



7.0 STRATEGY



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7.1 Introduction

7.1.1 The Management Plan Strategy stems from the assessment of the area's condition and the Vision set out for the future. The Strategy will establish the framework for implementing the Vision and managing change in a positive way for the benefit of the AONB.

7.1.2 The Strategy is made up of a series of aims and objectives for the future. The aims set the general direction while the objectives are more specific and direct. In accordance with the guidelines issued by the Countryside Council for Wales an effort has been made to formulate objectives which are measurable, relevant to the matter being dealt with, achievable, clear and easy to understand. Together the aims and objectives contribute towards achieving the Vision specified for the resource in question.

7.2 Awareness and understanding

7.2.1 Raising awareness and increasing understanding of the area, the qualities and activities are all-important in order to achieve the Vision noted above. By increasing awareness and improving understanding, then all the relevant bodies and organizations and relevant authorities and the public will appreciate the extent and depth of the qualities and the pressure on the area. The unique qualities and character of Llŷn AONB have not been fully recognized in the past.

Aims

NY 1: Ensure awareness and appreciation of the AONB and the special qualities

NY 2: Gain better information and understanding of the different aspects of the AONB.

Objectives

AY 1: Raise general awareness and understanding of the AONB, the special qualities and actions amongst local people children and visitors during the Plan period.

AY 2: Convey information and messages about the AONB and current projects during the Plan period.

AY 3: Raise awareness and improve the understanding of the AONB and the special qualities amongst those who administer Section 85 (Countryside and Rights of Way Act) and other bodies that operate in the AONB.

AY 4: Collect information about different characteristics, specifically for the AONB, during the Plan period.

7.3 Landscape and coast

7.3.1 Geology and geomorphology play an important part in the appearance of the landscape and coastline of Llŷn. Geology and geomorphology also reveal a great deal about how and when different features to be seen here, such as igneous hills, valleys, sandy beaches a coastal cliffs, were formed. Many of the features are stable in nature but human activity (such as mining) can harm them and some natural processes such as coastal erosion can also have an obvious effect on the coast.

7.3.2 The landscape and coast of Llŷn, and the views which form a part of it contribute greatly to the special character and unique nature of the area. As already established, considerable change has taken place over a period of time and there are many factors which could further affect the landscape and the coast in the future. In order to achieve the Vision, the Management Plan must aim to preserve and protect the natural appearance of the landscape and the coast and therefore prevent harmful developments and trends and support beneficial measures.

Aims

NA 1: Protect and record information about the geological and geomorphological characteristics of the area.

NA 2: Protect, preserve, improve and record important features of the landscape, the landscape as a whole and the associated views.

NA 3: Ensure that new developments are in keeping with the area and have a positive effect or minimum negative effect on the environment.

NA 4: Reduce the effect of existing developments and untidy sites which have a negative effect on the appearance of the landscape and coast.

Objectives

AA 1: Ensure that recognized geological and geomorphological sites are in a satisfactory condition, by adopting management plans during the Plan period.

- AA 2:** Raise public awareness and appreciation of the variety of the area's geological and geomorphological forms during the Plan period.
- AA 3:** Establish a method and assess changes in the visual landscape and coast during the Management Plan period.
- AA 4:** Assess the contribution of agro-environment schemes in sustaining and managing the traditional farming landscape by gathering information during 2005-06.
- AA 5:** Assess every planning application within and close to the AONB, with the AONB officer or the Joint Committee submitting comments (if it is damaging to the special qualities of the AONB).
- AA 6:** Provide guidance on building and design matters within Llŷn AONB during the Plan period.
- AA 7:** Inform telecommunications companies of the responsibility to limit the effect of all new and existing developments for the benefit of the landscape of the AONB.
- AA 8:** Provide guidance to caravan and camping site owners and operators on how to reduce the effect of caravans and tents on the landscape and/or coast of the AONB.
- AA 9:** Assess the existing management arrangements on caravans within the AONB and the need for increased protection for some sensitive sites.
- AA 10:** Carry out a review of signs and advertisements placed on highway verges and of road markings, and raise awareness of the conclusions amongst relevant individuals, Companies and Authorities.
- AA 11:** Carry out a review of untidy sites and buildings which have a negative effect on the AONB and raise awareness of the conclusions among relevant individuals, Companies and Authorities.

7.4 Purity and tranquillity

7.4.1 Partly on account of the isolated nature of Llŷn and the lack of development, the environment is very pure at local level. The standard of the soil, air, water and sea water remains very high in this area. These values are increasingly appreciated by a society which is becoming ever more aware of pollution and its dangers.

7.4.2 Nowadays areas which can be described as having an atmosphere of "tranquillity" or "solitude" are very rare, especially in Wales and England. Despite the many changes and numerous developments that have taken place over the years, there are still parts of Llŷn that are rural and quiet in nature. Overdevelopment and everyday bustle can affect this quality. There must therefore be an attempt at carefully managing development in order to protect this aspect of the area's character.

Aims

- NP 1:** Preserve, improve and record information on the quality of the air, water, seawater and soil, for the benefit of the public and wildlife.
- NP 2:** Reduce the problem of rubbish disposal and dog fouling.
- NP 3:** Promote public transport and other means of travelling and the environmental benefits to the AONB.
- NP 4:** Preserve and protect the peaceful and tranquil atmosphere of the area.

Objectives

- AP 1:** Gather full information on polluted and derelict sites in the AONB by 2007.
- AP 2:** Gather information annually on the quality of the air, water, seawater and soil in the AONB.
- AP 3:** Provide guidance and raise awareness of litter disposal and dog fouling in public places and along beaches and the coast.
- AP 4:** Research improving the links between the different means of travel including buses, cycling and walking, to reduce the dependence on private cars.
- AP 5:** Raise awareness of the importance and opportunities of the Cambrian Railway as a means of travelling to the area.
- AP 6:** Raise awareness of the public transport service and its benefits for the environment of the AONB.
- AP 7:** Measure the area's atmosphere of tranquillity and quiet by having regular reviews to measure change.
- AP 8:** Identify developments which generate noise and light in the AONB, liaise with the relevant bodies and provide guidance for developers.

7.5 Wildlife

7.5.1 Vegetation contributes greatly towards the area's appearance and it varies from place to place and from

season to season. During the last century substantial changes occurred in the vegetation in Llŷn following land enclosure, land cultivation and farm improvements. There has been a substantial reduction in the areas of some types of natural vegetation such as forests, rough grazing land, wetland and heathland. Lately there has been a tendency to concentrate on stock farming which has led to less variety and smaller acreages of crops being grown. This has led to a landscape and scenery which are more uniform in appearance and character.

7.5.2 The coastal land and the coastal cliffs form habitats for the cormorant, seagull and chough. The sea itself and the coastline are also important habitats for a wide variety of wildlife including seals, sharks and dolphins. A variety of habitats still exist on the land but some have declined over a period of time. It has already been shown that the variety of habitats in Llŷn has been substantially reduced over the years. Some types of habitat on land, such as heathland and wetland, have been greatly reduced. There is now a need to maintain, manage and if possible extend the important and unique habitats in Llŷn.

7.5.3 Because of the varied habitats on land and in the sea, Llŷn is home to a wide variety of wildlife including land animals, sea fish and animals, birds, reptiles, invertebrates and plants. Although agriculture has preserved many species over the centuries, changes in agricultural methods have meant that the habitat of many species has reduced or disappeared.

Aims

NB 1: Ensure better understanding of the extent and condition of all the key habitats and species of Llŷn AONB.

NB 2: Preserve, protect and restore the natural and semi-natural habitats of Llŷn.

NB 3: Preserve and protect the wealth and extent of biodiversity that exists in the area.

Objectives

AB 1: Obtain comprehensive information on the extent and condition of the key habitats in the area during the Plan period.

AB 2: Raise awareness amongst local people and visitors of the wildlife of the area.

AB 3: Ensure that parts of key habitats in the area are managed and they are in an acceptable condition according to the standards of the Countryside Council for Wales.

AB 4: Co-operate on the project 'Cadw'r Lliw yn Llŷn' to improve the condition and management of some of the heathlands of Llŷn in addition to improving access and raising awareness.

AB 5: Ensure better management of woodlands in Llŷn by obtaining agreements with managers and owners during the Plan period.

AB 6: Raise awareness amongst farmers and fishermen of habitats and species and ways in which they can be maintained and protected.

AB 7: Ensure that a conservation road verge maintenance scheme is agreed and implemented.

AB 8: Gather information on the extent and condition of the key species of Llŷn AONB during the Plan period.

AB 9: Protect and preserve key species as defined, by contributing to the action set in the Natur Gwynedd Biodiversity Plan during the Plan period.

7.6 Historic environment

7.6.1 Llŷn and Bardsey have been designated on the Register of Landscapes of Outstanding Historical Interest on the basis of the variety of archaeological and historic remains found here. It is fortunate that so many remains have continued until the present day, and protection of the most important remains must be ensured for the future. Apart from the most prominent remains and sites such as Tre'r Ceiri, it appears that awareness of the archaeological and historic remains is low amongst local people and visitors.

7.6.2 An important element of the landscape of Llŷn is the traditional field boundaries which occur throughout the area. These, together with rural roads, streams and rivers, are responsible for forming a landscape which appears as a broad patchwork. Many stone walls, "cloddiau" and hedges have been lost with agricultural improvements from the middle of the last century onwards and many boundaries have deteriorated due to lack of care and maintenance. The situation has changed by now in terms of agricultural subsidies, with the emphasis being placed on restoring natural habitats and historic characteristics, including traditional boundaries.

7.6.3 There are many historical wells in Llŷn and many of these have religious and cultural connections. These are features which have been forgotten, to a certain extent, and as a result people are not really all that aware of them and their condition has deteriorated significantly in many cases.

7.6.4 Many of the people of Llŷn have relied over the years on the environment for their living. Farming and fishing were early means of support and then the industries of seafaring, quarrying and mining became centrally important in the eighteenth and nineteenth centuries. These industries have left their mark on the environment and have also influenced the character, culture and heritage of the area.

7.6.5 There are very few historical gardens in Llŷn and so examples are an unexpected and welcome sight. They form part of the variety of land uses and vegetation but they are principally examples of designed gardens located in the area.

Aims

NH 1: Ensure that the latest and fullest information about the historic environment is available and is being used.

NH 2: Protect and maintain and, where appropriate, restore significant archaeological and historic remains including hedgerows, stone walls, "cloddiau", field boundaries, wells, remains of traditional industries and historic travel characteristics in the area.

NH 3: Safeguard historic gardens from harmful developments and ensure they are maintained effectively.

NH 4: Promote awareness and understanding of the historic environment of the area amongst farmers, land owners and managers, children, local people and visitors.

Objectives

AH 1: Gather full information about the condition of the area's Scheduled Ancient Monuments and significant archaeological remains during the Plan period.

AH 2: Gather information about the traditional field patterns and change over time in the AONB by assessing historical maps.

AH 3: Gather information about the extent and condition of traditional boundaries namely stone walls, hedgerows and "cloddiau" during the Plan period.

AH 4: Provide guidance on restoring hedges, stone walls and "cloddiau" to landowners, land managers, workers and contractors.

AH 5: Ensure that important hedgerows within the AONB are not lost or damaged and research the possibility of establishing a means of safeguarding 'cloddiau' and stone walls.

AH 6: Record information regarding wells and the condition of wells in the AONB.

AH 7: Ensure improvements are made to specific wells in accordance with the recommendations of the wells project during the Plan period.

AH 8: Gather information and have projects to restore historic transport structures in the AONB such as milestones and road signs during the Plan period.

AH 9: Develop a project to restore traditional milestones and road signs during the Plan period.

AH 10: Gather information about the location and condition of the remains of traditional industries in the AONB.

AH 11: Ensure that specific industrial remains are tidied up and improved during the life of the plan.

AH 12: Maintain and manage historic gardens effectively by means of plans agreed with the owner and relevant bodies.

AH 13: Provide guidance on developing projects concerned with the historic environment of the area for local schools.

AH 14: Raise awareness of various aspects of the historical environment during the Plan period.

7.7 Traditional buildings

7.7.1 Like historic remains, buildings reflect the area's history and form a valuable record of construction methods and architecture, materials, design and ways of life. Historical buildings are therefore part of the heritage of the Llŷn area and are definitely a resource worthy of preservation and protection. The main threats to these buildings are unsuitable alterations, inappropriate maintenance and lack of maintenance – which means that the buildings deteriorate into a dilapidated or dangerous state. A process of educating and advising owners of listed buildings and structures is important.

7.7.2 The original character of many of the area's villages has been well preserved and has not suffered overtly from new developments which are not in keeping with the original character. On account of their traditional

and original condition, some parts of villages have been designated Conservation Areas in recognition of their historical character and in order to protect them in future years. Unsuitable alterations to original buildings and new developments close by can harmfully affect the character and appearance of villages and Conservation Areas. Lack of proper care and maintenance can also be a threat to the appearance of such areas.

Aims

- NT 1:** Effectively protect and preserve the area's historic and traditional buildings.
- NT 2:** Ensure that new development is appropriate in relation to the character and appearance of historic and traditional buildings and Conservation Areas.

Objectives

- AT 1:** Gather information about the condition of Listed Buildings by reviewing their condition at specific times during the Plan period.
- AT 2:** Provide guidelines and guidance on maintaining, restoring and making new use of the area's historic and traditional buildings.
- AT 3:** Record information about the condition of the area's villages and Conservation Areas at specific times during the Plan period.
- AT 4:** Ensure that Conservation Area protection is given to new areas that merit the designation and that changes are made to the boundaries of the present Conservation Areas.
- AT 5:** Co-operate in drawing up Conservation Area Improvement Plans for the relevant areas in the AONB.
- AT 6:** Inform owners of property within a Conservation Area in Llŷn AONB of the importance and implications of the designation and provide information about guidelines and financial assistance.
- AT 7:** Place additional control on developments within specific Conservation Areas to withstand damaging developments.

7.8 Culture and communities

- 7.8.1** The character of the Llŷn area has developed over a period of time and many historical events and influences have contributed towards creating this character. It is crucial to understand an area's development and history in order to respect and fully appreciate it. This applies to local residents as well as tourists to the area.
- 7.8.2** The Llŷn Peninsula has its own particular culture which is totally unique. It is a rich combination of stories, tales, superstitions, sayings, characters and place names. The Welsh language and the history of the area throughout the ages form an integral part of this culture.
- 7.8.3** As over 70% of the population of Llŷn is Welsh speaking, the language is obviously a central and vital part of the culture and of community life. This is one of the true strongholds of the Welsh language in Wales and organizations and authorities are duty bound to work towards supporting and protecting the language. As many of the local population move out of the area and are replaced by newcomers who do not learn or acknowledge the language, the status of the language is under threat.
- 7.8.4** The existing communities in Llŷn include the descendants of local ancestors and others whose families moved into the area over a long period of time from other parts of Wales, Ireland, Scotland and England. Early history and culture continue to be influential and a part of the area's character. It is important to protect and strengthen the indigenous communities of Llŷn and to stabilize the population movements as well as helping newcomers to learn about its history, culture and language and to become part of the community. The Management Plan also pays attention to the general well-being of the community as regards homes, services and facilities.

Aims

- ND 1:** Protect, support, promote and record the unique Welsh culture of the area.
- ND 2:** Raise awareness and record information about the particular Welsh culture of the area.
- ND 3:** Protect the Welsh language against developments which are harmful to its welfare, and promote its use.
- ND 4:** Support and protect improvements in local provision of housing, services and facilities for the local communities.

Objectives

- AD 1:** Gather and record important cultural and historic information about different aspects of the area during the Plan period.
- AD 2:** Raise awareness of the area's special Welsh culture during the Plan period.
- AD 3:** Provide guidance on how to develop local projects that contribute to or are part of the traditional Welsh culture of the area.
- AD 4:** Raise awareness and attempt to gain the agreement of local estate agents to emphasize the importance of maintaining the area's original house names.
- AD 5:** Raise awareness of the importance of the language and local culture on signs and the grants available towards bilingual signs.
- AD 6:** Support initiatives to teach Welsh to adults by means of a statement and recognition of their contribution, in relevant publications during the Plan period.
- AD 7:** Contribute to the development of Affordable Housing Guidelines for Gwynedd.
- AD 8:** Research trends and the impact of second homes in the area during the Plan period.
- AD 9:** Gather and record information about community services and facilities and public transport during the Plan period.
- AD 10:** Support initiatives to assist communities (Communities First) by various methods during the Plan period.
- AD 11:** Raise awareness of the opportunities of local community initiatives as a means of supporting and providing facilities and services.

7.9 Access and enjoyment

- 7.9.1** Opportunities to enjoy Llŷn and its numerous attractions would be greatly restricted without access rights. The network of public rights of way (public footpaths, bridle paths, roads used as paths and minor roads) which covers the peninsula from end to end offers numerous opportunities to enjoy the area.
- 7.19.2** Access is also granted to many areas of common land in the area. Some additional areas of land will be subject to access following the Countryside and Rights of Way Act 2000. The Countryside Council for Wales is expected to publish this information in its final form during 2005. Access is also available to a large number of beaches and wide expanses of the Llŷn coastline.

Aims

- NM 1:** Protect rights of way, current access land and other public rights of way and ensure that they are available for unrestricted use.
- NM 2:** Improve the provision for different types of user, particularly the disabled.
- NM 3:** Raise awareness and promote opportunities for access and enjoyment in the AONB.
- NM 4:** Ensure that the area's beaches are managed and maintained to a high standard.
- NM 5:** Promote co-operation and tolerance between different groups and users.

Objectives

- AM 1:** Gather and record information on the condition, signing and ease of use of the area's most important public rights of way.
- AM 2:** Develop a programme of maintaining all public rights of way, improving their condition and correct signage.
- AM 3:** Establish what additional links would improve the network of local paths, by discussion with relevant bodies and officers.
- AM 4:** Co-operate to improve access opportunities for the disabled on the rights of way network at specific sites in the AONB during the Plan period.
- AM 5:** Carry out a study into the needs and provision for horse riding during the Plan period.
- AM 6:** Ensure that land with public access becomes public in accordance with the requirements of the Countryside and Rights of Way Act 2000, during 2005.
- AM 7:** Protect common land by opposing applications to deregister during the Plan period.

- AM 8:** Undertake an assessment of parking facilities and cycling opportunities in the villages of the AONB.
- AM 9:** Identify sites which are under pressure and develop a management plan for busy areas/attractions in the AONB.
- AM 10:** Co-operate to ensure that a number of beaches in the AONB gain awards for their standard.
- AM 11:** Research into problems with coastal activities and conflict between users and the possibility of developing a control system/code of practice.

7.10 The economy

7.10.1 The remote, isolated and rural nature of Llŷn has always contributed towards the area's conservation, but on the other hand this has also impeded economic development. It is important that the Management Plan should address the social and economic welfare of the area as well as safeguarding certain characteristics.

7.10.2 The area used to be very dependent on the primary industries of farming, quarrying and fishing but these three industries went into substantial decline during the last century. Today we must ensure sustainable economic development, especially in a sensitive and beautiful area such as Llŷn.

Aims

- NE 1:** Support the continuation and development of the area's traditional industries of agriculture, forestry, fishing and quarrying, where there are no negative effects on the particular qualities of the AONB.
- NE 2:** Promote a more sustainable agricultural industry and support innovative initiatives which offer economic, environmental and community benefits.
- NE 3:** Promote a tourism industry on sustainable foundations which emphasizes the area's environment and culture and contributes to the local economy.
- NE 4:** Support different and new economic initiatives which are a way of bringing economic benefit to the area without a negative effect on the special qualities.

Objectives

- AE 1:** Provide guidance on agricultural diversification initiatives and the planning system.
- AE 2:** Support innovative schemes in agriculture, such as MENTERRA, by recognizing their environmental, economic and social contribution.
- AE 3:** Research methods of promoting rural skills as a means of supporting and retaining traditional features.
- AE 4:** Research the economic opportunities for processing and marketing local produce and goods for local markets, the local tourist industry and external markets.
- AE 5:** Co-ordinate the preparation of a report on improvements to facilities for marine activities on a scale and in a way which is compatible with the area.
- AE 6:** Co-ordinate the preparation of an assessment of the area's capacity to deal with the tourist industry and growth in different activities.
- AE 7:** Co-operate to research the possibility of adopting Integrated Quality Management for the tourist industry in the area to improve resources and create environmental, economic and community benefit.
- AE 8:** Co-operate in the preparation of a Sustainable Tourism Strategy for Llŷn and the AONB during the Plan period.
- AE 9:** Convey in relevant publications the need to pay attention to the particular qualities of the AONB, opportunities for different activities and the need to preserve and protect the character of the area.
- AE 10:** Provide guidance on running businesses and services in the leisure/tourism sector during the Plan period.
- AE 11:** Co-operate on a project to promote Pwllheli and Nefyn as the main towns of the Peninsula and gateways to Llŷn AONB.
- AE 12:** Co-ordinate research into the potential and possible implications of the information technology industry as an economic sector in the AONB.
- AE 13:** Ensure that the AONB and environment are recognized as an asset to businesses by having adequate and sufficient emphasis in the Gwynedd Economic Development Strategy.