

## 3. A Vision for this AONB

### What is the Vision?

- 3.1. In 2030, the Cranborne Chase AONB will be an inspirational example of sustainable management in action.



*Fontmell view*

- 3.2. A nationally appreciated place where:

- its distinctive local landscapes, historic heritage, and wildlife are conserved and enhanced by those who work and manage the land, nurturing a valued and treasured countryside for future generations;
- its healthy soils, clean air and water are appreciated, prized and respected by all
- its characteristic vibrant villages, profoundly rural character, and local sense of pride are tangible to all who live and visit here, or just pass through;
- the breadth and depth of historic land use offers up its stories in the landscape today;
- its cultural heritage is conserved, understood, enhanced, valued and enjoyed;
- the aesthetic qualities of the landscape and environment, along with the sense of wonder and enjoyment, are appreciated by all; and
- the quality of life remains high and the aspirations of those who live and work here are supported.



The AONB Partnership has a statutory duty to conserve and enhance natural beauty. This Partnership identifies the following three components:

# Conserving and enhancing: 1. Outstanding Landscapes

## Our Ambitions

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- A**
- The unique character, tranquillity and special qualities of the AONB landscapes are conserved and enhanced.
  - The area's special qualities are widely understood.
  - Informed decision-making strengthens the special qualities.
  - When change happens, it is consistent with the character of the landscape and the setting of the AONB.
  - We will take opportunities to restore landscape features that require it.
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- B**
- All natural resources in the AONB are sustainably managed.
  - Wildlife thrives in the AONB and is able to move freely around the area.
  - The natural environment to be healthy and resilient to the effects of climate change.
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- C**
- The historic and cultural environment of the AONB is conserved and enhanced.
  - Everyone understands, values and enjoys its cultural and heritage assets.
  - The story of the area's evolution over time should be clear to everyone.
  - Light pollution will be minimised to benefit of human health, wildlife, reducing expenditure and carbon emissions, bringing new opportunities for education and rural tourism.
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*Fallow deer grazing on winter wheat*



# Conserving and enhancing:

## 2. Living and Working Landscapes

### Our Ambitions

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- A**
- Our rural land is sustainably managed.
  - This will meet the demand for food, fuel and other produce in ways that conserve and enhance the landscape character of the AONB and deliver increased public benefits.
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- B**
- A thriving rural economy ensures economic and social wellbeing and helps sustain the landscape. Local communities appreciate and care for the AONB; residents enjoy a high quality of life.
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- C**
- Planning and transportation strategies, policies and decisions that affect this nationally important AONB, conserve and enhance its special qualities.
  - Where development is, on balance, deemed necessary, we want it located and designed to integrate fully with the landscape character and natural beauty.
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- D**
- All management of, and improvements to, roads enhances the distinctive character of the area.
  - A range of more sustainable options for transport reduces the effects of transport on tranquillity and the natural environment of the AONB.
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- E**
- Partners' policies and actions reflect AONB values and their national status.
  - Communities appreciate and care for the AONB.
  - Residents enjoy a high quality of life.
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# Conserving and enhancing:

## 3. Special Landscapes to Enjoy

### Our Ambitions

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- A**
- The area's special qualities and landscape character, its traditions, and its historic and natural assets are understood and valued by all.
  - Everyone understands what the AONB designation means and why the area was designated.
  - Everyone promotes and supports the AONB.
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- B**
- People learn about the natural, historic, and cultural heritage of the AONB.
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- C**
- People of all ages, abilities and backgrounds have the opportunity to take up countryside skills, training, and volunteering in the AONB.
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- D**
- People's physical and mental wellbeing is improved through experiencing the high quality environment of the AONB for physical activity, relaxation and inspiration.
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*Guided walk - T. Adams*



- 3.3. By the end of this Plan period, substantial and measurable progress will have been made in five priority areas of work:

## By the end of this plan period

### Our five priorities

1. The profile of Cranborne Chase AONB will be significantly raised through signage, community events and activities; and significantly enhanced communications.
2. The dark night skies of this AONB will be conserved and enhanced with the benefits valued and appreciated by communities and visitors alike.
3. Extensive collaboration with farmers, foresters, landowners, relevant agencies and local communities will champion integrated, enhanced management of the AONB's landscapes delivering measurable enhancements to the AONB's natural and historic environment, showcasing partnership working within a designated landscape.
4. Led by field based staff, there will be multiple opportunities for volunteers of all ages and abilities to help conserve and enhance the landscapes of the AONB whilst improving health and wellbeing.
5. The suite of projects within the Cranborne Chase and Chalke Valley Landscape Partnership Scheme bid will measurably enhance the natural, historic and cultural environments of this AONB.

## Who is going to make it happen?

- 3.4. The AONB Partnership developed and agreed the Vision after listening to the many people who care about this very special place. The AONB Partnership is an alliance of eighteen national and local organisations and it steers the implementation of the Management Plan (Appendix 3 and Section 18).
- 3.5. Wiltshire Council contains the largest proportion of the AONB and is host Authority for the AONB Team. The Team prepares the AONB Management Plan on behalf of the Partnership. The team also delivers a considerable number of projects within the annual Delivery Plan. In addition, the team undertakes the overall facilitation and coordination of Management Plan implementation by partners.
- 3.6. The Vision is a call for action. Landowners, farmers, local people, visitors, and the many organisations working in the AONB, or who have a contribution to make to it, must unite and work together to achieve this Vision.

