

## Agenda Item 10a

### AONB Outcome 1

#### An Outstanding Landscape of Natural and Cultural Heritage

##### Vision

*An unspoilt and unique landscape of the highest quality; richness and diversity of cultural and natural features; a landscape where tranquillity can be found.*

##### Objectives

###### Landscape

- 1.1 Recognise the founding principles of the European Landscape Convention and implement the AONB Landscape Character Assessment as an integrated approach to managing landscape change.

###### Biodiversity

- 1.2 Conserve and enhance biodiversity within the AONB, supporting the delivery of 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services'.

###### Geodiversity

- 1.3 Conserve geodiversity and increase awareness and understanding of the importance of geology in shaping the landscape of the AONB.

###### Historic environment

- 1.4 Support the conservation, appropriate restoration and management of the historic environment and wider cultural landscape.

###### Planning and development

- 1.5 Influence development planning policy- and decision-making to ensure the statutory purpose of AONB designation, to conserve and enhance the natural beauty of the landscape, is upheld.

## AONB Outcome 2

### Resilient and Sustainable Communities

#### **Vision**

*Sustainable communities and businesses that are strongly linked to their localities and actively involved in AONB projects and management.*

#### **Objectives**

##### Farming and Land Management

2.1 Promote and implement sustainable land management practices that conserve and enhance natural beauty and support the rural economy of the AONB.

##### Local economy and rural services

2.2 Promote and support the socio-economic development of the area, particularly where such activity helps to conserve and enhance the AONB's natural beauty.

##### Community engagement

2.3 Work closely with local communities and businesses to help them to be actively involved in AONB projects and management.

##### Sustainable tourism

2.4 Develop, co-ordinate and effectively promote sustainable tourism activity within the AONB

## AONB Outcome 3

### A Strong Connection between People and the Landscape

#### Vision

*Wide-ranging opportunities provided within the AONB; to enable a diverse range of people to enjoy and keep special this outstanding landscape.*

#### Objectives

##### Countryside Access

3.1 Develop and promote 'access for all' routes (e.g. bridleways, tramper trails), seeking to meet the needs of all users wherever possible.

##### Public Rights of Way and Access Land

3.2 Support the establishment and maintenance of well-managed Public Rights of Way (PRoW) and Access Land, which meets the needs of users, conforms to national standards and is consistent with the conservation and enhancement of the AONB's natural beauty.

##### Visitor management

3.3 Co-ordinate and support the sustainable management of popular visitor (or 'honeypot') sites.

##### Information and publicity

3.4 Provide high quality and inclusive information (including website, print, on-site interpretation, social and digital media) to raise awareness of the AONB designation and the special qualities of the AONB landscape.

##### Audience development

3.5 Help a diverse range of people connect with the AONB landscape through a co-ordinated programme of events and activities.

##### Branding and identity

3.6 Maintain a distinctive and appropriate brand identity for the AONB and ensure consistency in how the special qualities of the AONB are portrayed, helping to promote the area as a sustainable tourism destination.

## AONB Outcome 4

### Working in Partnership

#### **Vision**

*A well-organised and inclusive Partnership, with partners taking active responsibility for the delivery and ongoing maintenance of high quality services.*

#### **Objectives**

##### Delivery of the Management Plan

4.1 Maximise the involvement and commitment of all partners in delivering the objectives of the AONB Management Plan.

##### Funding

4.2 Secure and maintain long-term funding to support the work of the AONB Partnership.

##### Monitoring

4.3 Effectively monitor and report on the delivery of the AONB Management Plan.

##### AONB Partnership Communications

4.4 Establish and maintain effective communication channels with all partners to publicise successes and achievements of the AONB Partnership.