

Action	Task/ Action	Target	Target Year	Progress: (colour key given in first use of each colour)	Partners	Assessment of Achievement
OBJECTIVE 1: Geodiversity: Audit and review number of protected geological sites, including adequate access and interpretation.						
1.1	Review interpretation of geological features within the AONB	Review completed by 2011 to inform action 1.5	2011		MHT, GSNI, NHSG	Highlights Changing landscapes brochure completed and promoted by MHT. Bloody Bridge and Glen River access improvements i.e. track upgraded and improved to Quarry. Facilitates access to Diamond Rocks and other sites. Actions completed later than targeted but more comprehensively through Mourne Cooley Gullion Geo-tourism project, with wide range of interpretation publications. Significant number of Earth Science Conservation sites designated by 2015. Path to Drineveer Quarry opened for recreation purposes. Initial feasibility study of use of quarry on Thomas's Mountain completed. Further feasibility work proposed. Verdict: Above Expectations
1.2	Improve access to protected geological sites	Improve access to one geological site per year from 2010	2010	Ahead of or on schedule	NIEA, GSNI, Councils, Landowners, MHT	
1.3	Ensure significant geological interpretation within Mourne Coastal Route	Interpretation panels installed by 2011	2011		MHT, NITB, GSNI	
1.4	Increase designation coverage of Earth Science Conservation Review Sites (ESCR) in Mourne AONB	5 sites designated 2010-2011, Additional sites designated from 2011-2015	2010-15		NIEA, GSNI	
1.5	Implement Mourne Cooley Gullion Geotourism project	Commence project 2010, consult on possible Geopark application 2012, Complete 2013	2012-13		N&MDC, DDC, BDC, Louth Co, Co East Border Region, MHT, GSNI, GSI	
1.6	Promote Mourne Cooley Gullion Educational field-guide to all second level establishments North and South of Ireland	All schools receive copy by end 2010	2010		GSNI, GSI, Louth Co Council	
1.7	Investigate alternative uses for quarry sites and sand pits for recreation use and biodiversity value	Alternative use for 1 site identified by 2015			MSQI, NHSG	
OBJECTIVE 2: Designation: Ensure that 90% of features on statutory designated sites are in, or approaching favourable condition (or target condition) by 2015						
2.1	Clarify the eligibility of shared grazers to participate in argi-environment schemes	Document Clarifying concept by March 2011 and subsequently circulated to members by mid 2011			NIAPA, UFU	Highlights Progress made on designated area management through Mourne Heritage Trust team and NI Water SCAMP. Established that shared grazers can participate in agri-environment schemes as long as all trustees agree Lowlights Project and job description developed for Eastern Mournes SAC Ranger in 2010. Unable to find match funding and Esmee Fairburn Letter of Offer withdrawn. Verdict: Below Expectations
2.2	Employ additional ranger to assess and maintain designated areas and inform people of the importance of designated sites	Employ conservation ranger by 2015	2015	Significant progress but behind schedule or below expectations	MHT	
OBJECTIVE 3: Uplands: Develop a strategic plan to enhance the upland habitats, through optimum heathland management, recreation strategy to mitigate visitor impact						
3.1	Increase the area of upland within the Mourne AONB under Agri-Environment Agreement	Increase percentage of land included to 50% by 2013	2013		DARD	Highlights Designation of Western Mournes ASSI Mourne and Slieve Croob Strategic Path review completed. Detailed surveys & mapping of aftermath of the significant spate of wildfires in 2011. Establishment of a cross-government wildfire working group. Funding from NIEA, NI Water and Fire and Rescue service for a wildfire consultant to advise on practical wildfire prevention measures. Best practice training course, Catalonia, Spain. Mourne Wildfire Group established as pilot for Northern Ireland. Significant practical work undertaken. Electronic counter network refined. Event monitoring processes devised and significant participation by event organisers. Publication of Juniper Propagation Handbook 2010 & project ahead of schedule Much more than targeted stone wall restoration in 2014/2015 due to MMLP and funding from SOAR rural development amount. Acquisition and operationalisation of Argocat all terrain vehicle for upland projects. Volunteers carrying out qualitative user surveys on completed and current erosion control/path repair projects and key access corridors. Heathland consultant report 'Heathland Management in the Eastern Mournes' (H. Kirkpatrick) completed April 2011. Recommendations of this report represent revision of EMLMP. MHT rangers and volunteers maintaining ongoing monitoring of Mourne Wall and reporting defects to NIW. Actions being delivered by NIW Strategic Catchment Management Plan (SCAMP). Measures incorporate a subset of priority Upland habitat actions from Mourne LBAP Identified in 2011 review. Review of Eastern Mourne Land Mgmt Plan and Heathland consultant's report referred to at 3.7 contributed to review of MBAP upland actions. Lowlights Heathland project less rapidly advanced than planned but now more for reaching. Funding was secured to progress approximately 2300 NICMS applications. However despite progressing these new agreements the target to have 50% of land under agri-environment agreement by 2013 will not be met. The revised target is to maintain the area of land under agreement at 42%. Verdict: Above Expectations
3.2	Establish demonstration heathland regeneration and grazing management schemes	Two demonstration visits to be held annually			MHT	
3.3	Mitigate environmental impacts on upland habitats e.g. pitching eroded paths, improving key access points and identifying sustainable new access routes.	Strategic Plan completed and published by April 2012	2012		MHT, NT, COUNCILS, NITB, SPORTNI, ORNI	
3.4	Convene the Safer Mournes Partnership to improve coordination of action in the uplands to address environmental impacts, notably wildfires and inappropriate use of mechanically propelled vehicles	2 meetings annually			MHT, PSNI, FRS, MMRT, BDC, N&MDC, DDC	
3.5	Develop and implement Mourne Wildfire Prevention Strategy	1 information seminar 2010, project established by 2013	2010-13		MHT, NT, FRS, NIEA	
3.6	Monitor qualitative and quantitative visitor data and visitor impacts on upland habitats and footpaths	Annual data collated and analysed			MHT, NT, NIWater	
3.7	Revision and implementation of Eastern Mourne Land management Plan	Revision of existing plan 2011. Implementation of revised plan 2013	2011-13		NIWater, MHT, NIEA	
3.8	Undertake a Juniper survey in the upland area.	Juniper survey to be completed by 2013	2013		NIEA, MHT, NIWater	
3.9	Implement Mourne Juniper Restoration Project	Juniper Project to be written by 2014, implementation initiated by 2015	2014-15		NIEA, MHT, NIWater	
3.10	Monitor condition of Stone walls (including The Mourne Wall) within the Water Catchment Area to prevent erosion through the erection of stiles and/or determine necessary remedial action to be undertaken	Annual inspection of 30km wall and undertake remedial actions on 40 metres of wall on average per year			NIWater, MHT	
3.11	Review progress against upland habitat actions proposed in Mourne Biodiversity Action Plan	Review to take place annually			MHT	
3.1.2	Develop and seek funding for priority projects	Funding application submitted 2013	2013		MHT	

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4.2	Refine methodology and attract resources for audit of woodland/hedgerows	Define methodology by 2012 - complete audit by 2014	2012-14	Limited/ No Progress	MHT, NHSB	<p>Highlights Trees for Mourne planted 25 acres native provenance woodland at Moneyscalp, Slieve Croob, Aughrim Hill, Mourne Park, Rostrevor, Moneyslane Methodology developed for green lane maintenance to enhance biodiversity. New Tree Nursery created at Dunny Water(adding to Silent valley) expanding the number and range of tree seedlings. Habitats and Wildlife Brochure completed and promoted – promotes biodiversity in all main habitat types in the Mournes.</p> <p>Lowlights Annual MHT/DARD meeting has not taken place to date due to time constraints on DARD staff and changing policy and organisational structure. Priority of Safer Mournes meetings have focussed on need and opportunity to address upland wildfire more than lowland issues. Biodiversity actions more upland focussed.</p> <p>Verdict: Below Expectations</p>
4.3	Increase coverage of native tree species through Trees for Mourne Project, through provision of trees, advice and signposting to available grant schemes	20 acres of native oak planted annually. Maintenance carried out annually for 2 years			MHT, Landowners, FS	
4.4	Promote communication between AONB Management Body and DARD Countryside Management Delivery Advisors, who work in Mourne	Meet annually commencing 2010	2010		MHT, DARD	
4.5	Convene the Safer Mournes Partnership to improve coordination of action in the lowlands to address environmental impacts, notably wildfires and inappropriate use of mechanically propelled vehicles	2 meetings annually			MHT, PSNI, FRS, MMRT, BDC, N&MDC, DDC	
4.6	Review progress against lowland habitat actions proposed in Mourne Biodiversity Action Plan	Review to take place annually			MHT, NHSG	
4.7	Develop and seek funding for priority projects	Projects identified 2012	2012		MHT, NHSG	
OBJECTIVE 5: Coastal, Marine and Freshwater: Enhance priority habitats within the AONB						
5.1	Establish a Mourne Integrated Coastal Zone Management Forum	Establish forum and first meeting held by the end of 2012. Forum to meet annually	2012		Coastal Trustees, NIFPO, ANIFPO, NIEA, Planning Service, Sand and Gravel Industries, Loughs Agency,	<p>Highlights Significant work by Natioanl Trust at Murlough NNR and Williams Harbour achieving scrub and bracken removal/control and appropriate grazing regimes for biodiversity enhancement. Mourne Nature Watch group organised a number of coastal activites. Blue Flag status for Murlough and Cranfield beach. Fisheries Local Action Group met regularly and funded a range of projects Mourne Habitats & Wildlife and Landscape brochures respectively included significant information on coastal areas. Annual Beachwatch survey and litter lifts Implementation of South Down Local Management Area (LMA) Action Plan and Carlingford and Newry LMA Action Plan.</p> <p>Lowlights Resources have not been available for a Mourne Coastal Forum NI Coastal & Marine Forum stood down by DoE Piecemeal work undertaken on coastal change monitoring programme but no comprehensive programme Less coastal biodiversity projects progressed than terrestrial</p> <p>Verdict: Satisfactory</p>
5.2	Participate in the NI Coastal and Marine Forum	Attend 4 meetings			MHT	
5.3	Produce and promote a Coastal information and Activity pack, to be updated every 5 years	Pack production 2010, Promotion 2011-2015 - update 2015	2010-15		MHT, NHSG	
5.4	Establish a coastal change monitoring programme	Programme completion by 2013, programme implementation 2014	2013-14		Loughs Agency, Schools, Community Groups, NIEA, NHSG	
5.5	Encourage the implementation of Sustainable Drainage Schemes in river catchments	5 Sustainable drainage schemes in place by 2015	2015		NIEA, Loughs Agency	
5.6	Ensure implementation of action plans for South Down and Carlingford & Newry Local Management Areas	Meet water body objectives by 2015	2015		NIEA	
5.7	Review progress against coastal, marine and freshwater habitat actions proposed in Mourne Biodiversity Action Plan	Review to take place annually	2013		MHT, NHSB	
5.8	Develop and seek funding for priority projects	Project identified by 2013			MHT, NHSB	
OBJECTIVE 6 : Invasive Species: Control and remove invasive alien species						
6.1	Survey Rhododendron and Cotoneaster distribution	8 Hotspots surveyed annually			MHT, NI Water, NT, Forest Service, Invasive Species Ireland, NHSG	<p>Highlights Grey squirrel control progressed significantly. Significantly Rhododendron clearance undertaken by various agencies and included in Mourne Mountains Landscape Partnership programme. Grey squirrel strategy developed and implementation very successful Council raising awareness of Japense Knotwood. Joint works by NIEA/NT to control invasive Spartina at Inner Dundrum Bay and sea buckthorn at Murlough and Williams Harbour</p> <p>Lowlights Limited progress on species other than those outlined above Still significant Rhododendron issue in the uplands</p> <p>Verdict: Satisfactory</p>
6.2	Develop distribution and status survey methodology for other invasive alien species, additional to Rhododendron and Cotoneaster	Survey methodology produced 2013	2013		MHT, NI Water, NT, Forest Service, Invasive Species Ireland, NHSG	
6.3	Produce prioritised programme of invasive alien species specific surveys (Japanese knotweed, spartina grass, grey squirrel)	Programme of surveys produced 2013	2013		MHT, NI Water, NT, Forest Service, Invasive Species Ireland, NHSG	
6.4	Audit and review existing measures being taken by various agencies and landowners on order to tackle invasive alien species	Review and Plan completed by 2014 - Rhododendron phase 1 completed by end 2012	2014		MHT, Forest Service, Invasive Species Ireland, NIAPA, UFU	
6.5	Control Spread and undertake site specific removal of Rhododendron and Cotoneaster	1 hotspot completely cleared by 2015	2012		MHT, Forest Service, Invasive Species Ireland, NIAPA, UFU	
6.6	Develop Strategies for the control of other invasive alien species based on survey outputs	1 strategy plan produced by 2015	2015		DARD, Rivers Agency, NI Water, NT, Forest Service, NHSG	
6.7	Promote and distribute guidance for control of invasive alien species present within the AONB	50 organisations and individuals contacted in 2010	2010		MHT, Invasive species Ireland, NIAPA, UFU, DARD, Rivers Agency, NI Water, NT, forest service, NHSG	
6.8	Train landowners in techniques for removal and control of invasive alien species	1 training workshop held in 2012	2012		As above	

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OBJECTIVE 7 : Development: Encourage design standards in new development which complement the special qualities of the AONB						
7.1	Encourage sensitive design in the countryside, ensuring that the NI design guide is adhered to.	Design Guide in place 2013	2013		Planning Service	Highlights 'Building on Tradition: A Supplementary Design Guide for NI Countryside' - guidance in place.
7.2	Lobby for a specific Mourne design guide which reflects the particular vernacular features of the area	Design Guide in place 2013	2013		MHT, UAHS	Lowlights Lobby has taken place but not yet resulted in Mourne specific design guide.
7.3	Ensure input into PPS16 (proposed Tourism Planning Policy) which reflects issues relevant to Mourne	Consultation responses submitted by end 2010	2010		MHT, Mourne Tourism, Businesses, Councils	Verdict: Satisfactory
OBJECTIVE 8: Walls: Enhance landscape quality and character, valuing idiosyncratic dry stone walls of the Mourne AONB						
8.2	Promote stone wall construction guidance recommendations	Guidance promoted to all Mourne Landowners by 2012	2012		MHT, DARD	Highlights Mourne Walls publication produced by MMLP
8.3	Develop training programme of stone wall building skills	Annual stone wall skills event, from 2012	2012		MHT, DARD	Significant training under MMLP beyond annual event. Significantly more restoration than targeted also under taken. Verdict: Above Expectations
OBJECTIVE 9: Climate Change: Understand the likely changes in order to plan and adapt to any adverse effects						
9.1	Establish a forum through which to engage and encourage an integrated strategy which deals with climate change adaptation, mitigation	First Forum meeting 2012	2012		Councils	Highlights Wildfire prevention and heathland work are significant practical responses to some of the impacts of climate change. Lowlights Resources not available for establishment of Forum Verdict: Satisfactory - focus changed from planning to practical action
OBJECTIVE 10: Built Heritage: Promote the appreciation, restoration and maintenance of the Built Heritage found within the Mourne AONB						
10.1	Promote Mourne Homesteads Scheme as demonstration exemplars of renovation of vernacular dwellings	One promotion event per annum			MHT, NIEA, UAHS, NIHE	Highlights Development of proposals for Walled Garden and Arboretum at Castlewellan Forest Park. Mourne Homesteads attracted significant attention in the early years of plan period. More physical restoration projects than planned eg Annalong Cornmill, Tollymore Follies, Mourne Summit Towers, Castlewellan Grange Courtyard, Clanbrassil Barn.
10.2	Develop a programme of traditional built heritage skills training	Yearly programme from 2013(funding dependent)	2013		MHT, ELB	Lowlights Built Heritage skills training included in MMLP programme but yet to be implemented.
10.3	Publish a revised 2nd edition of the Traditional Buildings in Ireland Homeowners' Handbook, featuring the Mourne Homesteads experience	Revised edition published 2010	2010		MHT, UAHS, Alistair Coey, Architects, CONSARC	Some progress made on handbook redraft but time and funds not available to complete. Verdict: Above Expectations - failures to meet plan targets more than balanced by restoration work undertaken
OBJECTIVE 11: Rural Land Based Heritage and traditions: Support and encourage community groups to actively engage in celebrating their heritage						
11.1	Develop an engagement strategy which will identify audiences and communities interested in developing and expanding cultural projects	Three events per annum			CDRCN, HLF, Kilbroney Centre, Community Groups, MHT	Highlights Significantly more than the targeted number of events through MMLP heritage events
11.2	Provide training in heritage research and recording techniques for community groups	1 workshop 2011	2011		CDRCN, MHT, Community Groups	Heritage research and recording delivered later than planned Verdict: Satisfactory
OBJECTIVE 12: Industrial Heritage: determine the state of the industrial heritage in the Mourne AONB						
12.1	Complete an Industrial Heritage Audit of artefacts throughout the AONB, such as : (1) granite quarrying and export (2) water supply (3) traditional farming	(1) Audit complete 2011 (2) Audit complete 2013 (3) Audit complete 2014	2011-14		MHT, NI Water, NT, UFU, NIAPA, Community Groups, Local History Groups	Highlights Heritage audits and trail added to and exceeded with Annalong Cornmill exhibition, Granite Trail extension, Silent Valley visitor centre extension and Nautilus Centre developments.
12.2	Develop an industrial heritage interpretation programme to include an industrial heritage trail	Programme start 2012 (funding dependent)	2012		NI Water, MHT, Community groups, Local history groups	Enhanced amenities and interpretation at Binnian Tunnel and Spelga Dam. Verdict: Above Expectations
OBJECTIVE 13: Coastal and Maritime Heritage: Support and encourage community groups to actively engage in conserving their coastal heritage						
13.1	Design and carry out a research project with local communities for collation and interpretation of aspects of coastal heritage, including fishing, shipping, smuggling, wrack harvesting	Project to commence 2013 and to be completed 2015 (funding dependent)	2013-15		Community Groups, MHT, Local History Societies, NIFPO, ANIFPO	Highlights Significant research progress contributing to the developments at 12 above. Annalong Cornmill, Annalong CDA and Kilkeel DA exhibitions all showcasing coastal and maritime heritage.
13.2	Produce an exhibition of coastal heritage as a result of the community project findings	Exhibition 2015	2015		NC, Community Groups, Local History Societies, NIFPO, ANIFPO, KDA, MHT	Coastal heritage guide training by Fisheries Local Action Group. Verdict: Above Expectations

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OBJECTIVE 14: Telling our stories: Enable people to "uncover our stories" in line with the NITB Brand Strategy for NI and the Mourne Signature Project						
14.1	Facilitate interpretation of the distinctive heritage of Mourne to the visitor by the local community	5 Interpretation displays in place by 2011	2011		Community Groups, Local Businesses, MHT, NITB, Councils	<p>Highlights 12 Guides currently in accredited training with provision for follow on programme (following successful story telling training). Three phases of highly popular Geo Ambassador programme. Several 'graduates' of these already operating guiding services District Councils included local product knowledge element of "World Host" tourism business training.</p> <p>Tourism welcome pack developed through Destination Mourne.</p> <p>Lowlights Some MHT activity business engagement activity later than planned, due to focus on opportunities for capital tourism infrastructure projects. But work programme from 2014 on included 'Experiential Tourism' workshops and publications for businesses.</p> <p>Verdict: Above expectations - due to numbers participating in guiding programmes</p>
14.2	Train local guides to be fluent in the stories and traditions of Mourne	10 local guides trained by 2015	2015		Community Groups, Local Businesses, MHT, NITB, Councils	
14.3	"Know your Mournes" Tourism business training	2 business training workshops between 2010-2012	2010-12		Community Groups, Local Businesses, MHT, NITB, Councils	
14.4	Tourism Business Manual to incorporate historic environment themes	Tourism Manual published by 2010	2010		Community Groups, Local Businesses, MHT, NITB, Councils	
OBJECTIVE 15: Sustainability of Agriculture: Promote economically sustainable agriculture, which enhances landscape quality and character						
15.1.0	Lobby for incentive programme for grazing of Mourne Uplands to address issue of land abandonment	Lobby exercise undertaken 2011	2011		NIAPA, UFU	<p>Highlights National Trust grazing regime on Donard and Comedagh (1200acres) throughout the period. NI Water tendered and awarded grazing contract for Silent Valley Catchment. Sheep's fleeces used in path repair work and showcased at Upland Path event. Meelmore Lodge promoted through a number of mechanisms as an exemplar.</p> <p>'Economusee' study visit for craft/ artisan businesses including some farm diversifications. County Down Rural Community Network undertook a number of farm diversification actions County Down RCN undertook several actions to promote diversification opportunities. Highlights included various presentations on potential opportunities through new Rural Development Programme and renewable energy opportunities, publicising CAFRE Farm Diversification courses, signposting service to DARD and diversification and business development public meeting in conjunction with Lisnacree Community Association and South Down Hill Farmers. An extensive Local Food programme was undertaken for 5 South East councils including Down, and Newry and Mourne ran from late 2009 until March 2011 supporting 21 local artisan producers including 3 in Down, 3 in Newry and Mourne. Maintenance of local produce section of Mournelive.com by MHT.</p> <p>Heathland elements of MMLP and Eastern Mourne Land Mgmt Plan have been designed as a 'pathway' to a LIFE application through trialling approaches and building contacts with interested farmers.</p> <p>MHT attended LIFE workshops at Europarc Conference in Genk, Belgium and Siggen, Germany.</p> <p>Lowlights One EU Life information event held, not one per annum. But significant research undertaken on LIFE funding. Bid delayed by need to complete heathland pilot work to establish viability of techniques.</p> <p>Verdict: Satisfactory</p>
15.2.0	Provide training courses to support farm diversification	One training course every 2 years, commencing 2012	2012		NIAPA, UFU, MHT, CDRCN	
15.3.0	Identify and promote Mourne-specific examples of farm diversification	Identify two exemplar farms by April 2012	2012		NIAPA, UFU, MHT, CDRCN	
15.4.0	Develop showcase of alternative products ideas relating to hill sheep farming, e.g. sheep wool insulation	One Showcase event in 2012	2012		NIAPA, UFU, MHT, CDRCN	
15.5.0	Implement recommendations of Mourne Local Produce Initiative Scoping Study to encourage added value branding of farm products	One promotional campaign per annum 2010-2015	2010-15		Councils, NIAPA, UFU, MHT, NITB	
15.6.0	Promote and disseminate information regarding EU Life Funding project focused on heathland regeneration on the Eastern Mourne SAC through farming and other management techniques	At least 1 life + information event per annum aiming at a bid at least by 2015	2015		MHT, NIAPA	
OBJECTIVE 16: Community Vibrancy: Increase community awareness of, and involvement in the Management special qualities of Mourne						
16.1	Provide support to community projects linked to natural and cultural heritage.	Five community projects supported annually from 2010	2010		MHT	<p>Highlights Partnership with Tollymore Red Squirrel Group including website and annual event. Butterfly identification workshops with various community groups. Seal monitoring with Kilkeel Angling Club.</p> <p>Beekeeping workshops with local beekeepers.</p> <p>Kilkeel Streetscape and Public Art Scheme undertaken by Newry and Mourne DC in two phases - 2011 and 2015 (in conjunction with Fisheries Local Action Group). Public Art pieces at 'locations within local towns/villages - Warrenpoint, Clough, Rathfriland, Finnis, Dundrum, Hilltown.</p> <p>Warrenpoint Promenade Scheme.</p> <p>Castlewellan Heritage Regeneration project funded by HLF.</p> <p>Newcastle Streetscape Phase II (Council in conjunction with Chamber of Commerce).</p> <p>Series of music, Storytelling and Folklore events undertaken by MMLP.</p> <p>Schools education programme in three phases: natural heritage and built heritage delivered, cultural heritage to follow.</p> <p>Lowlights The Replacement Grant Review was overtaken by reduced funding considerations and the DSD Strategic Review of the NIHE</p> <p>Verdict: Above Expectations</p>
16.2	Encourage through grant schemes and other initiatives (e.g. the Townscape heritage Initiative) regeneration of our towns and villages	One regeneration project annually from 2011	2011		Councils, Community Development Assoc, MHT	
16.3	Review Replacement Grant Policy for rural homes	2010-2013	2010-13		NIHE	
16.4	Deliver an AONB Education Programme including outreach visits to schools and community groups and the promotion of curriculum related educational resources highlighting special qualities	Programme developed by 2012 - Implementation in 25 schools 2012-2015	2012-15		MHT, ELB	
16.5	Support Community events which celebrate the special qualities of the Mourne AONB through provision of advice, guidance and funding	One event per annum from 2010	2010		Councils, CDRCN	

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OBJECTIVE 17: Sustainable Tourism: To encourage greater community participation and better understanding of the benefits of a sustainable tourism industry						
17.1	Develop a Sustainable Tourism Business Forum	4 meetings per annum			MHT, Councils	Highlights Meetings of formal Destination Forum tended not to exceed 3 per annum but there was a significant number of informal meetings and experiential tourism workshops. Green Tourism Business Accreditation Scheme (promoted by Councils and funded by DETI) was favoured instead of Part II of Charter.
17.2	Re-attain the EU Charter for Sustainable Tourism Award	Reapply 2012, Attain 2013	2012-13		MHT	Green Scheme not only promoted best practice but provided significant financial support and guidance to businesses. Europarc 40th anniversary award for outstanding contribution to sustainable tourism development received by MHT in 2013 (one of only six across Europe). Slieve Donard Hotel first in NI to receive Green Hospitality Award.
17.3	Implement part II of the EU Charter for Sustainable Tourism Initiative to extend accreditation of tourism businesses	Implementation 2011	2011		MHT, NITB	Lowlights Time and resources not available for re-application for Charter.
17.4.0	Identify a Green Tourism Accreditation Scheme that suits NI and promote to tourism businesses	Accreditation scheme in place 2012	2012		NITB, Councils	Verdict: Above Expectations - Although Charter not retained activity refocused to Green Accreditation Programme which was more far reaching. Europarc award was a significant accolade
OBJECTIVE 18: Health Benefits for the Community: Promote the benefits of Recreation and Social opportunity offered by the Mourne environment						
18.1	Promote opportunities for outdoor recreation throughout AONB	Weekly internet update on opportunities via OutdoorNI.com			ORNI, NITB, Councils	Highlights Masterplans produced by ORNI for Castlewellan and Tollymore and by Council for Rostrevor Forest. Walking trails and adventure play opportunities developed in forests. OutdoorNI.com updated weekly.
18.2	Produce and publish revised plans for recreation and social use provision in Mourne forests	Revised plan produced by 2015	2015		Councils, ORNI, FS	Tollymore National Outdoor Centre monthly e-zine. Assessment of tourism and recreation potential of NI Forests by FS and NITB complete in 2012, and includes Mourne Forests. Production of licence agreement for recreation and social use projects between FS and Councils, facilitating advancement of a number of projects.
18.3	Expand remit of Active Lifestyles Programme to include more participants from under-represented groups.	Involvement of 1375 individuals over 5 years			MHT	Active Lifestyles Project working with broad range of disadvantaged groups e.g. Bangladeshi Women's Group, AMAL asylum seekers and Youth Justice, along with young people from neighbourhood renewal areas. Several Long Term Unemployed have also been engaged. Verdict: Above Expectations
OBJECTIVE 19: Provision of Affordable Housing: Provide affordable housing within the Mourne AONB						
19.1	Lobby DSD and seek funding for provision of affordable housing through the renovation of vernacular buildings	Lobby completed by 2011	2011		MHT	Highlights Letter to DSD highlighted potential of vernacular buildings . Social Housing Schemes implemented at Castlewellan Road, Newcastle and Longstone, Annalong.
19.2	Identify publicly owned land which could support the development of affordable social housing	2 possible sites identified by 2015	2015		Councils, NIHE, Housing Assoc	Verdict: Satisfactory
OBJECTIVE 20: Integrated Transport for visitors and locals: Advocate the need for sustainable transport options within the AONB in order to support community life						
20.1	Investigate the actual and potential use of existing sustainable community transport by community and user groups, which will input into a Strategic Review of Sustainable Transport needs in the AONB	Strategic review produced by 2014	2014		CDRCN, MHT, Translink, DCT, ACTS DRD, DED, RS	Highlights A Private Sector enterprise began providing sustainable transport. Lowlights Uptake of above service has been somewhat limited. Verdict: Satisfactory
OBJECTIVE 21: Sustainable Energy: Encourage small-scale renewable energy technology which does not have a significant adverse impact on the purpose of the AONB designation						
21.1	Develop guidance and advice on the siting of small-scale renewable energy technology	Guidance published 2012	2012		Planning Service	Highlights Actions completed early in plan period.
21.2	Promote the use of biomass heating and in particular, projects involving wood fuels produced locally in Northern Ireland	2010-2013	2010-13		NIHE	A Supplementary Planning Guidance doc ' Wind Energy Development in NI's Landscapes' published by DOE.
21.3	Provide Signposting to good practice	Respond to enquires on demand			Councils, Planning Service	Lowlights Some adverse reaction to perceived impact of single wind turbines. Verdict: Satisfactory

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OBJECTIVE 22: Awareness: Promote and increase awareness of the special characteristics of the AONB landscape to all audiences						
22.1	Continue to develop a programme of Events which will illustrate, interpret and educate participants on the special features of the Mourne AONB	Programme of events published annually from 2011	2011		NT, Forest Service, NI Water, NIEA, Councils, Community Groups, Special interest Groups, NHSB	Highlights Geotourism project and MMLP stimulated significant numbers of events, adding to those by statutory agencies and community sector.
22.2	Continue to recruit, and train adult volunteers	Undertake 24 practical volunteer events per annum			MHT	Programme of events undertaken at NIW, FS, NT and other properties e.g. Family Fun Days at Silent Valley, Red Squirrel Days at Tollymore Forest Park, Butterfly identification at Murlough NNR. Events publicised in Council event guides.
22.3	Continue to recruit, and train volunteer youth rangers	20 volunteer youth ranger events per annum			MHT	More consolidated programme of conservation volunteer events now held with greater emphasis on strategic impact of events and cultivating Volunteer Rangers to contribute semi-independently.
22.4	To represent Mourne in designated international landscape management networks (e.g. Europarc, National Association of AONB's) to gather best practice	Participate in 2 networking events per annum			MHT	More concentrated summer programme for Youth Rangers proved popular. Individual and Group Natural Heritage Awards presented annually.
22.5	Develop a Mourne awards scheme in recognition of projects and efforts toward conserving and enhancing the special character of the AONB	One awards event per year from 2010	2010		MHT, John Muir Trust	Well used and well stocked information centre in Tollymore National Outdoor Centre. Extension of information point and interpretive centre at Silent Valley Mountain Park. Participation in European FRISK network on wildfire control.
22.6	Provision of a Mourne Information Centre at Tollymore Mountain Centre	Completion 2010	2010		Sport NI, NITB, MHT	MHT participated in Best Practice Sustainable Tourism Project with six other areas across Europe and funded by German Government. Receipt of 2012 Europarc/Alfred Toepfer award for outstanding contribution to nature conservation by Dr. Arthur Mitchell, MHT long time Chairman.
22.7	Provision of a necklace of Mourne Information points in existing premises e.g. Community Centres, Social Economy Enterprises throughout the AONB	Completion 2011	2011		NITB, MHT, Community Assoc	Lowlights Information points in a small number of community venues but not comprehensive
22.8	Revamp and branding of Tourism Information Centres in and around Mourne AONB to provide consistency of information and look and feel in line with NITB Brand Strategy	2 TIC's renovated by 2012	2012		NITB, Councils, MHT	Branding of tourism information centres not taken forward. Funding Application submitted to Rural Development Programme but ruled ineligible. But brand look and feel implemented at amenity sites and on interpretation panels. Verdict: Above Expectations
OBJECTIVE 23: Recreation Strategy: Increase the promotion of opportunities for sustainable recreation						
23.1	Produce and support the implementation of best practice guidelines for organised events and monitor impact	Guidelines published 2010, impact monitored post event from 2010	2010		MHT, Sportni, NIEA, ORNI	Highlights Mourne Outdoor Recreation Strategy produced for SportNI by ORNI Best practice guidance and website (Outdooreventplanning.com) produced and significant uptake of best practice in events evidenced. Mourne Outdoor Recreation Forum highlighting and discussing event related issues.
23.2	Convene Mourne Outdoor Recreation Forum (MORF) as mechanism for exchange between users, mgmt authorities & landowners	Facilitate three meetings per year			MHT, Sport NI	Augmented by meetings of key partners in Mourne Access Committee. Enhancement of car parking capacity in Trassey Valley. Gondola uplift scoping study completed.
23.3	Convene Safer Mournes Partnership to address issues of anti-social behaviour in the Mourne countryside	Two meetings per year			MHT, PSNI, FRS, MMRT, BDC, N&MDC, DDC	Completion and futher development of mountain bike trails at Castlewelland and Rostrevor. Walks highlighted on Walkni.com and through other mediums.
23.4	Develop a programme to increase awareness of outdoor recreation opportunities among under-represented groups (e.g. local communities, ethnic minorities)	Programme of activity produced 2012 - Delivery from 2012-2015	2012-15		OECs, MHT	Enhancements completed at 14 s Mourne Coastal Routeites sites between 2010 and 2015 Coastal Walking Routes scoping study completed.
23.5	Identify and encourage the development of a series of short and medium distance looped walks	Ten walking loops to be identified by 2010	2010		ORNI, MHT, NITB	Coastal Walking Routes at Dundrum and Bloody Bridge enhanced. partnership with former DDC/NT partnership delivered enhanced facilities at Murlough contributing to Blue Flag Standard, including ongoing programme of boardwalk access provision/replacement and RNLI providing safe bathing support
23.6	Implement the Silent Valley Visitor Infrastructure Development Plan	Initiate implementation 2013, completion 2015	2013-15		MHT, NI Water, FS, ORNI	£365K programme of visitor Infrastructure improvements at Silent Valley. Lowlights Focus of Safer Mournes Partnership has tended towards wildfire rather than anti-social behaviour.
23.7	Enhance existing access and amenity sites along the Mourne Coast	12 sites to be enhanced 2010/11	2010-11		MHT, NITB, Loughs Agency	Verdict: Above Expectations

Action	Task/ Action	Target	Target Year	Progress: (colour key given in first use of each colour)	Partners	Assessment of Achievement
OBJECTIVE 24: Education Opportunities: Facilitate schools, outdoor education centres and other educational institutes and organisation to deliver relevant aspects of the curriculum within the AONB						
24.1	Involve local schools in interpretation of the heritage of the AONB	50 schools involved in annual event			MHT, ELBs, NHSG	<p>Highlights Annual schools event not undertaken but less schools involved in a more in-depth Landscape Heritage programme over a period of weeks in each of 2013, 2014, 2015. Geo 'Rock Camps' over three summers. Engagement between Mourne Heritage Trust, SportNI and DoE on litter and wild camping issues. Numerous outdoor providers delivering activities and best practice development by SportNI. Belfast Royal Academy Annual Mournes Litter Lift</p> <p>Lowlights Camping survey undertaken in Summer 2015 but designated sites yet to be identified. Education events programme not coordinated.</p> <p>Verdict: Satisfactory</p>
24.2	Co-ordinate guides and education officers who work within the AONB to provide a range of education events	Initial meeting 2010 - Programme of events published annually	2010		MHT, FS (NI Water, UWT, RSPB, Nautilus PSNI/FS) NHSG	
24.3	Create opportunities for Outdoor Education Centres and Duke of Edinburgh groups to contribute to environmental enhancement in the course of their activities	Annual meeting from 2010	2010		MHT, OEC, DOE, Schools, NHSG	
24.4	Identify areas which may be used as designated campsites within the Mourne AONB	Three areas identified by 2011	2011		Landowners, ORNI, MHT	
24.5	Promote engagement and best practice in outdoor recreation	Providers produce annual programme of activities and training courses from 2010	2010		Work, Private Outdoor Recreation providers, Tollymore National Outdoor Centre, OECs, MI	
OBJECTIVE 25: Communication: Reach new and broader audiences with programmes of education and interpretation						
25.1	Draw up and implement road signage improvement plan for areas within the Mourne AONB	4 Signposted loops within AONB by 2011	2011		NITB, RS, Councils, MHT	<p>Highlights Mourne Coastal Route and four scenic loops signed. Destination Mourne Mountains and Ring of Gullion brand developed and rolled out in a wider range of mediums. Voluntary protocol on way marking of events agreed. Significantly more than targeted public art pieces in place and trail brochure in production. Review of MHT communication activity by University of Ulster completed.</p> <p>Lowlights Stakeholder engagement plan only partially implemented due to lack of communications resource.</p> <p>Verdict: Satisfactory</p>
25.2	Enhance understanding of Areas of Outstanding Natural Beauty and the reason for the designation of the Mourne AONB through implementation of MHT Stakeholder Engagement Plan	Implementation 2010-2015, Annual review of progress from 2011	2010-15		MHT, NHSG	
25.3	Scoping study for potential opportunities for use of Internet in AONB outreach and engagement	Study completed 2011	2011		University of Ulster, MHT	
25.4	Inform visitors on how they may contribute to conservation and Leave No Trace Ethics	Provide 10 Leave No Trace Workshops to users from 2010-2015	2010-15		ORNI, Sport NI, OECs	
25.5	Create design concept for attractive and user - friendly interpretation displays and ensure consistency in implementation	Design 2010, Implementation 2011-2015	2010-15		NITB, MHT, Councils	
25.6	Annual inspection and review of all 75 interpretation panels within the AONB and maintain/rationalise/replace as required	Annual review of 75 panels			MHT	
25.7	Undertake consultations on way-marking within the Mourne Uplands and produce recommendations	Consultations by 2012	2012		MORF, Councils, ORNI, Sport NI, MHT, MI	
25.8	Publicise and seek to expand the Public Art project with interprets the special features of the AONB through the implementation of phase II with eight Public Art pieces	Four Public Art pieces installed by March 2011	2011		MHT, NITB	
25.9	Develop Public Art Trail	Trail defined and event launched by July 2015	2015		MHT, NITB	
OBJECTIVE 26: Pre-arrival marketing and promotion of the Mourne AONB: Increase the sustainability of tourism businesses within the AONB						
26.1	Redesign the MHT Website, including relevant links to tourism businesses	Redesign and launch website by 2012	2012		MHT, NITB, Councils	<p>Highlights New Mournelive website new VisitMourneMountains.com New MourneCooleyGullion.com Destination marketing combining two AONBs under Mourne Mountains and Ring of Gullion brand.</p> <p>Verdict: Satisfactory</p>
26.2	Ensure that Mourne AONB is a prominent element of tourism marketing within the council areas	2010-2015	2010-15		Councils	
OBJECTIVE 27: Access: Increase access route network within the AONB						
27.1	Maintain key access routes, permissive paths and Public Rights of Way (PRoW)	Quarterly inspection 44 PRoWs, green lanes & paths. 3 annual maintenance cuts & flailing of hedges of 43 public footpaths			Councils	<p>Highlights Castlewellan Forest Walking Trails completed. Silent Valley Walking Routes completed. Bunker's Hill walking trails by ORNI and Down District Council 'Stitch in Time' path repair methodologies developed and seasonal team employed. Permissive Path agreement for emergency service access achieved at Bloody Bridge Track (2010) and Carricklittle (2012).</p> <p>Lowlights Limited progress on permissive paths. Intended communication strategy was not followed up on. The Sportni/ MHT led Mourne Outdoor Recreation Forum deals with issues and promotes understanding of liability issues and to soem extent filled this gap.</p> <p>Verdict: Satisfactory</p>
27.2	Encourage permissive path agreements where they add value to local access provision	One new permissive path agreement per year			Councils, NIEA	
27.3	Identify methods through which walkers, cyclists, horse riders and other users of the countryside, may be effectively informed on access issues	Communication Strategy defined 2011	2011		NITB, Councils, ORNI	
27.4	Promote the access and liability guide to landowners within the Mourne AONB	Three workshops in 2011 in Mourne AONB	2011		NIEA	
27.5	Convene the Mourne Outdoor Recreation Forum which addresses access issues, and develops best practice	Facilitate two meetings per year			MHT, Sport NI	
27.6	Improve access to include users with a wide range of mobility difficulties	Access improvements at two sites by 2015	2015		Councils, Landowners	

Action	Task/ Action	Target	Target Year	Progress: (colour key given in first use of each colour)	Partners	Assessment of Achievement
OBJECTIVE 28: Countryside Management: Continue the activities of the Countryside Management Service (Mourne Heritage Trust) commensurate with visitor and other pressures						
28.1	Continue to develop Mourne Ranger Service as an effective conduit for environmental and visitor management issues between landowners and recreational users	Annual ranger log and action as necessary			MHT	<p>Highlights</p> <p>Cloughmore Trail upgraded, Granite Trail extension completed, Ben Crom Link path developed. Visitor infrastructure maintenance requirements and effort increased in line with new infrastructure, including mountain bike trails, Castlewellan Walking routes, Upland paths.</p> <p>Mourne Pilot Access Ranger has become a core function. High season weekend and evening patrol introduced at hotspots. Contentious access issues addressed with landowners at locations including Browne Knowe, Spence's mountain, Killowen, Bloody Bridge, Trassey, Sandy Brae.</p> <p>Programme at Carrick Little Track and Saddle of Binnian completed in April 2011.</p> <p>Further work at Blue Lough/ Percy Bysse.</p> <p>Major erosion control and upgrade works to Glen River at a major access point to Slieve Donard (1.5km at £70k) completed in 2012/13.</p> <p>Slieve Binnian ridge line 2.5km and Saddle of Slieve Donard to Brandy Pad 1.2km.</p> <p>Upgrade to Bloody Bridge Track.</p> <p>Upgrade to 1km Mourne Way at Tollymore</p> <p>Upgrade to Slieve Croob PROW network including Addler's Loanin' and new walking routes at Windy Gap.</p> <p>Ongoing work with Queens and UU on surveys and reports looking at the impact of users and erosion management.</p> <p>Erosion Control Workshop in conjunction with Sport NI, Mountaineering Ireland, ORNI and NIEA.</p> <p>Path Development standards project led by ORNI/Sport NI.</p> <p>Lowlights</p> <p>Litter accumulation continues to be an issue at certain locations and/or times eg Donard Wood / Glen River, Happy Valey, Bann's Road, Mourne Wall Summit Towers. Parts of Mourne Way not proving to be robust</p> <p>Verdict: Above Expectations</p>
28.2	Implement phase 1 of Upland path and key high Mourne access route repair and pitching programme	1 Km of path and 0.5 km of quarry track to be repaired by March 2011	2011		MHT	
28.3	Design and implement phase 2 of upland path and key high Mourne access route repair and pitching programme	Funding application 2010 for pitching of 2km of path and 4.5km of quarry track	2011		MHT	
28.4	Strategic review of Upland Path network in the High Mournes	Plan for strategic review by 2011	2011		MHT	
28.5	Identify opportunities for new sustainable access routes		2011		MHT	
28.6	Seek to establish communication with research institutes to increase knowledge on erosion	Establish contact with two research institutions by end 2010	2010		MHT	
28.7	Continue to maintain stiles within the AONB	Annual inspection and maintenance of 64 stiles			MHT, Councils	
28.8	Continue to maintain trails within Mourne AONB	Biannual inspection and maintenance on 7 tourist cycle trails and 2 long distance walking trails			MHT, Councils	
28.9	Continue to maintain upland and countryside car parks	Monthly maintenance works to 13 key upland and countryside car parks			MHT, Councils	
28.1.0	Continue to address the issue of litter and fly-tipping in the AONB	Weekly litter lift at 21 sites throughout the AONB			Councils, MHT	
28.1.1	Continue to undertake periodic spot litter lifts and beach-cleans	As required			MHT, NHSG, BRA	