the landscape.

Incongruous Features

N/A

LANDSCAPE CHARACTER AREA 10: SCRUB

Landscape Quality: Medium

Landscape Value: Medium/Low

Topography

The scrub is planted along a landscaped embankment, which provides a degree of screening of the AAM plant.

Land Cover/Vegetation

Dense, mixed scrub planting with some characteristics of heathland.

Tree Cover

Very few established trees, in contrast to adjacent woodland areas.

Field Pattern

N/A

Visual Qualities

Semi-natural character has good visual qualities, but has the potential to be further enhanced.

Incongruous Features

The AAM plant forms a dominant feature in the landscape.



Beach/bays

LANDSCAPE CHARACTER AREA 9: BEACH/BAY

Landscape Quality: High

Landscape Value: High

Topography

Dramatic rocky coastal edge with sandy dunes and wide beaches/bays.

Land Cover/Vegetation

Coastal heathland/grassland

Tree Cover

No tree cover due to exposed coastal environment.

Field Pattern

N/A



Scrub

heathland elements around the coastal edge.

Tree Cover

No tree cover due to exposed coastal location. Scrub located adjacent to existing woodland

Field Pattern

N/A

Visual Qualities

High visual quality due to the distinctiveness and diversity of the landscape.

Incongruous Features

N/A

LANDSCAPE CHARACTER AREA 10: SCRUB

Visual Qualities

High visual quality due to the distinctiveness and diversity of the landscape.

Incongruous Features

N/A

LANDSCAPE CHARACTER AREA 10: SCRUB

Landscape Quality: Medium

Landscape Value: Medium/Low

Topography

The scrub is planted along a landscaped embankment, which provides a degree of screening of the AAM plant.

Land Cover/Vegetation

Dense, mixed scrub planting with some characteristics of heathland.

Tree Cover

Very few established trees, in contrast to adjacent woodland areas.

Field Pattern

N/A

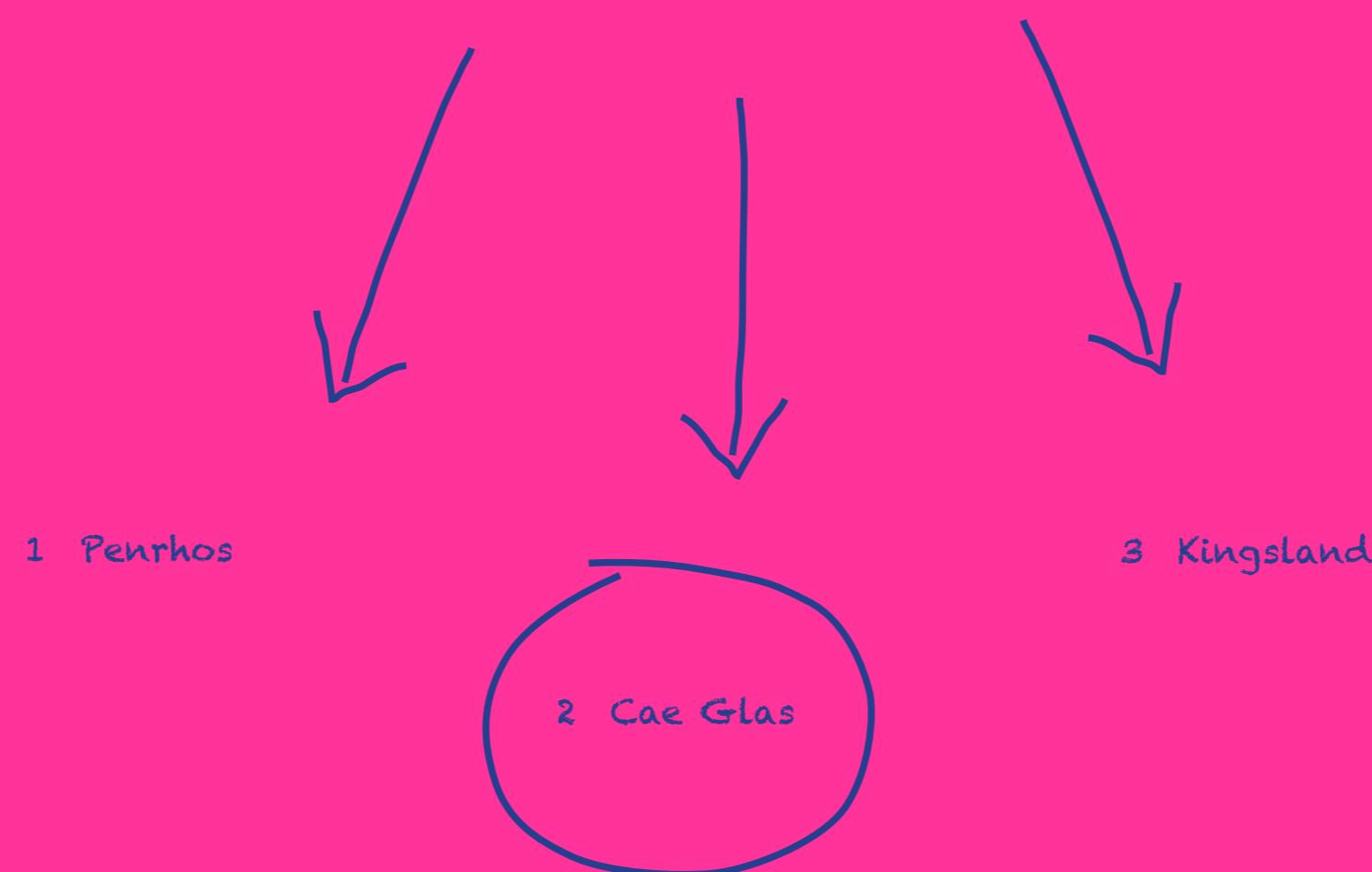
Visual Qualities

Semi-natural character has good visual qualities, but has the potential to be further enhanced.

Incongruous Features

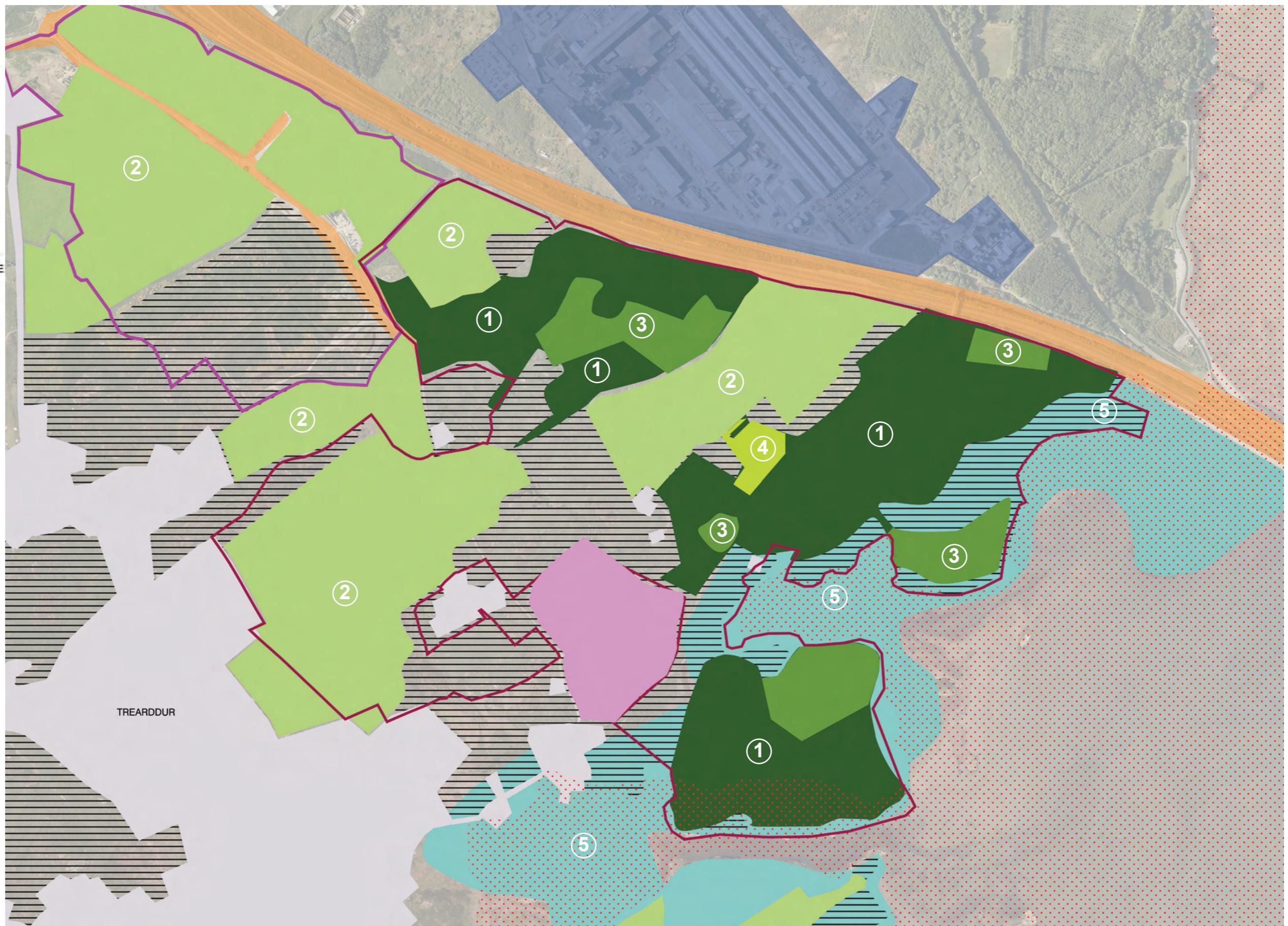
The AAM plant forms a dominant feature in the landscape.

Local Landscape Character Assessment



KEY

- SITE BOUNDARY
- SITE OF SPECIAL SCIENTIFIC INTEREST (SSSI)
- URBAN SETTLEMENT
- INDUSTRY
- CARAVAN PARK
- INFRASTRUCTURE CORRIDOR
- PROPOSED PARK CYBI BOUNDARY
- 1 MIXED WOODLAND
- 2 AGRICULTURAL LAND - MEDIUM FIELD SIZE
- 3 CONIFEROUS WOODLAND/PLANTATION
- 4 HIGH QUALITY MIXED WOODLAND
- 5 INLAND SEA COASTAL EDGE
- 6 HEATHLAND





Mixed Woodland



Agricultural land - medium sized field pattern

LANDSCAPE CHARACTER AREA 1: MIXED WOODLAND

Landscape Quality: High/Medium
Landscape Value: Medium

Historical Development

Historic maps dating back to pre-1900 indicate that the existing wooded areas were open farmland until the second half of the 20th century.

Topography

Localised variation in landform, generally dropping in the direction of the inland sea.

Land Cover/ Vegetation

A mix of woodland with some openings and areas of scrub

Tree Cover

Mixed broadleaf and coniferous species.

Field Pattern

N/A

Visual Qualities

Good visual quality due to variety of species

Incongruous Features

Some areas lacking diversity of species.

LANDSCAPE CHARACTER AREA 2: AGRICULTURAL LAND - MEDIUM SIZED FIELDS

Landscape Quality: Medium
Landscape Value: Medium

Historical Development

Little changed since the 1890's. Historic maps show small/

medium sized, irregular field patterns with patches of heathland.

Topography

Gradual and regularly sloping land, with ground levels falling generally in the direction of the inland sea.

Land Cover/ Vegetation

Semi-improved pasture used for grazing. Hedgerow and stone wall field boundaries. Remnants of heathland in small patches.

Tree Cover

Trees are not a typical features within the agricultural land

Field Pattern

Medium-sized, irregular field pattern

Visual Qualities

Open views to surrounding woodland

Incongruous Features

Some loss of historic field boundaries which has resulted in an overall increase in field sizes.

LANDSCAPE CHARACTER AREA 3: CONIFEROUS WOODLAND/PLANTATION

Landscape Quality: Medium
Landscape Value: Low

Historical Development

Historic maps indicate the areas covered by coniferous plantation were formerly a mix of agricultural land and open or marshy ground.

Topography

Localised variation in landform, generally dropping in the



Coniferous Woodland/Plantation



High Quality Mixed Woodland

direction of the inland sea.

Land Cover/Vegetation

Dense coniferous plantation with some Gorse understorey.

Tree Cover

Dense monoculture of Corsican Pine. Some evidence of wind damage. One area of Sitka Spruce.

Field Pattern

N/A

Visual Qualities

Low visual quality due to high density of trees and monoculture

Incongruous Features

Coniferous plantation is incongruous itself in relation to the character of the wider landscape.

LANDSCAPE CHARACTER AREA 4: HIGH QUALITY MIXED WOODLAND

Landscape Quality: High

Landscape Value: High/Medium

Historical Development

Tree cover present on this site dating back to pre-1889, therefore representing some of the oldest woodland in the area.

Topography

Localised variation in landform, generally dropping in the direction of the inland sea.

Land Cover/Vegetation

Well structured woodland with naturally regenerating

understorey, including shrub and ground flora.

Tree Cover

Distinctive character due to high quality trees. Likely association with ruined farm house indicating a longer existence than the surrounding woodland. Range of species including Sycamore, common ash, sessile oak, beech, downy birch,

Field Pattern

N/A

Visual Qualities

High visual quality due to maturity and structure of the established woodland.

Incongruous Features

N/A

LANDSCAPE CHARACTER AREA 5: INLAND SEA COASTAL EDGE

Landscape Quality: High

Landscape Value: High/Medium

Historical Development

Historical maps dating back to pre-1900 indicate the inland sea edge was characterised by marshy ground and areas of heathland.

Topography

Localised variation in landform, generally dropping in the direction of the inland sea.

Land Cover/ Vegetation

Coastal grasses and scrub. High value and quality landscape



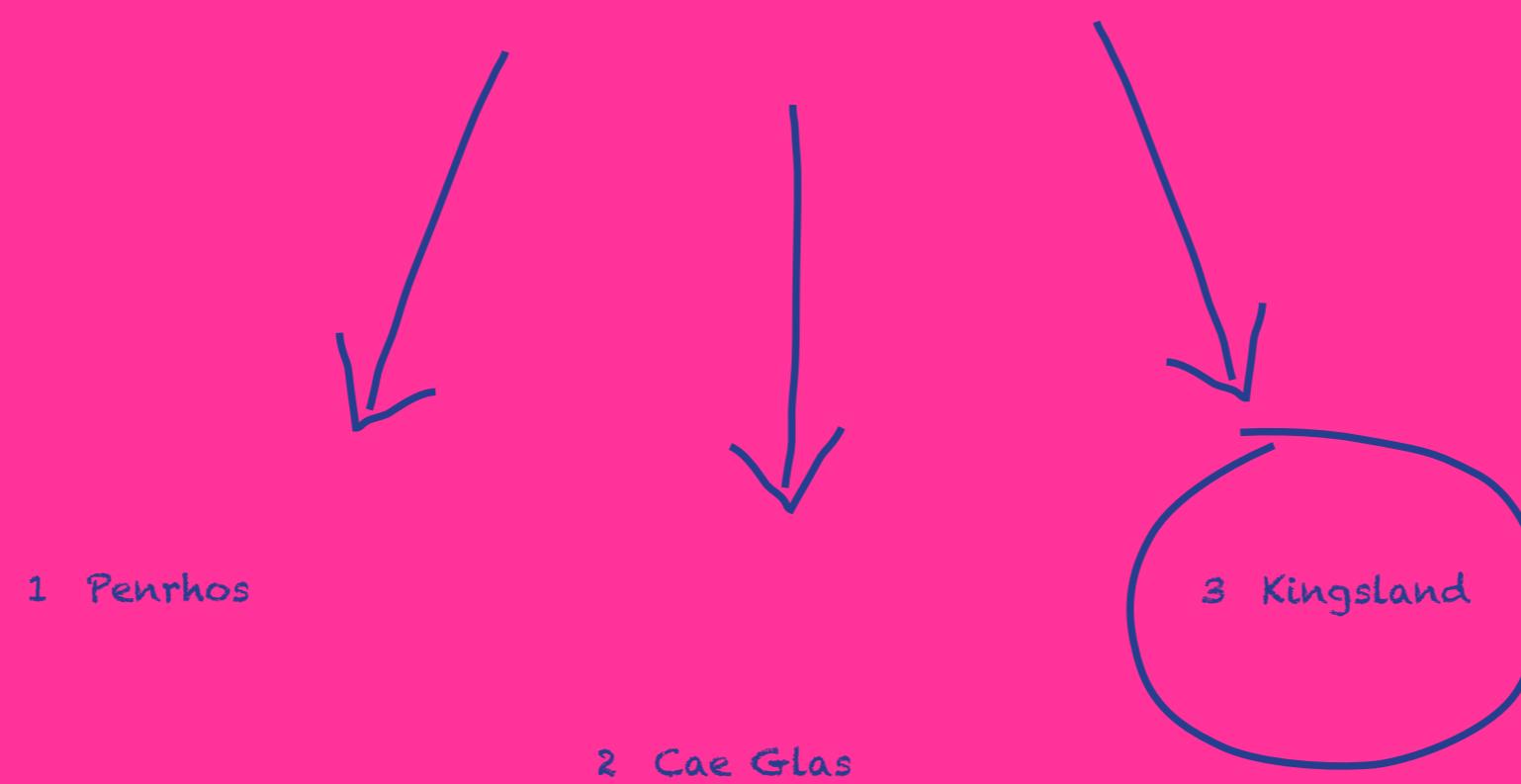
Inland Sea Coastal Edge

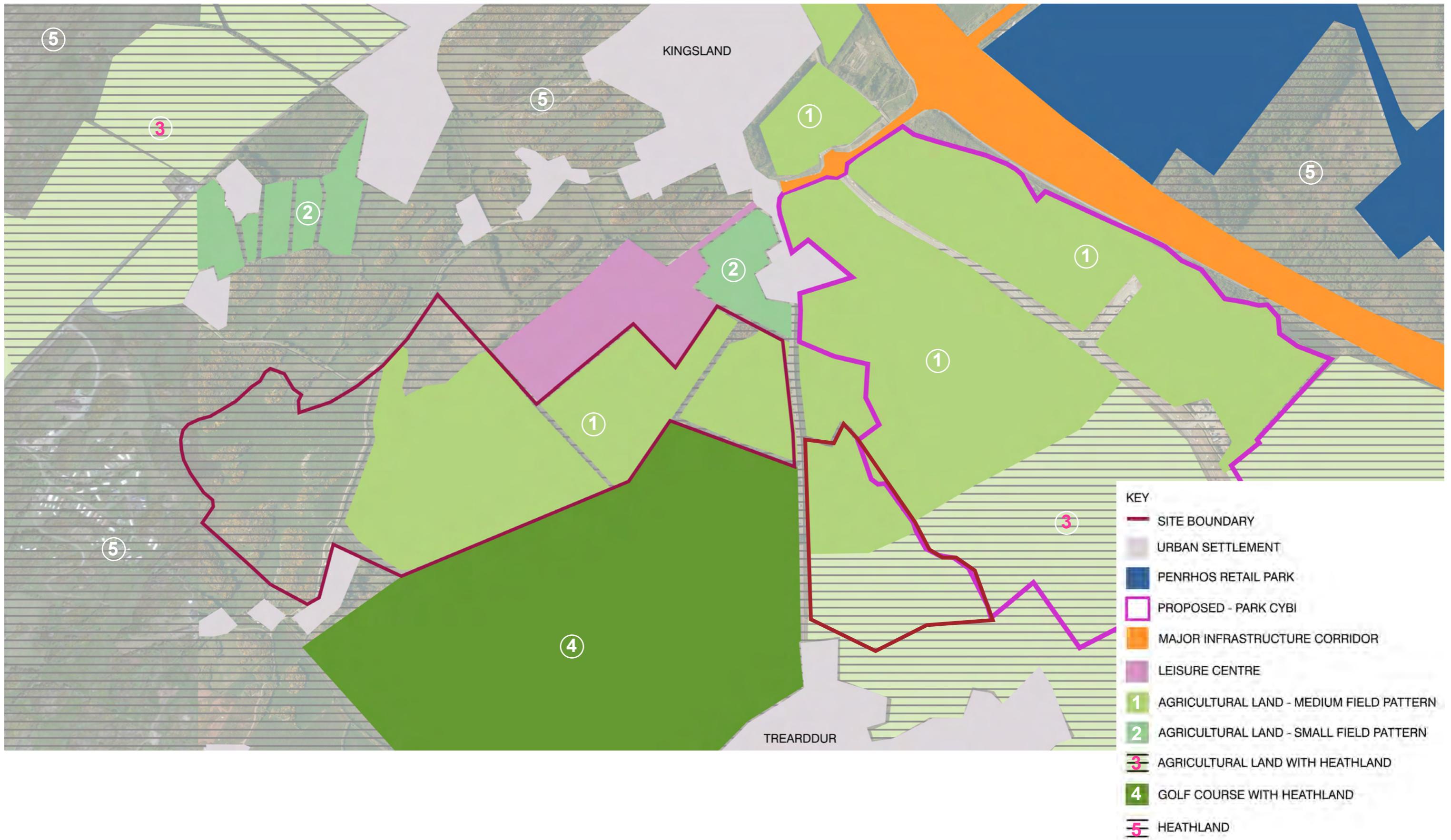


Heathland

Tree Cover	Field Pattern
Dense tree cover gives way to scrub and a more typically coastal landscape.	N/A
Field Pattern	Visual Qualities
N/A	High visual quality due to distinctiveness of the landscape
Visual Qualities	Incongruous Features
High visual quality due to good quality landscape, diverse planting and open views across the inland sea.	None present
Incongruous Features	
Coniferous plantation planting along the fringes of the coast edge detract from the naturalistic character of the area.	
LANDSCAPE CHARACTER AREA 6: HEATHLAND	
Landscape Quality: High	
Landscape Value: High	
Historical Development	
Historical maps dating back to pre-1900 indicate heathland, similar to that found in the identified areas today.	
Topography	
Varied, mounded landform with ground levels generally falling to the south-east towards the inland sea.	
Land Cover/ Vegetation	
Typical heathland vegetation - open, scrub which includes heathland grasses and gorse.	
Tree Cover	
Very few trees due to harsh coastal conditions.	

Local Landscape Character Assessment







Agricultural land, medium sized field pattern



Agricultural land, small sized field pattern

**LANDSCAPE CHARACTER AREA 1: MEDIUM SIZED FIELD PATTERN/
AGRICULTURAL LAND**

Landscape Quality: Medium/Low
Landscape Value: Medium

Historical Development

Medium sized agricultural land use within the site and to the east within the area proposed for Parc Cybi indicated on historical maps dating back to the 1890's.

Topography

Gently rolling landform, reflecting the current agricultural land use which has effectively 'smoothed out' the ground level changes.

Land Cover/Vegetation

Semi-improved grassland used for grazing. Hawthorn and scrub hedgerow field boundaries, in a poor condition.

Tree Cover

Very few trees. Trees are typically deformed due to prevailing winds and rarely exceed 6 metres in height.

Field Pattern

Medium sized, irregular field pattern.

Visual Qualities

Wide, open views due to relatively flat, open landscape. Long-range views largely restricted due to mounded landform in wider context.

Incongruous Features

A lack of semi-natural planting, prevalent in the majority of surrounding landscape, makes the site and areas to the east make these area incongruous to the wider surrounding landscape context. Extensive infrastructure associated with the Parc Cybi site also currently forms an incongruous element.

**LANDSCAPE CHARACTER AREA 2: SMALL SIZED FIELD PATTERN/
AGRICULTURAL LAND**

Landscape Quality: High/Medium
Landscape Value: High/Medium

Historical Development

Small scale agricultural land use indicated in defined areas on historical maps dating back to the 1890's.

Topography

Relatively flat landform, slightly undulating.

Land Cover

Semi-improved grassland used for grazing.

Vegetation

Hawthorn and scrub hedgerow field boundaries, in a poor condition.

Tree Cover

Trees around the perimeter of the site but not present within the defined character area.

Field Pattern

Very small, irregular field pattern.

Visual Qualities

Views open due to lack of tree cover and relatively flat topography.

Incongruous Features

A lack of semi-natural planting, prevalent in the majority of surrounding landscape, makes the landscape incongruous to the wider surrounding landscape context.



Agricultural land with semi-natural features



Golf course - managed landscape with semi-natural features.

LANDSCAPE CHARACTER AREA 3: AGRICULTURAL LAND WITH HEATHLAND

Landscape Quality: High/Medium
Landscape Value: High/Medium

Historical Development

Medium sized agricultural land, irregular field pattern with evidence of semi-natural features, on maps dating back to the 1890's.

Topography

Gently sloping and undulating landform, with isolated mounded 'hummocks' of semi-natural heathland.

Land Cover/ Vegetation

Semi-improved pasture used as grazing land, and distinctive low mounds of *Cytisus* (Broom).

Tree Cover

Tree-less landscape

Field Pattern

Medium sized, regular field pattern

Visual Qualities

Good visual quality of the landscape due to mix of agricultural land and mounded semi-natural landscape.

Incongruous Features

Post and wire fencing to replace stone wall or hedgerow field boundaries.

LANDSCAPE CHARACTER AREA 4: GOLF COURSE - MANAGED LANDSCAPE WITH HEATHLAND

Landscape Quality: High/Medium
Landscape Value: High/Medium

Historical Development

An area of agricultural land surrounded by semi-natural landscape prior to the development of the golf course in 1912.

Topography

Varied, mounded landform with ground levels generally falling to the south-east.

Land Cover/ Vegetation

Managed grassland mixed with contrasting heathland.

Tree Cover

Coniferous tree planting along the golf course boundary with Kingsland Road. Tree planting otherwise minimal. Site characterised by typical heathland scrub.

Field Pattern

N/A

Visual Qualities

Good visual quality due to the retained heathland elements incorporated into the golf course.

Incongruous Features

The manicured grass areas which form the golf course are incongruous within the wider landscape. However, the potentially detrimental impact is mitigated by the retained heathland elements.



Semi-natural landscape

LANDSCAPE CHARACTER AREA 5: HEATHLAND

Landscape Quality: High
Landscape Value: High

Historical Development

Semi-natural areas and surrounding field pattern largely well established pre-1900

Topography

Highly distinctive topography which forms a key characteristic of the landscape character.

Land Cover/ Vegetation

Typical heathland vegetation - open, scrub which includes heathland grasses and gorse.

Tree Cover

Very few trees due to harsh coastal conditions.

Field Pattern

N/A

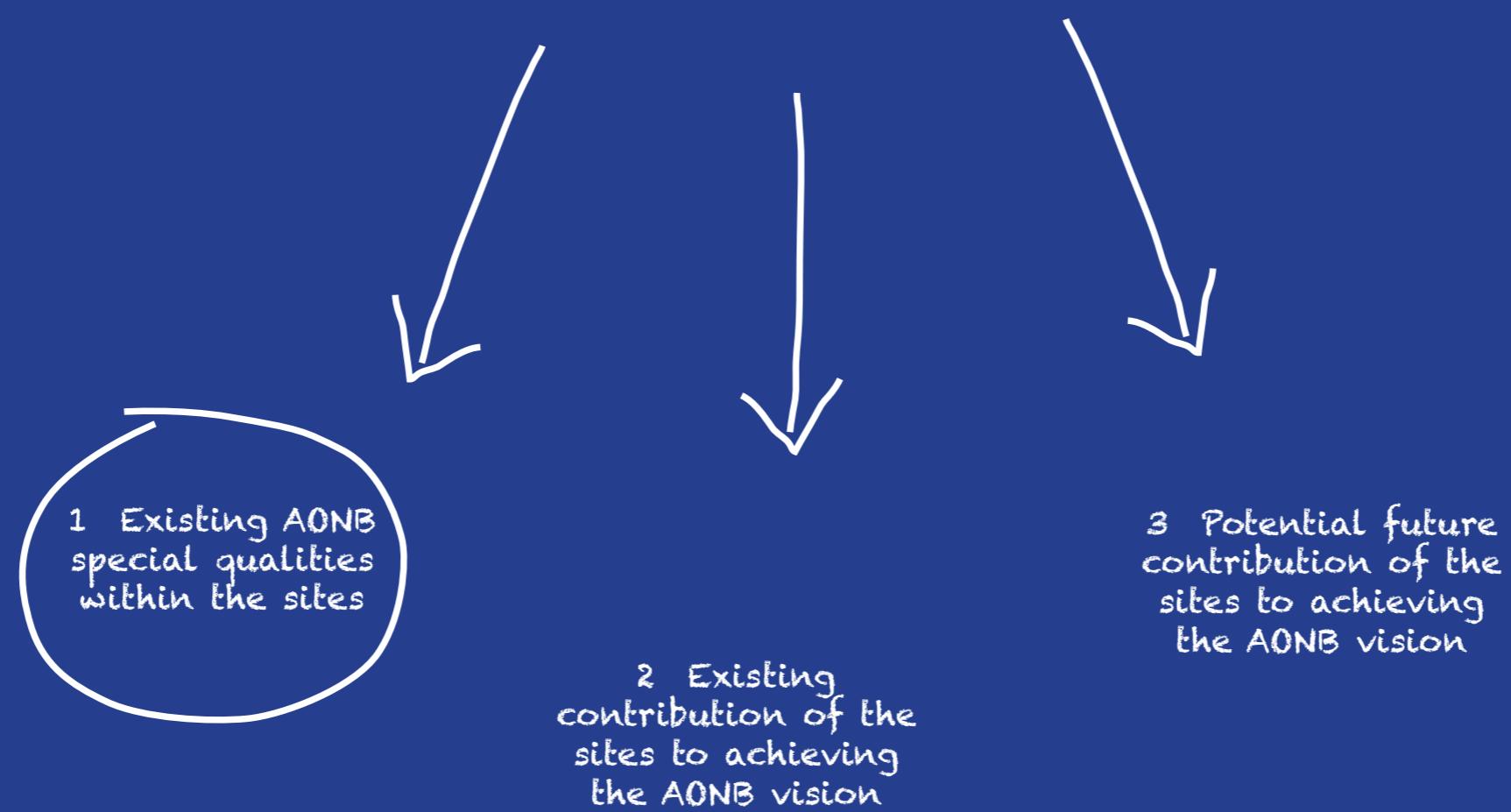
Visual Qualities

High visual quality due to distinctiveness of the landscape

Incongruous Features

None present

Contribution of the Sites to the AONB



1 Assessment of Existing AONB Special Qualities within the Sites

SPECIAL QUALITIES OF THE AONB		PRESENCE OF SPECIAL QUALITIES WITHIN SITES		
		Penrhos	Cae Glas	Kingsland
	Landscape & Visual			
1	Coastal landscape features - sea cliffs, rocky shores, sand dunes, sandy beaches and saltmarsh.	High	High	N/A
2	Traditional agricultural landscape features, including; ancient hedgerows, stone walls and cloddiau (stone-faced earth banks).	High/Medium	High/Medium	Medium
3	Expansive Views	High	Medium	High/Medium
4	Peace and Tranquillity	High/Medium	High/Medium	High/Medium
	Geology and Geomorphology			
5	Geological or Geomorphological features of value	High/Medium	High/Medium	Medium
	Ecology and Biodiversity			
6	Broad-leaved semi-natural woodland	High/Medium	High/Medium	None
7	Lowland Coastal Heath	None	High/Medium	Medium
8	Flower rich roadside verges	None	None	None
9	Priority species as identified in the Anglesey LBAP	High/Medium	High/Medium	Medium
	Historic			
10	Listed buildings	High/Medium	None	None
11	Archaeology and ancient monuments	*	*	*
12	Historic parks and gardens	High/Medium	None	None
	Culture			
13	Rural agricultural community	Medium	Medium	Medium
14	Welsh language	High/Medium	High/Medium	High/Medium
	Soil, Air and Water Quality			
16	Air quality	High/Medium	High/Medium	High/Medium
17	Water quality	**	**	N/A
	Public Rights of Way			
18	Formal and permissive footpath network	High/Medium	None	Medium/Low
	Accessible Land and Water			
19	Accessible areas	High/Medium	None	Medium/Low

* Survey work currently being undertaken.

** No current data available

AONB Special Qualities of the Sites

The detailed Landscape Character Assessment in Section 2 of this report has allowed for a detailed understanding of the character and qualities of the individual sites to be developed.

Following on from this, the table opposite provides an assessment of the sites in terms of the extent to which they contribute towards the special qualities of the AONB, as identified in The Anglesey AONB Management Plan, and in Section 1 of this report.

Each site has been given an assessment between high and low for each of the special qualities of the AONB. An assessment of 'none' is applied where a site does not currently feature an identified special quality. This therefore equates to a negative assessment. N/A indicates that a criterion is not relevant to a particular site.

Each assessment takes into account the extent to which a particular quality is present within a site, and the condition/state of that quality. The assessments have been informed by the extensive body of investigative survey and analysis work undertaken as the baseline to the Landscape and Visual Impact Assessment.

Summary

The results of the assessment can be summarised as follows:

Penrhos:

The Penrhos site has been assessed best overall, and has been judged to be particularly good in terms of landscape, visual, historic and public accessibility aspects.

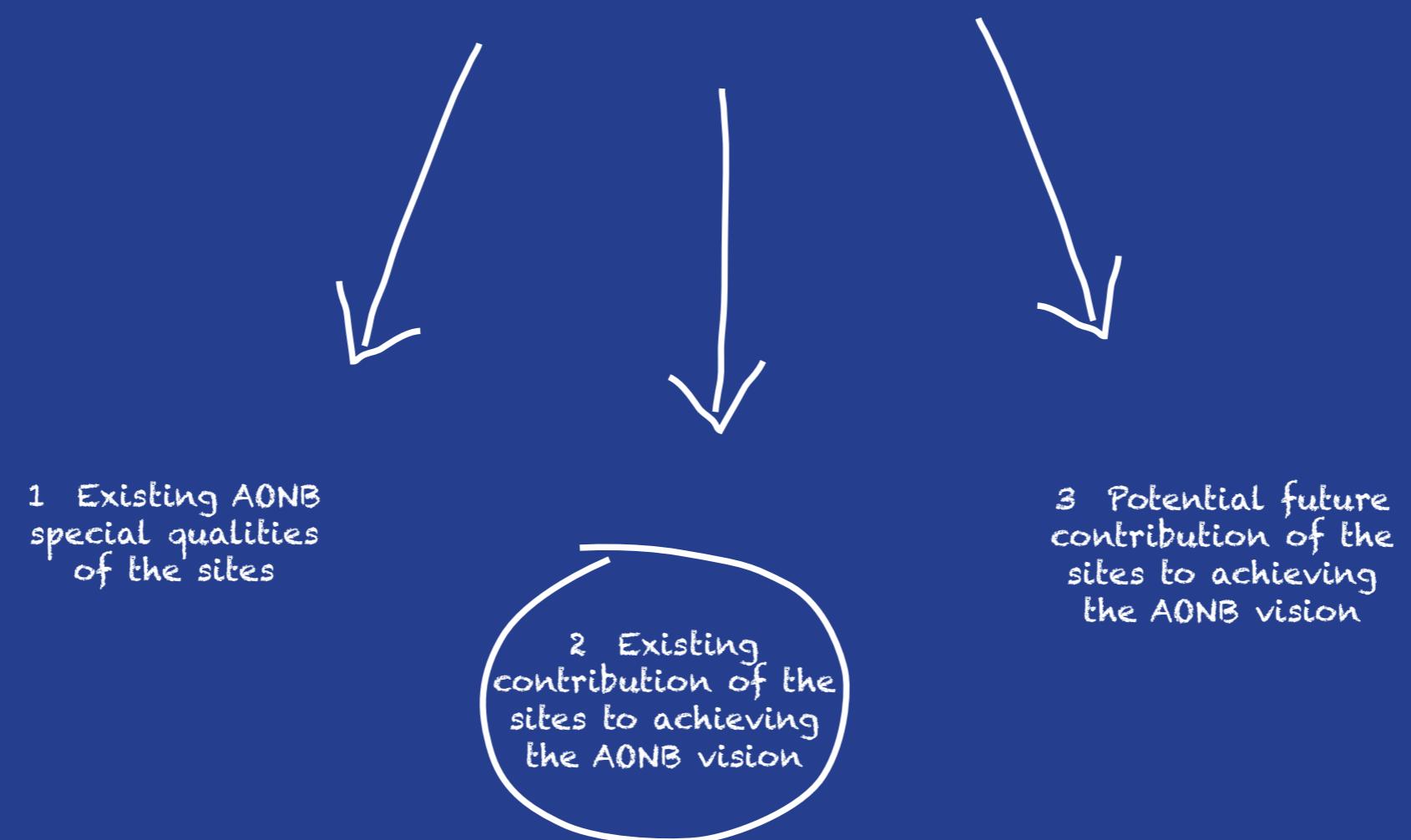
Cae Glas:

The Cae Glas site has been assessed as second best overall, but falls short of Penrhos due to the current lack of public accessibility to the site.

Kingsland:

Kingsland has been assessed as poorest overall in terms of its contribution to the special quality of the AONB. The site falls short in terms of ecology and biodiversity, extent of traditional agricultural landscape features and degree of public accessibility.

Contribution of the Sites to the AONB



This section of the report assesses the existing contribution of the site to the principles established within the AONB Vision, as set out within the AONB Management Plan.

For each principle, an assessment of high and low has been assigned, depending on the degree to which the site supports a Vision principle. An assessment of 'none' is applied where a site does not currently support the Vision principle. This therefore equates to a negative assessment. N/A is applied where the criterion is not relevant.

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
2 Existing Contribution of the Sites to Achieving the AONB Vision

VISION PRINCIPLE		CURRENT SITE RESPONSE TO VISION					
			Penrhos		Cae Glas		Kingsland
		Assessment	Comments	Assessment	Comments	Assessment	Comments
1	COUNTRYSIDE & COASTAL CHARACTER						
	Landscape						
1	Does the site display the distinctiveness and unique qualities of the coastal landscape within the AONB?	High/Medium	The recreational opportunities and long views have a significant contribution to the distinctiveness and special qualities of the AONB. Areas of woodland would benefit from more intense management to increase woodland quality. Historic elements contribute significantly also. Increased intensity of management would enhance their setting.	Medium	The tree survey has identified substantial areas within the site which are currently poor in terms of the quality and value of the trees. Despite that, the special qualities typical of the AONB are very much in evidence within the site, due to the quality and character of the inland sea and coastline.	Medium/Low	The eastern end of the site displays characteristics of exposed heathland, present on parts of the coastline. Elsewhere, traditional agricultural landscape features have been lost.
2	Are any degraded elements important to the AONB currently being restored and enhanced, to safeguard the landscape's quality and diversity?	Medium	There is degraded character of landscape associated with former estate, including former formal garden areas and woodland. Ongoing maintenance of the site, but areas where restoration and enhancement work would be beneficial.	Medium/Low	Areas of degraded woodland. Ongoing maintenance of the site, but areas where restoration and enhancement work would be beneficial.	Low	Degraded hedgerows. No evidence of ongoing restoration work.
	Historic Landscape and Culture						
3	Are the recognised historic, archaeological and cultural sites within the site boundaries protected from inappropriate development?	High/Medium	Penrhos Coastal Park forms a recognised site of particular historic and cultural importance. AONB and adjacent SSSI designations offers some protection. Listed status of some remnant built structures offers protection.	Medium	The Trefignath Burial Chamber is a scheduled ancient monument and therefore offered some protection. However the proximity of the proposed Parc Cybi development has the potential to negatively impact on the setting of this historic feature.	Medium	AONB and adjacent SSSI offers some protection to landscape, but protection of historic hedgerow field boundaries is lacking. There are currently no protected archaeological features.
4	Are they being preserved from neglect?	Medium	Parts of the site, including the woodland, quillet and other areas within the former estate grounds would benefit from increased management. Unlisted buildings currently have very limited protection from neglect.	High	The burial chamber is protected and preserved by Cadw.	Medium/Low	Lack of protection from neglect.
5	Are coordinated and consistent interpretation material about these sites available to improve people's awareness of their importance?	Medium	Lack of current interpretation material present to indicate history of former Stanley Estate. However, there is extensive 'word of mouth' spread of knowledge due to public involvement in site management	None	Currently no public access to the site, therefore no interpretation material.	None	Currently no interpretation material along the public footpath.
	Development						
6	Is all existing development within the sites compatible with the aims and objectives of the management of the designation?	Medium	The remaining structures contribute to the historic quality and value of the AONB. However, the condition of unlisted structures is frequently poor, and the setting of many of the listed structures has the potential to be improved.	Low	Ruined farmstead forms the only development within the site.	N/A	No existing development within the site.

2 Existing Contribution of the Sites to Achieving the AONB Vision

	Peace and Tranquillity					
7	Are the sites tranquil, rural retreats, recognised as an ideal destination and location to enjoy quiet forms of recreation and relaxation?	High/ medium	The tranquillity is negatively affected by neighbouring Anglesey Powder Company (Alpoco). However, despite this, the site currently forms a very good location for quiet recreational use.	None	Currently no public access allowed into the site.	Medium
2 NATURE AND THE ENVIRONMENT						
	Habitat and Species Conservation					
8	Is the coast and countryside within the sites managed sensitively for the benefit of the AONB's biodiversity?	High/ medium	Penrhos incorporates valuable and diverse habitat. All areas of conservation are currently managed to maintain or improve the conservation status, with advice from relevant parties such as RSPB, Woodland Trust etc. However, the tree survey identifies areas of woodland which would benefit from improvement, with a potentially positive impact on biodiversity.	Medium/ low	The site would benefit from increased management to increase woodland quality and decrease area of plantation and monoculture.	Medium/ low
	Soil, Air and Water					
9	Are there effects of pollution, development, recreation and economic activities upon the natural resources of the AONB within the sites?	High/ medium	No obvious negative impacts from pollution, development, recreation or economic activities on natural resources within the site. However, the adjacent AAM plant has potential impacts which influence the site.	Medium	No obvious negative impacts from pollution, development, recreation or economic activities on natural resources within the site. However, area of former landfill within site	High
10	Are the sites popular rural locations for both residents and visitors?	High	The site is a valued local recreational resource.	None	Currently no public access allowed into the site.	Medium/ low
	Designated Areas and Other Important Sites					
11	Are areas of habitat restored and expanded?	High/ medium	Penrhos incorporates valuable and diverse habitat. However, the tree survey identifies areas of woodland which would benefit from improvement, with a potentially positive impact on biodiversity.	Medium/ low	No evidence of ongoing restoration or expansion of habitat as part of ongoing site maintenance.	Low
12	Have sites of local wildlife interest been created?	High	All conservation areas currently managed to maintain or improve the conservation status. Advice from CCW, RSPB, Coed Cymru, Gwynedd Bat Group, Woodland Trust, Anglesey Council and others as appropriate. The woodland areas in the Park are being cleared of Rhododendron and Laurel. Ongoing tree safety/thinning/formative pruning. Edge habitat improvements and supplementary planting. Management of hay meadow areas to reduce nutrients. Management of orchid areas to keep clear of scrub ingress.	Medium	Red squirrel habitat created. No current public access.	Low
3 Visiting and Enjoying the AONB						
13	Do people experience and appreciate the special qualities and features that characterise the AONB within the sites, without detracting from the area's natural beauty and tranquillity?	High	People currently have significant opportunities to experience the special qualities of the AONB without detriment to the natural beauty and tranquillity within the site and along the coastal path.	None	Currently no public access allowed into the site.	Medium

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
2 Existing Contribution of the Sites to Achieving the AONB Vision

14	Is the Coastal Path complemented by an associated Public Right of Way network.	Medium/ Low	An existing network of routes currently complements the coastal path. However, these are permissive routes only, not public footpaths	None	No public access	Medium/ Low	A single public footpath contributes to the existing local public footpath network.
15	Are there areas of accessible land and water which are managed to a high standard and provide, where deemed appropriate, opportunities for recreation that are accessible by all?	High/ medium	Large parts of the site area currently publicly accessible and managed to a sufficient level to allow appropriate recreational use. Parts of the coastal path and routes within the coastal park would present some difficulty for wheelchair users, people with reduced mobility or pushchairs. An existing waterbody within the woodland is currently overgrown and difficult to access.	None	Currently no public access allowed into the site.	Medium/ Low	The site is largely inaccessible for recreational use. The footpath would present difficulty for wheelchair users and people with limited mobility.
16	Is effective interpretation material information provided to improve the public's awareness and enjoyment of the AONB?	Medium	Lack of current interpretation material present to improve the public's awareness and enjoyment of the AONB. However, see 5 above	None	Currently no public access to the site, therefore no interpretation material.	None	No signage/interpretation referencing AONB evident.
	A Clean and Safe AONB						
17	Is there appropriate management of recreation to minimise conflicts between user groups to ensure that the AONB remains a popular area for everyone?	Medium	The current recreational uses of the site do not create any significant conflict and therefore requires only minimal management to prevent conflict between cyclists and walkers. In some parts of the coastal path, potential conflict could exist due to the narrow width of the path, and overgrown vegetation within the woodland.	None	Currently no public access allowed into the site.	High/ medium	Recreational use is minimal, largely restricted to walkers using the public footpath. No current user conflicts.
	Tourism						
18	Do the sites contribute to promoting tourism as a viable activity that contributes significantly to the local economy?	Medium	The coastal park is well signed from the A5 and is promoted as a leisure destination. It contributes to local tourism as a free leisure destination.	None	No current contribution to promoting tourism.	None	No evidence that the site contributes to the promotion of tourism.
	Recreation						
19	Do the sites contribute to the creation of sustainable recreation for both residents and visitors?	Medium	The coastal path and coastal park contribute to creating sustainable recreation. However, visitors frequently travel to the site by car.	None	Currently no public access allowed into the site.	Medium	The footpath contributes to sustainable recreation for both residents and visitors by connecting to the wider public footpath network.
20	Are the recreational opportunities fully integrated within the public transport network?	Medium	Buses form a connection between Holyhead, Valley and the Coastal Park.	None	Currently no public access allowed into the site.	Medium/ Low	Lack of integration with public transport network.
	Access						
21	Are the public rights of way managed to a high standard, and include consistent signage and interpretation positioned in suitable locations?	Medium	Parts of the coastal path around the Penrhos site would benefit from widening to facilitate use. Permissive routes are adequately maintained but could benefit from increased maintenance of pathways and vegetation. Signage is present but minimal.	None	Currently no public access allowed into the site.	Medium	The footpath is managed to a reasonable standard, with footpath signage to indicate the route. No interpretation material present.
4	A LIVING AND WORKING LANDSCAPE						
	Land Management						
22	Do the sites currently contribute to the AONB as a living and working landscape?	Medium/ Low	The site currently contributes to a living and working AONB due to the existing agricultural land use on the site and ongoing management.	Medium/ Low	Minimal contribution to the creation of a living and working landscape. Some agricultural land within the site, currently fallow plus maintenance	Medium/ Low	The agricultural and recreational uses are typical land uses within the AONB and therefore contribute positively to the living and working landscape.

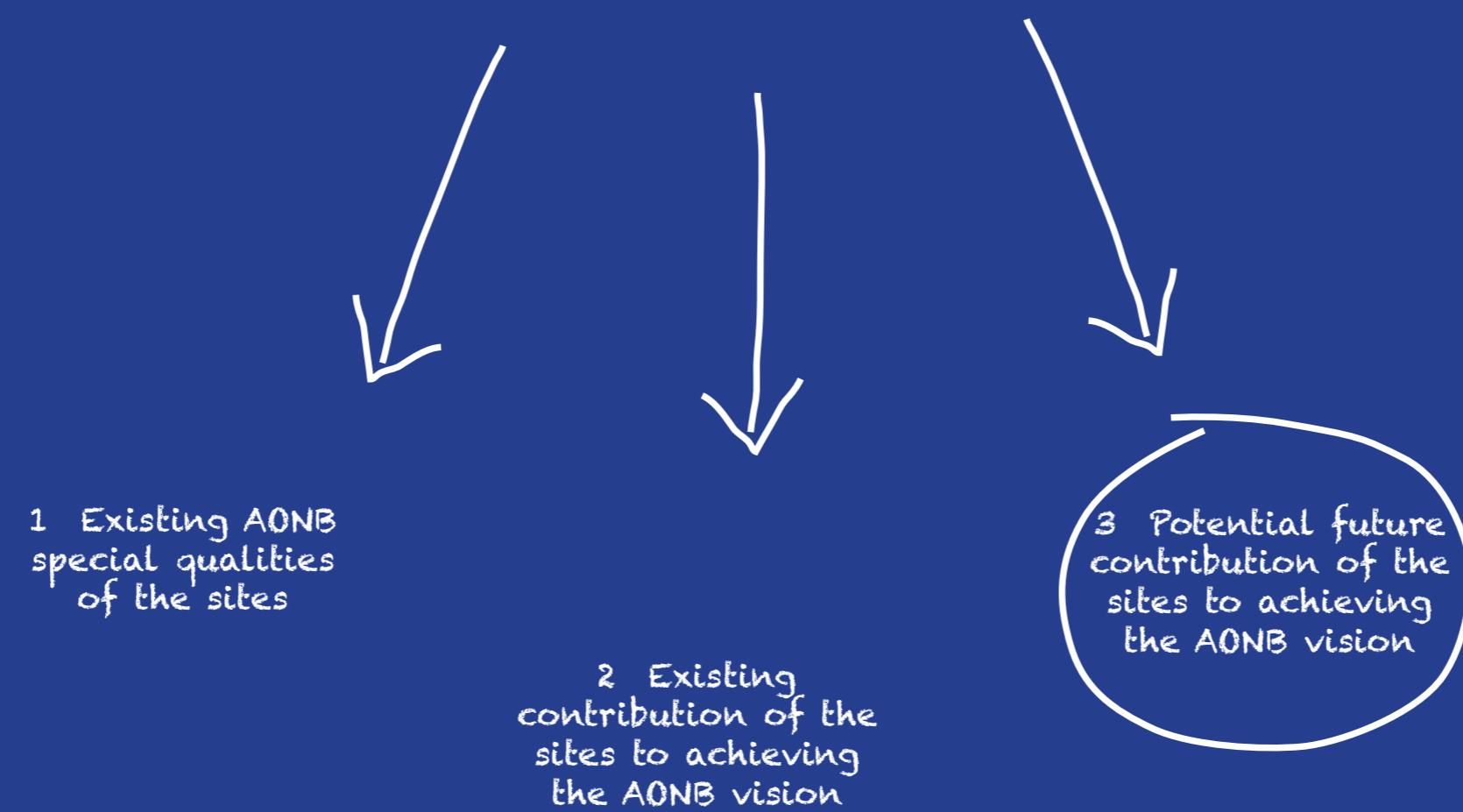
SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
2 Existing Contribution of the Sites to Achieving the AONB Vision

23	Do the sites contribute towards promoting sustainable and appropriate land use activities, that provide rewarding employment to local people?	Medium/Low	The site does incorporate sustainable and appropriate land use, with some employment opportunities in management of the park. However, the park also relies on volunteers.	Low	Minimal contribution to promoting sustainable and appropriate land use activities. Lack of employment opportunities.	Low	Minimal contribution to promoting sustainable and appropriate land use activities. Limited employment.
24	Is any agricultural land sustainably managed?	High/medium	The agricultural land is on a 1 year letting cycle. Minimal fertiliser input. Tenants are allowed one grass cut per year.	-	No information available	-	No information available
25	Is other land sustainably managed?	High/Medium	All other land is managed for conservation interest and to maximise the interest for there individual main features.?	-	No information available	-	No information available
26	Do the sites contribute to conserving and enhancing the landscape character?	High	The site is varied in terms of its character, but contribute significantly to defining local landscape character.	Medium	Areas of monoculture, plantation and low quality woodland detract from the potential contribution the site could make to local character.	Medium	Hedgerows form typical landscape features but are lacking in maintenance.
	Viable Communities						
27	Do the sites contribute to the creation of a dynamic and vibrant community?	Medium/High	The coastal park forms an important feature in the local community, but the contribution to the creation of a dynamic and vibrant community is limited due to the relatively low number of employment opportunities on the site.	Low	Lack of contribution to the creation of a dynamic and vibrant community.	Low	Lack of contribution to creation of dynamic community
28	Do the sites contribute to the creation of affordable housing that meets local demand?	Low	Limited contribution to creation of affordable housing.	None	No contribution to creation of affordable housing.	None	No contribution to creation of affordable housing.
29	Do the sites contribute towards promoting and sustaining the culture, traditions and rural skills of the AONB?	Medium	The former Penrhos estate is an important historic feature of local cultural importance worthy of preservation. The former manor house which formed the heart of the estate has been lost.	Medium/Low	Minimal contribution to promoting and sustaining the culture, traditions and rural skills.	Medium/Low	The site contributes to sustaining local farming and rural skills associated with the AONB, but no evidence of promoting these features.
	Community Involvement						
30	Do the sites include active consultation with regards to decisions that may affect the social, environmental and economic attributes of their areas?	High/Medium	People are currently able to get involved with the management of the park and can sign up to receive information on news and events. There is also a small timetable of events, including nature trails and fun days.	None	No evidence of active consultation.	None	No evidence of active consultation.
	Business						
31	Do the sites contribute towards a healthy rural economy by providing employment opportunities?	Medium/Low	The site provides limited employment opportunities.	Low	Very little opportunity for local employment.	Low	Very minimal local employment opportunity within agricultural portion of site.
	Sustainability						
32	Do the sites promote recycling and re-use of materials?	High/Medium	The warden service recycles all waste from the park. Currently no public recycling points	None	No evidence of active consultation.	None	No evidence of active consultation.
	Transport						
33	Do the sites contribute towards the promotion of sustainable transport?	Medium	The national cycle route through the site forms a safe, off-road long distance route for cyclists. The local bus service also connects with the Park.	None	No contribution to the promotion of sustainable transport.	None	No contribution to the promotion of sustainable transport.

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
2 Existing Contribution of the Sites to Achieving the AONB Vision

5 AWARENESS & APPRECIATION OF THE AONB					
Understanding					
34	Do the sites contribute towards increasing understanding of the special qualities and sensitivity of the AONB?	Medium/ Low	There are opportunities to understand important habitats within Penrhos, but limits opportunities to increase understanding of the sensitivity and special qualities of the AONB.	None	No contribution from the site to increased understanding of the special qualities of the AONB.
Interpretation and Information					
35	Do the sites include information and interpretation to help promote activities and behaviour that does not detract from the core	Medium	See 5 above	None	See 5 above
Integration					
36	Do the sites create the opportunity to cooperate with or work in partnership with the various public, private and voluntary and educational organisations with an interest in	High	The current management of the site includes extensive work with local groups, schools, trusts, charities and other relevant organisations.	-	No evidence of work with organisations with an interest in the AONB.
6 CLIMATE CHANGE					
Renewable Energy					
37	Do the sites create the opportunity to use renewable energy sources	None	No current use of renewable energy	None	No current use of renewable energy
Adaption and Mitigation					
38	Do the sites incorporate potential to respond to climate change?	-	No information available	-	No information available
7 ECOSYSTEM GOODS & SERVICES					
Understanding and Awareness					
39	Do the sites create the opportunity for increased understanding and awareness of ecosystems? The goods and services they provide are vital to sustaining well-being, and to future economic and social development. The benefits ecosystems provide include food, water, timber, air purification, soil formation	High/ medium	Penrhos promotes awareness of ecosystems through its work with local groups, charities and other organisations.	None	No evidence of site providing opportunity for increased understanding and awareness of ecosystems.
43					No evidence of site providing opportunity for increased understanding and awareness of ecosystems.

Contribution of the Sites to the AONB



SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB

3 Potential Contribution of the Masterplans to Achieving the AONB Vision

This section of the report assesses the potential contribution of the site to the principles established within the AONB Vision, as set out within the AONB Management Plan.

For each principle, an assessment of between high and low has been assigned, depending on the degree to which the proposed development supports the Vision principle.

This assessment allows a comparison to be made between the site as it stands and the developed sites, in order to determine whether the development will be more positive in terms of achieving the AONB Vision, or whether it will be detrimental.

Where the proposed development will result in a higher score, indicating a more positive contribution to achieving the Vision, the score has been highlighted in green. If the score stays the same, or if the impact is unknown, it is highlighted in orange. If the proposed development is likely to have a negative impact on the site in terms of its contribution to achieving the vision, the score is highlighted in red.

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
3 Potential Contribution of the Masterplans to Achieving the AONB Vision

VISION PRINCIPLE		RESPONSE TO VISION					
		Penrhos		Cae Glas		Kingsland	
	Assessment	Comments	Assessment	Comments	Assessment	Comments	
1	COUNTRYSIDE & COASTAL CHARACTER						
	Landscape						
1	Will the proposals retain the distinctiveness and unique qualities of the coastal landscape within the AONB?	High/medium	The coastal path will be retained and enhanced as part of the proposals. Enhancement works will include path improvements, such as widening where appropriate, and management of vegetation to restore views out to sea. Historic elements will also be retained and their settings enhanced. Penrhos Coastal Park will be retained, however, public accessibility, currently available via permissive footpath routes to some of the woodland areas will be reduced as part of the masterplan.	High	The proposals aim to retain and enhance the high quality elements within the site, and in addition include publicly accessible routes and a nature reserve in the most unique and distinctive part of the site to the east, adjacent to the inland sea.	Medium	The rural land use, which does form a typical feature of the AONB, will be replaced by residential land use. However, the area within the site identified as being most distinctive and high quality, to the west of the public footpath will be retained. Also, the proposed dwellings will feature traditional materials, interpreted in a contemporary way, which will contribute positively to local character. In addition, new hedgerows will reinstate degraded or absent hedgerows. However, traditional agricultural land use will be lost.
2	Will degraded elements of the landscape, and the special features which have lost their character, be restored and enhanced, to safeguard the landscape's quality and diversity.	High	The proposals will include restoration and management of the woodland and lake area in order to support the proposed use. Areas of woodland have been identified as medium or low value, despite being covered by a TPO. Other particular areas of restoration will be carried out along the coastal path to open up views as described above.	High/ Medium	Areas of coniferous plantation, monoculture and low value woodland will be restored as part of the proposals. In addition, new areas of habitat and diverse naturalistic planting will add to the landscape quality and diversity within the site.	Medium	Existing hedgerows around the site boundaries have suffered significant degradation. The majority of the hedgerow boundaries will be retained and enhanced as part of the proposals, and will be integrated into the strong landscape framework proposed for the development.
	Historic Landscape and Culture						
3	Will the recognised historic, archaeological and cultural sites within the site boundaries be protected from inappropriate development?	High	Many of the remnant structures associated with the former Penrhos estate are listed, and will therefore be retained and sensitively incorporated into the proposed development. Other non-listed buildings, including the boat house and the bathing house, are proposed for sensitive renovation and re-use. The coastal park forms important cultural assets. The masterplan aims to preserve and respect these, and retain a more formalised public access. The site will undergo thorough archaeological investigation. Any archaeological finds will be treated according to specialist advice.	High	The Trefignath burial mound has formed a key driver in masterplanning this part of the site. The masterplan aims to protect the burial mound and also to preserve an appropriate setting around it. The remnants of a farmstead are present within the site. The built remains will be sensitively incorporated into the proposals. The site will undergo thorough archaeological investigation. Any archaeological finds will be treated according to specialist advice.	High/ Medium	The site will undergo thorough archaeological investigation. Any archaeological finds will be treated according to specialist advice. The public footpath through the site forms a feature of cultural value. This will be retained as part of the proposals, and careful consideration has been given to the relationship between the proposed housing and the views from the footpath. Hedgerow field boundaries form important historic and cultural features. The aim is to re-instate these into the proposals. See 2 above.
4	Will they be preserved from neglect?	High	The proposed development will require comprehensive ongoing management to support the proposed use, which will help to preserve key features within the site from neglect.	High/ Medium	The proposed development will require comprehensive ongoing management to support the proposed use, which will help to preserve key features within the site from neglect.	Medium	The proposed public landscape along the footpath route and throughout the site, including hedgerows, will require ongoing maintenance to a high standard due to the proposed residential use. Agricultural land use, which is of cultural value, will no longer be a feature of the site.

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
3 Potential Contribution of the Masterplans to Achieving the AONB Vision

			PENRHOS	CAE GLAS	KINGSLAND		
5	Will co-ordinated and consistent interpretation material about these sites be available to improve people's awareness of their importance?	High	The proposals create the potential to build on existing interpretation, both within the site and the wider public context of the coastal park and along the coastal path. The proposed use of the site as a holiday destination, in addition to its current recreational use, will potentially widely improve overall awareness of the AONB.	High	Interpretation material will form a key element of the masterplan proposals. A consistent and co-ordinated approach to interpretation across the three sites is proposed, to maximise awareness and understanding of the diverse qualities which make up the AONB.	Medium	Interpretation materials will be provided along the public footpath route and within the proposed green woodland buffer along the southern edge of the site. Interpretation material will be used to highlight the wider AONB context.
	Development						
6	Will all development within the AONB be compatible with the aims and objectives of the management of the designation?	High	The key management objective of the AONB is to conserve and enhance the special qualities and distinctive features of the natural, historic and cultural elements of the AONB. Key amendments as part of the masterplan development in order to achieve this have included increasing the retained area of publicly accessible woodland in recognition of its recreational and cultural value, and modification of the proposals to minimise the potential landscape and visual impacts of tranquility and character of the headland and coastal path. Proposed built development has been carefully considered in terms of scale, massing, use and materials.	High	One of the primary aims of the masterplan for Cae Glas is the preservation of the unique qualities of the site, due to both the recognition of the value of these special qualities and the contribution that these would make to the proposed uses within the site. In addition, the proposals will add a cultural element to the site, which is currently lacking, by incorporating recreational use and opportunities for education relating to habitat, biodiversity and the wider AONB. Proposed built development has been carefully considered in terms of scale, massing, use and materials.	High	Thorough assessment of the site has highlighted the high landscape character and quality of the landscape to the west of the public footpath, and the lower quality and value in the farmland to the east. The area to the east of the footpath will therefore be retained, and the special qualities preserved. The public footpath will be retained, as an element of cultural value, and the historic hedgerow field boundaries will be incorporated into the proposed and enhanced. Proposed built development has been carefully considered in terms of scale, massing, layout, density and materials and will contribute positively to the AONB aim to be a living and working landscape.
7	Will new development reflect the traditional character of the island?	High/ medium	The proposed development will aim to respect the traditional character of the island through scale and massing of buildings, location and siting of built development, and new planting species and location. The proposed new hub buildings will reflect the character of the existing agricultural buildings within the site.	High/ medium	The proposed lodges will reflect the traditional character of both agricultural and residential buildings the island, in terms of scale, massing and materials. However, the high quality design and detailing of the proposed lodges also aims to form a positive new features to complement and add to the traditional character, which will reflect the proposed use as a holiday destination.	High/ medium	New dwellings will interpret traditional local materials and character in contemporary design, and utilise established principles of good urban design to create a desirable and functional place to live. The dwellings will be set within a strong landscape framework, which will be informed by detailed study of the local landscape character and qualities.
	Peace and Tranquillity						
8	Will the sites be retained as a tranquil, rural retreat, recognised as an ideal destination and location to enjoy quiet forms of recreation?	High/ medium	The peace and tranquillity of the coastline and within the coastal park will be retained. The proposed holiday park aims to provide a tranquil holiday destination which allows appreciation of the surrounding environment.	High/ medium	The tranquillity of the site, particularly around its eastern fringes with the inland sea, form a key feature of quality and value of the site. A key aim of the masterplan is to retain this but also add in potential for quiet recreational uses currently lacking.	High/ medium	Existing recreational use of the site is currently very restricted. The masterplan proposes retention of the existing footpath, with additional open space for recreational use. The landscape proposals for the site include a strong landscape buffer between the proposed housing and the footpath, in order to retain the recreational value of this route.
2 NATURE AND THE ENVIRONMENT							
	Habitat and Species Conservation						
9	Will the coast and countryside within the sites be managed sensitively for the benefit of the AONB's biodiversity?	High/ medium	There are no BAP habitats at Penrhos. However, the woodland areas, which are currently poor in terms of their structural diversity, will be supplemented to offer a greater variety of native species. This will offer greater opportunity for use of these areas by bats and birds.	High/ medium	The area of salt marsh at the edge of the Inland Sea is a BAP priority habitat, and will be carefully managed and enhanced. The remainder of the nature reserve area will be subject to a detailed ecological management plan produced in consultation with the North Wales Wildlife Trust, the RSPB and Isle of Anglesey County Council. This will seek to ensure that the restoration of this area reflects the natural condition of the site in the absence of past human intervention as well as providing the most appropriate habitat for locally important species such as red squirrels, badgers and several bird species.	Medium	An area of wetland / reed bed, which is a local Biodiversity Action Plan (BAP) priority habitat, will be expanded and enhanced. In addition, areas of native woodland planting will be incorporated into the design to provide habitat for bird and bat species as well as screening of the development from the surrounding area.

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
3 Potential Contribution of the Masterplans to Achieving the AONB Vision

PENRHOS			CAE GLAS			KINGSLAND	
	Soil, Air and Water						
10	Will the effects of pollution, development, recreation and economic activities upon the natural resources of the AONB be negligible?	–	Any potential for impacts will be assessed as part of the Environmental Statement produced to support the development proposals for the site. The assessment is currently incomplete, however, any negative impacts will be mitigated against as far as possible. Likely to remain the same.	–	Any potential for impacts will be assessed as part of the Environmental Statement produced to support the development proposals for the site. The assessment is currently incomplete, however, any negative impacts will be mitigated against as far as possible. Likely to remain the same.	–	Any potential for impacts will be assessed as part of the Environmental Statement produced to support the development proposals for the site. The assessment is currently incomplete, however, any negative impacts will be mitigated against as far as possible. Likely to remain the same.
11	Will the sites remain a popular rural location for both residents and visitors?	High	The number of visitors to the site will increase as a result of the holiday destination proposals. The masterplan aims to retain the coastal park and coastal path as key destinations for local residents. However, publicly accessible areas of the Park will reduce overall.	High	The proposals aim to increase the popularity of this part of the AONB through the creation of sensitive access.	Medium/low	The rural character of the site itself will change, but the high quality proposed development has been carefully considered in order to have minimal impact on the wider AONB
	Designated Areas and Other Important Sites						
12	Will areas of habitat be restored and expanded?	High/medium	See 9 above	High/medium	See 9 above	High/medium	See 9 above
13	Will sites of local wildlife interest be created?	High/medium	See 9 above	High/medium	See 9 above	High/medium	See 9 above
3	Visiting and Enjoying the AONB						
14	Will people be able to experience and appreciate the special qualities and features that characterise the AONB without detracting from the area's natural beauty and tranquillity?	High	Recreational activities will be focussed on appreciation of the special qualities of the site. The beauty and tranquillity of the site form some of its key assets. The aim of the masterplan is to retain these in order to create a desirable holiday destination. The AONB qualities will be experienced by both local visitors and by people on holiday.	High	Public access into the site is not currently possible, but will form a major feature of the proposals. However, consideration of the sensitivity of the site means formal access routes and only appropriate forms of recreation will be allowed to ensure that this does not detract from the area's beauty and sensitivity. This will allow the character of the AONB to be fully preserved and enjoyed.	Medium	Users of the public footpath through the site will be able to appreciate the special landscape features to the west of the public footpath, as development will be contained to east. The proposed development has the potential to impact negatively on the tranquillity of this route, therefore a strong landscape buffer has been proposed in order to mitigate this
15	Will the coastal path be complemented by an associated Public Right of Way network?	High/medium	A number of existing permissive routes within the woodland will be retained, but the number of publicly accessible routes will be reduced overall. Holiday makers will use internal routes to connect to the coastal path	High	New public routes through the site are proposed, as part of the 'opening up' of the site for appropriate recreational uses, which forms a key part of the masterplan.	Medium	The existing public footpath will be retained, and complemented by other green routes through the site.
16	Will there be areas of accessible land and water which are enhanced and managed to a high standard and provide, where deemed appropriate, opportunities for recreation that are accessible by all?	High	Existing waterbodies within the coastal park area will be retained and enhanced as part of the masterplan development. The coastal path will also be enhanced as part of the proposals. Works will include widening, improvements to surfacing and management of planting to facilitate access.	High	See 14 above.	High	An existing area of marshy/swampy ground to the north of the site will be enhanced as a wetland area, which will contribute to the overall recreation and amenity value within the site.
49	Will effective interpretation material information be provided to improve the public's awareness and enjoyment of the AONB?	High	Interpretation material will form part of the proposed enhancement works to the coastal path and coastal park. There is also potential to incorporate it into the holiday park itself, to explain the history of the site and former estate buildings.	High	See 5 above.	Medium	See 5 above.

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
3 Potential Contribution of the Masterplans to Achieving the AONB Vision

PENRHOS			CAE GLAS			KINGSLAND	
18	Will appropriate management of recreation minimise conflicts between user groups to ensure that the AONB remains a popular area for everyone?	High/ medium	Proposed recreational use within the holiday park has been carefully considered and integrated in order to avoid conflict between user groups. A number of recreational uses will be contained within a centrally located hub. Other promoted recreational uses will be compatible with those current within the site. The current masterplan aims to optimize the remaining publicly accessible areas.	High	See 14 above.	Medium/ low	See 14 above.
	Tourism						
19	Will the proposals contribute to retaining tourism as a viable activity that contributes significantly to the local economy?	High	The proposed development is likely to be of significant benefit to tourism and the local economy.	High	The proposed development is likely to be of significant benefit to tourism and the local economy.	Medium/ low	The proposals will have minimal direct impact on tourism but will contribute significantly to increasing the potential for a vibrant local community.
	Recreation						
20	Will the proposals contribute to the creation of sustainable recreation for both residents and visitors?	High	The proposals will contribute positively to sustainable recreation. Outside the main hub of the development, recreational use will focus on promoting walking, cycling and other activities which have as their focus enjoying the special qualities of the site and the AONB,	High	The proposals will have a major positive impact on the creation of sustainable recreation, by integrated recreation into the site which it currently lacks, and focussing recreation on appreciation of the site's special qualities and habitats.	High	The proposals will incorporate a play area, wetland area and woodland buffer, which will provide the opportunity for informal recreational opportunities. These areas will be connected to the wider footpath network.
21	Will the recreational opportunities be fully integrated within the public transport network?	High	An electric shuttle service will be provided in order to link the three sites with central Holyhead and the railway station. This will provide transportation for visitors but also for employees of the leisure villages and for the general public, thus improving public access to the Coastal Park and the proposed nature reserve.	High	See Penrhos	Medium/ low	New recreational facilities within the site will focus on local provision.
	Access						
22	Will the public rights of way be managed to a high standard, and include consistent signage and interpretation and positioned in suitable locations?	High	The public footpaths will require a high standard of management and maintenance in order to create a desirable holiday destination and potentially increased footfall as a result of the proposals. Interpretation and signage will form a key element.	High	The public footpaths will require a high standard of management and maintenance in order to allow formal public access which minimises the potential for disturbance to key habitat areas. Interpretation and signage will form a key element.	Medium	The existing public footpath will be well connected to the proposed development and will therefore require management to a sufficiently high standard in order to create a desirable place to live. Interpretation and signage will form a key element.
4 A Living and Working Landscape							
	Land Management						
23	Will the proposals contribute to the AONB as a living and working landscape?	High	The proposals will generate significant opportunities for local employment. Agricultural land uses will also be retained along the headland.	High	The proposals will generate significant opportunities for local employment	High	The proposals will not contribute directly to the AONB as a working landscape, however, It will contribute to the creation of a desirable place to live. Kingsland will provide significant employment opportunities for on-going property and garden maintenance

SECTION 3: CONTRIBUTION OF THE SITES TO THE AONB
3 Potential Contribution of the Masterplans to Achieving the AONB Vision

PENRHOS			CAE GLAS			KINGSLAND	
24	Will the proposals contribute towards promoting sustainable and appropriate land use activities, that provides rewarding employment to local people?	High	See 20 and 23 above.	High	See 21 and 23 above.	High	See 21 and 23 above.
25	Will remaining agricultural land be sustainably managed?	High	Sustainable management of agricultural land will be incorporated into the proposals.	High	Sustainable management of agricultural land will be incorporated into the proposals.	—	No agricultural remaining
26	Will other land be sustainably managed?	High	Sustainable management of other land will be incorporated into the proposals.	High	Sustainable management of other land will be incorporated into the proposals.	High	Sustainable management of other land will be incorporated into the proposals.
27	Will the proposals contribute to conserving and enhancing the landscape character?	High	The retention and enhancement of existing landscape features of quality and value, and the addition of new, appropriate planting will contribute significantly to conserving and enhancing local character	High	The creation of a nature reserve and the addition of habitat and diverse locally appropriate planting will contribute significantly to conserving and enhancing local character.	High/ medium	The use of appropriate planting to provide a strong landscape framework for the proposals will help preserve elements of local character.
Viable Communities							
28	Will the proposals contribute to the creation of a dynamic and vibrant community?	High	Improved footpaths and management of public areas, along with the potential local employment opportunities will contribute significantly to creating a dynamic and vibrant community.	High/ Medium	New recreational potential and the potential increase in local tourism will contribute positively to the local community.	High	The provision of high quality housing will contribute positively to the creation of a vibrant local community.
29	Will the proposals contribute to the creation of affordable housing that meets local demand?	Low	Affordable housing provision will not be changed by our proposals as current tenancies will be relocated	None	No direct contribution	High	The proposals will present a substantial contribution to meeting local housing demand. The proposals incorporate a range of house types and sizes, taylored to the site and local context.
30	Will the proposals contribute towards promoting and sustaining the culture, traditions and rural skills of the AONB?	High	Penrhos will be promoted as a Welsh Holiday villages and actively promote the language, culture and heritage of the area	High/ Medium	Cae Glas will be promoted as a Welsh Holiday villages and actively promote the language, culture and heritage of the area	Medium	The ongoing site management required by the proposed development will create the opportunity to use and promote the existing culture, traditions and rural skills of the AONB.
Community Involvement							
31	Will development of the masterplans include active consultation with regards to decisions that may affect the social, environmental and economic attributes of their areas?	High	To date, development of the masterplan has included public consultation, which has resulted in some substantial amendments to the masterplan as a result of comments received. The continued development of the masterplan sites will include ongoing consultation.	High	As will the Penrhos site, consultation to date has been extensive, and has resulted in substantial changes to the masterplan to accommodate local opinion, and consultation with the local community and councils ongoing.	High	As will the Penrhos site, consultation to date has been extensive, and has resulted in substantial changes to the masterplan to accommodate local opinion, and consultation with the local community and councils ongoing.
Business							
32	Will the proposed development contribute towards a healthy rural economy by providing employment opportunities?	High	The proposals create significant potential for local employment both in the running and management of the site as a holiday destination.	High/ Medium	See 24 above.	High	See 24 above.

PENRHOS			CAE GLAS			KINGSLAND	
33	Will the proposals promote recycling and re-use of materials?	High	The development will promote both recycling and re-use of materials where possible. The proposals also create the opportunity to incorporate recycling bins within the Coastal Park and along the coastal path	High	Re-cycling and re-use of materials will form part of the everyday management and use of the site.	High	Recycling litter bins will be provided in public spaces.
	Transport						
34	Will the proposals contribute towards the promotion of sustainable transport?	High	An electric shuttle service will be provided in order to link the three sites with central Holyhead and the railway station. This will provide transportation for visitors but also for employees of the leisure villages and for the general public, thus improving public access to the Coastal Park and the proposed nature reserve.	High	See Penrhos	High	The proposed development site lies within easy walking distance of the main local facilities at Penrhos retail park and Holyhead Town Centre.
5	Awareness & Appreciation of the AONB						
	Understanding						
35	Will the proposals contribute towards increasing understanding of the special qualities and sensitivity of the AONB?	High	Interpretation material, habitat creation and restoration, and a strong emphasis on sustainability within the holiday park and wider publicly accessible Coastal Park and Nature Reserve will create the opportunity to increase understanding and awareness of ecosystems.	High	Interpretation material, habitat creation and restoration, and a strong emphasis on sustainability within the holiday park and wider publicly accessible Nature Reserve will create the opportunity to increase understanding and awareness of ecosystems.	Medium	The provision of interpretation material and new habitat potential will contribute towards increased understanding of the special qualities and sensitivity of the AONB.
	Interpretation and Information						
36	Do the proposals include information and interpretation to help promote activities and behaviour that does not detract from the core purposes of the AONB?	High	The proposals create the opportunity to promote activities that do not detract from the AONB. See 20 and 35 above.	High	The proposals create the opportunity to promote activities that do not detract from the AONB. See 20 and 35 above.	High	The proposals create the opportunity to promote activities that do not detract from the AONB. See 20 and 35 above.
	Integration						
37	Do the proposals create the opportunity to cooperate with or work in partnership with the various public, private and voluntary and educational organisations with an interest in the AONB?	High	The site currently has a network of volunteers and provides education opportunities which will be retained and expanded as part of the proposals.	High	The site proposes educational facilities and creates the opportunity for working with public, private or voluntary organisations in the development of the nature reserve.	High	Opportunities to cooperate with or work in partnership with the various public, private and voluntary and educational organisations with an interest in the AONB will largely be as a result of connections between the site and the wider AONB, particularly through the Penrhos and Cae Glas sites.

		PENRHOS		CAE GLAS		KINGSLAND	
6	Climate Change						
	Renewable Energy						
38	Do the proposals create the opportunity to use renewable energy sources	High	Land and Lakes has commissioned WSP Energy to undertake an evaluation of the energy supply options for the three component sites. The leisure developments at Cae Glas and Penrhos will be powered by gas-fired CHP energy centres, with a view to connecting to the biomass facility in the long term.	High	See Penrhos	High	The assessment of the Kingsland site has identified that a combination of solar PV and biomass heating should be considered for this site.
	Adaption and Mitigation						
39	Do the proposals incorporated potential to respond to climate change?	High	The assessment of the risk of flooding at the site takes into account the potential effects of climate change to ensure that the development is resistant to flooding even in the event of sea level rise or increased rainfall intensity. The lodges and dwellings proposed will aim to achieve BREEAM Excellent rating or Code for Sustainable Homes Level 4, as appropriate, to ensure that the development limits its contribution to man-man climate change. This will also ensure that the built structures are more able to cope with extreme weather through the specification of high quality insulation and ventilation systems.	High	Leisure developments in the UK, which are expected to attract visitors mainly from the domestic market, are generally more sustainable than overseas holidays due to the smaller travel distances. This therefore presents a viable and attractive alternative to foreign holidays in the event that the current trend for increasing taxation for air travel continues as a result of climate change. The development at all three sites incorporates extensive planting or development within existing woodland. This has the benefit of mitigating the effect of high winds during storm events and offering shade during the summer.	High	See Penrhos & Cae Glas
7	Ecosystem Good and Services						
	Understanding and Awareness						
40	Will the proposals create the opportunity for increased understanding and awareness of ecosystems? The goods and services they provide are vital to sustaining well-being, and to future economic and social development. The benefit ecosystems provide include food, water, timber, air purification, soil formation and pollination.	High	Interpretation material, habitat creation and restoration, and a strong emphasis on sustainability within the holiday park and wider publicly accessible Coastal Park will create the opportunity to increase understanding and awareness of ecosystems.	High	Interpretation material, habitat creation and restoration, and a strong emphasis on sustainability within the holiday park and wider publicly accessible Nature Reserve will create the opportunity to increase understanding and awareness of ecosystems.	Medium	Interpretation material within public areas and along the public footpath route will create the opportunity to raise wider awareness of the AONB.

SECTION 3: MASTERPLAN PROPOSALS - CONTRIBUTION TO THE AONB VISION

	PENRHOS		CAE GLAS		KINGSLAND	
	EXISTING	PROPOSED	EXISTING	PROPOSED	EXISTING	PROPOSED
Countryside and Coastal Character	Medium	High	Medium/low	High/medium	Medium/low	Medium
Nature and the Environment	High/medium	High/medium	Medium/low	High/medium	Medium/low	Medium
Visiting and Enjoying the AONB	Medium	High	None	High	Medium/low	Medium
A Living and Working Landscape	Medium	High	Low	High/medium	Low	High/medium
Awareness and Appreciation of the AONB	Medium	High	None	High	None	High
Climate Change	-	-	None	High	None	High
Ecosystem Goods and Services	High/medium	High	None	High	None	Medium

The table opposite provides a comparison of the results from the assessment of the site and of the masterplan proposals in terms of the extent they contribute to achieving the future Vision for the AONB. An average assessed for each of the 7 categories has been provided.

The results show that the Penrhos site has been assessed particularly highly in its current form, due to its high recreational value, habitat quality and the contribution it makes to awareness and appreciation of the AONB. Both Cae Glas and Kingsland have been assessed particularly badly in these categories, and as a result, have low average scores.

The assessment indicates that the averages will improve significantly in the majority of the categories as a result of the proposed development. Most of the improvements relate to the opportunities to; increase awareness and understanding of the AONB, create opportunities for recreational use where currently lacking, and contribute to the creation of a living and working landscape through development of new employment and local housing opportunities.

Only one category has not been predicted to improve as a result of the proposed development - the Nature and Environment category for Penrhos. This is largely due to an overall reduction in publicly accessible areas within the site. However, the proposed area available for public access has been increased as a result of public consultation. As a result, Penrhos Coastal Park will remain a valuable, publicly accessible recreational resource.

The Isle of Anglesey AONB Management Plan, 2009-2014 provides the baseline for this report. The Plan explains the special character and qualities of the AONB, provides analysis of the current condition of those elements, and sets out a future Vision for the AONB.

Section 1 of this report provided a summary of existing baseline information concerning the AONB within the Plan. The Plan emphasises that the Anglesey Area of Outstanding Natural Beauty designation is not solely concerned with conserving and enhancing the natural beauty of the designated area. The cultural, historic and recreational value of the landscape is also protected and valued as part of the designation.

This section concludes by identifying the need to look at the Penrhos, Cae Glas and Kingsland sites at a more detailed level, in order to understand more thoroughly their unique special character and qualities, and the individual contribution they currently make to the AONB.

Section 2 aims to look at the local area at this more detailed level, by analysing the sites in terms of their landscape character. The landscape character assessment was carried out with reference to the Landscape Character Assessment Guidance, published on behalf of Natural England (formerly the Countryside Agency) and Scottish Natural Heritage in 2002.

Each identified character area was given an overall assessment of landscape quality and value of between high and low. The assessment identified significant variation within each site in terms of the character and quality of the defined landscape character areas. Overall, the Penrhos and Cae Glas sites contain the majority of high quality and value landscape character areas.

Having gained a detailed understanding of the character and quality of the sites, the next step in the process was to understand the contribution that the sites make to the AONB. **Section 3** of the report assesses the sites individually to determine to what extent they currently include the special qualities of the AONB, as identified within the Management Plan. Each site was assessed between high and low on the presence or absence of each special quality. This process identified that the Penrhos and Cae Glas sites

achieved the most 'high' assessments.

Following on from this, the report assessed the contribution that the sites currently make to the future Vision for the AONB, as set out within the Plan. Again, the sites were individually assessed against each of the principles set out within the Vision.

The key headings emphasise the importance of the creation of a viable community as part of achieving the AONB Vision, a place to live, work, visit, enjoy, understand and appreciate.

The results of the analysis of each of the 3 sites are summarised in the tables below, and provide a checklist against which the masterplan vision for the 3 sites can be assessed going forward, to ensure that the proposals maximise the potential positive contribution that they will make to the AONB.

Existing Positive Contribution to the AONB vision	Existing Areas Lacking a Positive Contribution to the AONB Vision	Proposed Future Positive Contribution to the AONB	Proposed Future Areas Lacking a Positive Contribution to the AONB
The site displays distinctiveness and unique quality of the coastal landscape of the AONB	Lack of signage and interpretation material to increase awareness and understanding of the AONB	The Coastal Path and some other permissive routes through the woodland will be retained and enhanced as part of the proposals, in order to facilitate recreational use of the site.	A significant area of woodland will remain publicly accessible and will provide a network of permissive footpath routes, managed to a high standard. However, publicly accessible areas of the Park will be reduced overall
Listed building offered some protection from neglect	Unlisted buildings not protected from neglect	Areas of degraded landscape will be restored and enhanced, and areas of habitat will be created and managed.	
Popular location for recreation	High numbers of visitors travel to the site by car rather than by sustainable transport methods.	Listed structures and parts of the historic Stanley estate will be retained and incorporated sensitively into the proposals. The setting of the structures will be enhanced through management.	
Areas of high biodiversity and habitat value, including woodland, which is uncommon on Anglesey	Limited contribution to the creation of affordable housing.	The proposals will include the provision of co-ordinated and consistent interpretation material in order to enhance awareness of features and habitats of value, and to increase awareness and understanding of the AONB.	
The site gives the opportunity to experience and enjoy the qualities and features of the AONB	Limited local employment opportunities.	The proposals aim to create a tranquil holiday destination, which will not conflict with existing recreational uses of the site.	
Extensive permissive footpath network for informal recreation.	No public recycling points	New development will respond to the setting and built character of the site in terms of scale, location and materials in order to reflect the traditional character of the island, and to ensure that development will be compatible with the aims and objectives of the AONB	
Community involvement through volunteering and work of site management company with local community groups.	No current use of renewable energy	Supplementation of woodland to offer a greater variety of species to potentially enhance biodiversity.	
High cultural value due to the history and current recreational use of the site.		The proposals aim to retain the site as a popular rural location for both residents and visitors.	
Co-operation with various public, private and voluntary and education organisations to promote awareness of the AONB		Existing waterbodies will be retained and enhanced as part of the proposals	
Promotion of awareness of ecosystems through work with local groups, charities and other organisations.		The proposals are likely to be of significant benefit to tourism and the local economy.	
		The proposals will contribute positively to sustainable recreation.	
		The proposals will be fully integrated into the public transport network.	
		The proposals will generate significant opportunities for local employment.	
		The proposals will incorporate sustainable land management	
		The proposals will promote the language, culture and heritage of the local area.	
		The development will promote both recycling and reuse of materials where possible.	
		The proposals will aim to continue the existing co-operation with various public, private and voluntary and education organisations	
		The leisure development will be powered by gas-fired CHP energy centres, with a view to connecting to the biomass facility in the long term.	
		The proposals will incorporate the potential to respond to climate change.	

Existing Positive Contribution to the AONB vision	Existing Areas Lacking a Positive Contribution to the AONB vision	Proposed Future Positive Contribution to the AONB	Proposed Future Areas Lacking a Positive Contribution to the AONB
The site displays the distinctiveness and unique qualities of the coastal landscape of the AONB	No formal recreational use of the site - no opportunities for people to appreciate, enjoy or understand the quality of the site and the wider AONB landscape.	The proposals will retain and enhance the distinctiveness and unique qualities of the landscape. Habitat and woodland areas will be enhanced as part of the ongoing management of the site.	Areas of agricultural land, which are of heritage and cultural value within the AONB, will be reduced as a result of the proposals. However, the overall enhancement of the site due to increased management, and the value created from the introduction of controlled recreational use of the site will provide significant compensation for this relatively minor loss.
Trefignath Burial Chamber forms a recognised feature of archaeological value.	Potential detrimental impact on the setting of the burial chamber from Parc Cybi	Degraded elements of the landscape and special features will be restored and enhanced as part of the ongoing management of the site.	
	Degraded areas of woodland, monoculture and plantation detract from landscape character and habitat and biodiversity potential.	The Trefignath burial chamber will be protected and valued as part of the proposals, through the retention of an appropriate setting around this important feature.	
	No interpretation material as no formal public access.	The site will incorporate co-ordinated signage and interpretation, to raise awareness and increase understanding of the special features of the site and the wider AONB.	
	Lack of ongoing habitat restoration.	New development will respond to the setting and built character of the site in terms of scale, location and materials in order to reflect the traditional character of the island, and to ensure that development will be compatible with the aims and objectives of the AONB	
	No contribution of the site to the promotion of local tourism	The introduction of controlled recreational use will ensure that the special qualities and tranquillity of the site are retained and appreciated.	
	Minimal contribution to the creation of a living and working landscape	The site will be managed sensitively to benefit the AONB's biodiversity.	
	No contribution of the site to increasing understanding of the special qualities of the AONB	Both tourists and holiday makers will be able to appreciate the special qualities of the site.	
	No evidence of work with organisations with an interest in the AONB	The proposals are likely to be of significant benefit to tourism and the local economy.	
	No evidence of the site providing opportunities for the increased understanding and awareness of ecosystems.	The proposals will have a major positive impact on the creation of sustainable recreation.	
		New publicly accessible areas will be managed to a high standard in order to ensure that the special qualities of the site are retained.	
		The proposals will create significant opportunities for local employment.	
		Sustainable management techniques will be incorporated into the proposals.	
		The site will contribute positively to the creation of a dynamic and vibrant local community by creating an attractive tourist and holiday destination, and through the creation of local jobs.	
		The site will actively promote the language, culture and heritage of the area.	
		Recycling and re-use of materials will form part of the everyday management of the site.	
		Interpretation material, habitat protection, creation and restoration, and a strong emphasis on sustainability will provide the opportunity to increase people's understanding and awareness of ecosystems.	
		The site proposes educational facilities and creates the opportunity for working with public, private or voluntary organisations in the development of the nature reserve.	
		The leisure development will be powered by gas-fired gas-fired CHP energy centres, with a view to connecting to the biomass facility in the long term.	
		The proposals will incorporate the potential to respond to climate change.	

Existing Positive Contribution to the AONB vision	Existing Areas Lacking a Positive Contribution to the AONB vision	Proposed Future Positive Contribution to the AONB	Proposed Future Areas Lacking a Positive Contribution to the AONB
Distinctive, unique and valuable landscape quality to the west of the public footpath.	Degraded landscape elements - hedgerows	Distinctive landscape to the west of the footpath will be retained as part of the proposals, and will therefore continue to the distinctiveness of the AONB.	Loss of agricultural land - a typical land use within the AONB, and therefore of cultural value.
Public footpath allows some recreational use and appreciation of the AONB.	Lack of ongoing restoration to restore degraded elements, or creation/ expansion of habitat	Introduction of heathland landscape features into the site, which contribute positively to the unique character of the AONB landscape.	Proposed residential land use provides limited opportunities for the promotion of tourism. However, new high quality housing will contribute significantly to the creation of a desirable and vibrant community, which indirectly will contribute positively to the promotion of local tourism.
Rural landscape and agricultural use are of cultural value.	Lack of preservation from neglect.	Creation of new areas of habitat.	Proposed residential land use provides limited direct opportunities for the creation of local employment. However, indirectly will provide significant ongoing local employment opportunities in property and garden maintenance.
Potential archaeological value.	Lack of signage and interpretation material to increase awareness and understanding of the AONB	Restoration of existing degraded hedgerow boundaries and ongoing protection from neglect.	
	Little contribution to the promotion of tourism	Retention of stone walls boundaries, which form distinctive features of local landscape character.	
	Minimal recreational value	Inclusion of signage and interpretation materials along the public footpath route and woodland buffer to raise awareness and understanding of the AONB.	
	Limited employment opportunities	Inclusion of signage and interpretation to increase the understanding and awareness of ecosystems.	
	No contribution to affordable housing	Proposed housing will reflect the traditional character and quality of built development within the AONB, through the use of traditional materials interpreted in contemporary housing design.	
	Lack of partnership with public, private, voluntary and educational organisations with an interest in the AONB	Increased informal recreation opportunities for residents and visitors through the creation of green links, a wetland area and a woodland buffer.	
	No opportunities to use renewable energy sources.	Management of the site to facilitate informal recreational use in appropriate areas.	
	No opportunity to increase public awareness and understanding of ecosystems.	Sustainable management techniques employed	
		Partnership with public, private, voluntary and educational organisations with an interest in the AONB to promote wider enjoyment and understanding.	
		Incorporation of the opportunity to use of renewable energy sources.	
		Incorporation of the potential to respond to climate change through the integration of SUDS principles.	
		Preservation and protection of any archaeological features.	
		Strong landscape buffer along the interface between the proposed development and the public footpath to ensure minimal negative impacts on the public enjoyment of landscape.	



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