

SOUTH JOINT COMMITTEE**18 DECEMBER 2008****Subject: Cotswolds AONB Management Plan****Lead Officer: David Jones****Contact on 01789 260334****Lead Member/
Portfolio Holder: District Councillor S Gray**

Summary

To consider the Cotswolds Conservation Board's request that the District Council adopts the Cotswolds AONB Management Plan 2008-13.

Recommendation

- (1) That the Cotswolds Conservation Board be informed that the District Council will support the implementation of the Cotswolds AONB Management Plan 2008-13; and,**
 - (2) That the District Council endorses the content of the Cotswolds AONB Management Plan 2008-13 as supplementary guidance in accordance with paragraph 6.3 of PPS12.**
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1 Background/Information

- 1.1 The District Council has delegated the discharge of the District Council's functions in respect of Areas of Outstanding Beauty to the Joint Committees. All but a small part of the extent of the Cotswolds AONB within Stratford-on-Avon District falls within the area covered by the South Joint Committee. Therefore it is appropriate for the South Joint Committee to determine this matter.
 - 1.2 Part of the Cotswolds Area of Outstanding Natural Beauty covers the southernmost fringes of Stratford-on-Avon District. The AONB is a national designation and is amongst those areas which the Government has confirmed as having the highest status of protection in relation to landscape and scenic beauty. The Countryside and Rights of Way Act 2000 makes it a duty for all relevant authorities to have regard to the purpose of designation when making decisions or carrying out activities in relation to or affecting land within the AONB.
 - 1.3 In 2004 the Cotswolds Conservation Board was established by Parliament, a measure that was supported by the District Council. The District Council contributes to the funding of the Board, together with the other local authorities including Warwickshire County Council, and by Natural England. The District Council nominates one of the Members of the Board. This is Councillor Stephen Gray.
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1.4 The Board has two statutory purposes:

- to conserve and enhance the natural beauty of the area;
- to increase the understanding and enjoyment of the special qualities of the AONB.

In fulfilling these roles, the Board has a duty to seek to foster the economic and social wellbeing of people living in the AONB.

1.5 The Cotswolds Conservation Board has a statutory duty to prepare a Management Plan for the AONB. In accordance with this duty the Board prepared a Management Plan for the period 2008-13 and adopted the document on 27 March 2008. Preparation involved consultation with a wide range of interested parties and also included a formal Strategic Environmental Assessment (SEA) of the plan as required by legislation. The Management Plan and associated documents are available for inspection on the AONB website (www.cotswoldsaonb.com/page.asp?pageID=12).

1.6 The Cotswolds AONB Management Plan is a well-presented and illustrated document that provides the Board's vision over the next 20 to 25 years, with an immediate five year time frame of 2008 to 2013. It examines the implications of forces for change which will have a significant bearing on future of the Cotswolds, namely:

- climate change and our response to it;
- the effects of globalisation on agricultural land use;
- pressures from development, changing lifestyles.

1.7 The Plan is divided into sections covering topics such as landscape, historic environment, development and transport, and awareness and appreciation. Each of these topics has a set of objectives and a series of policies with actions and tasks. The tasks are those which the Board will be seeking to undertake over the next five years, subject to availability of resources. However, the Board seeks local authority support for and involvement in the application and achievement of the Management Plan's policies and actions. For ease of reference, these are shown in an Appendix to this report.

1.8 There is a large measure of compatibility between the Management Plan's objectives and policies with those adopted by the District Council in the Stratford-on-Avon District Local Plan Review and those proposed in the Local Development Framework Draft Core Strategy. The Management Plan is driven by the need to be sensitive to the special qualities of the Cotswolds and their locally distinctive characteristics. It will therefore contribute to the achievement of the "high quality environment" that the District Council's Corporate Strategy seeks.

1.9 A number of the actions specified in the Management Plan will not fall within the scope of the District Council to implement, such as those relating to farmland and forestry management, waste disposal and mineral extraction. A resolution to support the implementation of the Management Plan would not oblige the District Council to extend its activities beyond those with which it is involved at this time.

1.10 In June 2008 the Government issued a new PPS12 on Local Spatial Planning. Paragraph 6.3 gives scope for local authorities to endorse

guidance published by a body such as an AONB committee and thereby afford a weight to the document equivalent to that of a Supplementary Planning Document. This can be the case if the document has been subject to consultation and sustainability appraisal. It is on this basis that that Conservation Board is asking local authorities to endorse the Management Plan, given that has been subject to extensive consultation, a formal Strategic Environmental Assessment (SEA) and an Appropriate Assessment for impacts on Sites of European Importance for Nature Conservation.

2 Options available to the Committee

- 2.1 The Committee can decide to support the implementation of the Management Plan and endorse it, as recommended, or it can decide to adopt only one or none of the recommendations. If the latter stance is adopted, then it could be taken as a lack of commitment to the objectives of AONB designation. Such a decision could weaken the District Council's ability to resist inappropriate development proposals within or adjacent to the AONB.

3 Members' Comments

- 3.1 Comments will be reported at the Committee meeting.

4 Implications of the proposal

4.1 *Legal/Human Rights Implications*

- 4.1.1 Approval of the recommendations would accord with the District Council's legal duty to have to the purpose of AONB designation when making decisions or carrying out activities in relation to or affecting land within the designated area. Conversely, disapproval of the recommendations may be regarded as a failure to fulfil that duty.
- 4.1.2 As regards human rights, there is no evidence that either approval or disapproval of the recommendations would have an adverse impact on the human rights of individuals or particular groups.

4.2 *Financial*

- 4.2.1 The District Council makes an annual financial contribution of £7,255 to the Cotswolds Conservation Board. The Partnership Agreement between the Board and the funding local authorities does not oblige the District Council to increase its current contribution in future years. Endorsing the Management Plan does not change this agreed funding arrangement. Additionally, the District Council may decide to provide financial support for individual projects which have benefit for those parts of the AONB which fall within Stratford-on-Avon, such as those falling within the scope of the SDC Community Grants Scheme.

4.3 *Environmental*

- 4.3.1 The ethos of the Management Plan is one of care for the environment of the Cotswolds AONB. It specifies a wide range of measures intended to safeguard and enhance the AONB and also gives due consideration to wider environmental issues such as the mitigation of and adaptation to climate change. Furthermore, the Management Plan has been subject to a Strategic Environmental Assessment and this has had an impact on the content of the final version of the document. It follows that support for

and application of the Management Plan will have significant environmental benefit.

4.4 Corporate Strategy

- 4.4.1 Support for and endorsement of the AONB Management Plan would be in accordance with the Corporate Strategy's "high quality environment" outcome which is seen as contributing to Aim 2, "a clean and green District".
- 4.4.2 The visitor promotional aspects of the Management Plan will accord with Corporate Strategy's "increased value of the visitor economy across the whole District" outcome which is seen as contributing to Aim 3, "a District where business and enterprise can flourish".

4.5 Equality Impact Assessment

- 4.5.1 The Management Plan contains a number of objectives, policies, actions and tasks that will help to make the benefits of the AONB available to a broad range of people including members of minority groups and those with special needs. The resolutions proposed in this report will therefore be in line with equality objectives.

5 Risk Assessment

- 5.1 As mentioned in paragraph 2.1 above, not adopting the recommendations could make it more difficult to resist inappropriate development in the AONB. Conversely, there appear to be no adverse risks to the interests of the District Council through adoption of the recommendations.

6 Conclusion

- 6.1 The Cotswolds AONB Management Plan 2008-2013 is a sound document which echoes many of the District Council's own priorities and objectives. Members are therefore requested to support the implementation of the Plan and to endorse its use as supplementary guidance.

Pat Reid

HEAD OF PLANNING SERVICES

Background papers:

Cotswolds AONB Management Plan 2008-13

Strategic Environmental Assessment of the Cotswolds AONB Management Plan 2008-13

Appropriate Assessment under the Habitat Regulations

Cotswolds AONB Management Plan 2008-13 Policies, Actions and Tasks

CLIMATE CHANGE TABLE 1

Policy	
CCP1: <i>That the impact of climate change on the Cotswolds AONB is understood and a strategic response is developed.</i>	
Actions	Tasks
CCA1: To encourage, support and analyse research on the impact of climate change on the Cotswolds AONB.	CCT1: Be actively involved in regional fora and other groups researching the impact of climate change.
	CCT2: Monitor and analyse climate change research findings and their implications for the special qualities of the Cotswolds AONB.
CCA2: To agree an action plan by 2010 to encourage all those involved in the management of the AONB to address climate change issues by adapting land uses and by exploiting new opportunities arising out of mitigation strategies.	CCT3: Promote agreed Climate Change Action Plan to land managers.

CLIMATE CHANGE TABLE 2

Policy	
CCP2: <i>That measures are taken to mitigate the causes of climate change.</i>	
Actions	Tasks
CCA3: To encourage and support energy conservation measures in order to help meet national and regional targets for energy consumption in order to mitigate the impact of climate change by reducing greenhouse gas emissions.	CCT4: Be active in regional and local fora involved in promoting energy conservation measures.
	CCT5: Provide and promote advice on energy conservation measures to reduce the 'carbon footprint' of the Cotswolds compatible with the character and appearance of the landscape.
	CCT6: Develop and implement a carbon footprint reduction action plan in relation to the Board's own activities.
CCA4: To encourage and support appropriate scale renewable energy generation in order to help meet national and regional targets for renewable energy generation to mitigate the impact of climate change by reducing greenhouse gas emissions.	CCT7: Be involved in regional and local fora promoting renewable energy compatible with the character and appearance of the landscape.
	CCT8: Provide and promote advice on renewable energy technologies compatible with the character and appearance of the landscape.

CLIMATE CHANGE TABLE 3

Policy	
CCP3: <i>That measures are in place to adapt to the likely impacts of climate change.</i>	
Actions	Tasks
CCA5: To analyse published research by 2010 to better understand and disseminate the implications of climate change on the special qualities of the Cotswolds and by 2013 to agree an action plan to implement measures to adapt to these impacts, and identify the effect of these measures on existing landscape character.	CCT9: Analyse published research into the likely impacts of climate change on the Cotswolds landscape.
	CCT10: Develop and promote adaptation policies as part of a Climate Change Action Plan (see CCA2).

GLOBALISATION AND THE EFFECTS ON AGRICULTURAL LAND USE

Policy	
GLOP1: <i>That the likely impact of globalisation on agricultural land use in the AONB is understood and a strategic response is in place.</i>	
Actions	Tasks
GLOA1: To analyse published research by 2009 to better understand and disseminate the implications of globalisation on the special qualities of the Cotswolds and by 2010 agree an action plan to implement measures to adapt to these impacts, and identify the effect of these measures on existing landscape character.	GLOT1: Analyse published research into the likely impacts of globalisation on the Cotswolds landscape.
	GLOT2: Develop policy responses to mitigate and adapt to the identified impacts of globalisation on agricultural land use.

PRESSURES FROM DEVELOPMENT, CHANGING LIFESTYLES AND TRANSPORTATION

Policy	
PP1: <i>That the conservation and enhancement of the AONB and its special qualities is fully taken into account in strategies, plans and guidance produced to address development, transport, and service provision in and around the AONB.</i>	
Action	Tasks
PPA1: To encourage and assist Government, regional agencies and local authorities when devising their policies, plans and strategies and implementing them, to understand and take properly into account the purpose of the designation of the Cotswolds AONB.	PPT1: Be actively involved in the preparation of policies, plans and strategies for planning, transport and service provision affecting the AONB.
	PPT2: Produce and promote Position Statements on issues affecting the AONB.

	PPT3: Respond consistently and constructively to consultations on planning and transport matters, using Position Statements as the basis for responses.
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LANDSCAPE

Policies	
LP1: <i>That the unique character, tranquillity, and special qualities of the Cotswolds landscape are conserved and enhanced.</i>	
Actions	Tasks
LA1: Rigorously assess development proposals ¹ and changes in land management that would have major implications for the Cotswold landscape, both individually and cumulatively, and/or would set an important precedent for future proposals that would adversely affect the special qualities, geology or tranquility of the AONB.	LT1: Respond to all consultations on such proposals for development and land management changes to secure the conservation and enhancement of the landscape.
LA2: Encourage the use of published landscape and land management guidance which interprets and applies landscape character assessments.	LT2: Publish, review, monitor and assess the use of Landscape Strategy and Guidelines for all landscape character types in the AONB.
	LT3: Secure Geopark status for the most geologically significant part of the Cotswolds AONB.
LA3: Monitor landscape change at five-yearly intervals commencing at the start of the plan period.	LT4: Set up and implement a landscape monitoring system, including on a parish basis.

¹ See 'Development and Transport' section for further consideration of 'development'.

RURAL LAND MANAGEMENT

Policies	
<p>RLMP1: <i>That viable, sustainable farming that meets environmental standards remains one of the principal land uses within the Cotswolds AONB and contributes to maintaining the quality of the landscape.</i></p> <p>RLMP2: <i>Rural land management that conserves and enhances natural resources including biodiversity and landscape character, and aids public enjoyment of the Cotswolds AONB is supported and rewarded.</i></p> <p>RLMP3: <i>All landscape management is in accordance with guidance based on landscape character assessments which identify the special qualities of the Cotswolds landscape.</i></p> <p>RLMP4: <i>A sustainable rural economy, which provides economic viability whilst enhancing the Cotswolds landscape and biodiversity, is developed.</i></p> <p>RLMP5: <i>The conservation and enhancement of ancient woodland, parkland, hedgerow, urban and veteran trees is undertaken to maintain their landscape, ecological and cultural value.</i></p> <p>RLMP6: <i>That the skills required to care for and promote the landscape and its special qualities are increased, with opportunities to acquire and develop such skills available to all.</i></p>	
Actions	Tasks
RLMA1: Pursue the adoption of land management policies and funding regimes at the national and regional level which reflect AONB priorities.	RLMT1: Take part in regional and local fora to advance policy and practice in the AONB.
	RLMT2: Respond to consultations on new support mechanisms and strategies including any proposals for the revision or replacement of the Environmental Stewardship scheme.
RLMA2: Identify and support opportunities for Cotswold land managers to diversify their businesses in ways that are compatible with AONB objectives.	RLMT3: Provide and promote guidance on farm diversification.
RLMA3: Pursue and support landscape management that takes account of sustainable economic, social and environmental objectives and is supported by advice, grants and strategies.	RLMT4: Provide and promote guidance on sustainable landscape management.
	RLMT5: Take part in regional and local woodland fora.
	RLMT6: Respond to consultations on proposals for new strategies and grant schemes.
RLMA4: Encourage and support actions to protect and manage limestone grassland, ancient and semi-natural woodland, veteran trees and important individual trees.	RLMT7: Provide and promote published guidance on limestone grassland, ancient and semi-natural woodland and veteran tree management.

RLMA5: Encourage and support the development of markets for timber, wood fuel and other woodland products and services and other income generating uses for woodland, including access, which encourages sustainable management and economic viability.	RLMT8: Provide and promote guidance on sustainable woodland product marketing.
RLMA6: Encourage and support tree and woodland planting which is in accordance with landscape character assessments and guidelines.	RLMT9: Revise and promote woodland planting guidance in the light of known climate change impacts. ²
RLMA7: Encourage suitable training provision for land management and building skills where skill shortages are identified, and make such training accessible to all members of the community.	RLMT10: Develop and implement a programme giving opportunities for residents within and around the AONB to obtain rural skills.

Note: Policy RLMP4, Actions RLMA2, 3 and 5, and Tasks RLMT3, 4, and 8 particularly contribute to the social and economic well-being of those living and working in the AONB by promoting a viable rural economy. Policy RLMP6, Action RLMA7 and Task RLMT10 foster the social and economic well-being of those living and working in the AONB by providing employment and active leisure opportunities.

² See 'Forces for Change' section for more information and responses to climate change.

NATURAL RESOURCES

Policies	
<p><i>NRP1:</i> That the exploitation of natural resources is managed so as to conserve and enhance the natural beauty of the AONB.</p> <p><i>NRP2:</i> That carbon emissions from activities within the AONB are reduced through a combination of reducing energy consumption by applying energy conservation measures and encouraging more sustainable patterns of development, together with renewable energy generation by technologies that are of an appropriate scale for their siting.</p> <p><i>NRP3:</i> That less waste is produced through waste minimisation and recycling of waste materials generated by residents and visitors, construction and redevelopment, agriculture and tourism providers. Any residual waste is disposed of locally where there is no harm to the distinctive characteristics of the AONB.</p> <p><i>NRP4:</i> That soils are used sustainably by maintaining the protection and management of soils within a range of land uses so as to reflect good agricultural practice and to minimise the direct pollution of soils and loss of this irreplaceable natural resource through soil erosion.</p>	
Actions	Tasks
<p>NRA1: Encourage and support the reduction, reuse and recycling of waste through policies in Waste Local Development Plan Documents, including the local disposal of residual waste where this will ensure reduced traffic impact and will result in no harm to the distinctive characteristics of the AONB.</p>	<p>NRT1: Contribute to the preparation of Waste Local Development Plan Documents.</p>
<p>NRA2: Encourage and support energy conservation measures, more sustainable patterns of development, and appropriate scale renewable energy generation in order to help meet national and regional targets for energy consumption and generation in order to mitigate the impact of climate change.</p>	<p>NRT2: Provide and promote guidance on energy conservation and renewable energy generation with particular reference to the need to conserve and enhance the distinctive characteristics of the AONB.</p>
<p>NRA3: Encourage and support, through policies in Minerals Local Development Plan Documents produced by Minerals Planning Authorities, the safeguarding of supplies of natural building and roofing stone from sources of appropriate location and scale for historic repair and preservation purposes. Further, to maintain local distinctiveness where no harm is caused to the landscape and traffic is minimised, whilst discouraging the extension of quarrying for crushed rock and aggregates, except where required in the national interest.</p>	<p>NRT3: Contribute to the preparation of Regional Spatial Strategies, Minerals Local Development Plan Documents, and Local Development Frameworks.</p>

NRA4: Support appropriate measures to protect water resources and maintain water quality and minimise flood risk as set out in Catchment Abstraction Management Strategies and River Basin Management Plans and other measures.	NRT4: Contribute to the preparation of Catchment Abstraction Management Strategies and River Basin Management Plans and similar plans.
NRA5: To support measures to conserve soil quality as set out in Soil Strategy and Action Plan for England.	NRT5: Promote guidance on soil conservation measures.

HISTORIC ENVIRONMENT

Policies	
<p>HEP1: That change is managed in ways that protect, conserve and enhance the historic environment and the cultural heritage of the AONB.</p> <p>HEP2: That the wealth of historic resources in the Cotswolds AONB is better identified, recorded, and understood.</p>	
Actions	Tasks
HEA1: Provide support and assistance for the conservation, restoration and interpretation of significant local features within the AONB.	HET1: Encourage new land management and agri-environment schemes to include measures to encourage the conservation and enhancement of the historic environment.
	HET2: Work with the Historic Environment Working Group to identify and implement programmes of work in relation to the dissemination of best practice relating to the conservation and enhancement of the historic environment in the AONB.
HEA2: Encourage the adequate provision of historic environment advice across the whole of the AONB to ensure adequate protection and recording of any significant remains.	HET3: Encourage English Heritage to accelerate the scheduling of ancient monuments and the review of listed buildings.
	HET4: Encourage English Heritage and the local authorities to provide an adequate level of historic environment services.
HEA3: Encourage and support the development of a comprehensive set of Historic Environment Records for the AONB which is maintained in a secure and easily accessible form.	HET5: Work with the Historic Environment Group to secure the Historic Environment Record for the Cotswolds AONB.

BIODIVERSITY

Policies	
<p>BP1: That UK Biodiversity Action Plan priority habitats and species in the Cotswolds AONB have been maintained and where possible, enhanced, by the end of the plan period.</p> <p>BP2: That 95% by area of designated sites and UK Biodiversity Action Plan priority habitats in the Cotswolds AONB are in 'favourable' or 'unfavourable improving' condition by the end of the plan period.</p> <p>BP3: That a co-ordinated programme of work is in place to restore, re-create, link and buffer UK Biodiversity Action Plan priority habitats and species assemblages.</p> <p>BP4: That by the end of the plan period, baseline biodiversity data will be available across the AONB in a readily accessible form.</p>	
Actions	Tasks
<p>BA1: Encourage and support action during the plan period to prevent any further loss and enhance where possible designated areas and other areas known to contain priority Biodiversity Action Plan habitats and species when identified within, and adjoining, the AONB.</p>	<p>BT1: Work with the Biodiversity Working Group and other partners to develop and implement programmes and projects relating to the priority habitats and species.</p>
	<p>BT2: Work with the Biodiversity Working Group to achieve consistency in priority habitats and species in Local Biodiversity Action Plans.</p>
	<p>BT3: Work with the Biodiversity Working Group to identify and obtain the datasets critical to AONB biodiversity management.</p>
<p>BA2: Encourage the improvement of priority habitat and species conservation by extending and improving ecological connections between habitats at an appropriate landscape scale.</p>	<p>BT4: Work with the Biodiversity Working Group and other partners to develop and implement programmes and projects, through the 'Nature Map' and other regional programmes.</p>
<p>BA3: Encourage and support measures, including financial subsidies under agri-environment schemes, targeted towards the protection and enhancement of the AONB's priority habitats and species.</p>	<p>BT5: Work with the Biodiversity Working Group and Farming Forum to make representations to DEFRA and other organisations regarding targeted funding of schemes.</p>
<p>BA4: Encourage the recording of the key priority biodiversity resource within the AONB in an easily accessible form.</p>	<p>BT6: Work with partner organisations through the Biodiversity Working Group to secure better recording and interpretation of the biodiversity resource.</p>

DEVELOPMENT AND TRANSPORT

Policies	
<p>DTP1: That all Local Development Framework documents and planning decision-making processes will use the following criteria to determine the acceptability of a proposed development in the Cotswolds AONB. Development will:</p> <ul style="list-style-type: none"> • be compatible with the distinctive character of the location as described by the relevant landscape character assessment, strategy and guidelines; • incorporate designs and landscaping consistent with the above, respecting the local settlement pattern and building style; • be designed to respect local building styles and materials; • incorporate appropriate sustainability elements and designs; • maintain or improve the existing level of tranquillity; • not have an adverse impact on the local community amenities and services and access to these; • protect, or where possible enhance, biodiversity; • be in accordance with a more sustainable pattern of development, reducing dependence on car travel. <p>DTP2: That only development which supports the local economy, improves access to local services, and increases the opportunity for people to live and work in their local community will be promoted in Regional Spatial Strategies and Local Development Frameworks, unless required for some clearly identified national interest.</p> <p>DTP3: That the special qualities of the AONB are fully respected in the planning, design, provision and management of all types of transport.³</p> <p>DTP4: That those involved in the care of the AONB have the opportunity to live within it.</p> <p>DTP5: That the current level of local services and access to those services is maintained or enhanced where possible, to support sustainable communities.</p> <p>DTP6: That issues of importance for the management of the landscape are fully reflected in community focused strategies and plans.</p> <p>DTP7: That opportunities are taken to promote public transport and reduce the use of private cars.</p>	
Actions	Tasks
<p>DTA1: Promote consistency in decision making on proposed developments throughout the AONB and in surrounding areas, having regard to the criteria in objective DTP1.</p>	<p>DTT1: Provide and promote guidance for decision makers on developments within and affecting the AONB.</p>
	<p>DTT2: Work with the Planning Working Group to achieve consistency of approach to planning matters across the AONB.</p>
<p>DTA2: Encourage high standards of sensitive siting and design, using traditional building styles, energy conservation and innovation that respects the distinctiveness of character within particular parts of the AONB.</p>	<p>DTT3: Provide and promote design guidance.</p>

³ Transport includes walking, cycling and horse riding as well as road and rail transport.

DTA3: Devise and promote measures for the design, provision, and management of transport infrastructure facilities which respect the special qualities of the Cotswolds AONB.	DTT4: Provide and promote design and maintenance guidance and promote best practice with respect to transport matters.
	DTT5: Work with the Transport Working Group to achieve consistency of approach to transport matters across the AONB.
DTA4: Encourage the provision of an adequate level of affordable housing ⁴ within the Cotswolds AONB including for those who care for the landscape.	DTT6: Work with the Planning Working Group to secure consistent affordable housing policies in Local Development Frameworks.
	DTT7: Work with Rural Housing Enablers to identify opportunities for affordable housing.
DTA5: Encourage and promote the increased use of buses, trains, cycling and walking through Local Transport Plans, Rights of Way Improvement Plans and other measures.	DTT8: Provide and promote guidance and timetables to link public transport with opportunities to explore the Cotswolds.
	DTT9: Develop further and implement a guided walks programme accessible to all and with links to public transport.
	DTT10: Contribute to the preparation of Local Transport Plans and Rights of Way Improvement Plans.
	DTT11: Work through the Transport Working Group to achieve improvements in public transport services.
DTA6: Monitor proposed changes to services and access to those services and pursue the maintenance of at least the current level of service.	DTT12: Set up monitoring systems with service providers.
	DTT13: Respond to proposed changes in service provision or access to services.
DTA7: Contribute to the formulation of strategies, plans and policies impacting upon communities and their environment within the Cotswolds AONB.	DTT14: Respond to consultations on such strategies, plans and policies.

NOTE: Policies PTP 2, 4, 5 and 6, Actions PTA 4, 5, 6 and 7 and Tasks PTT6, 7, 11, 12, 13, 14 also seek to foster the economic and social well-being of people living in the AONB by promoting sustainable communities and a viable rural economy.

⁴ Affordable housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market, Planning Policy Statement 3.

AWARENESS AND APPRECIATION

Policies	
<p>AAP1: <i>That there is greater awareness and appreciation by those who live in and around the AONB, work in or visit the Cotswolds, of the purposes of designation, the special qualities of the AONB and the positive benefits of actively experiencing and helping to sustain them.</i></p> <p>AAP2: <i>That landowners and the public have a greater awareness of the positive benefits obtained by sustainable land management in conserving and enhancing landscape character and how they can support this by the production and consumption of the goods, products and services provided by such management.</i></p>	
Actions	Tasks
<p>AAA1: Take action to promote greater public understanding of the significance of the landscape, its management requirements and the benefits of actively experiencing the special qualities of the AONB.</p>	<p>AAT1: To interpret, provide and promote guidance on the significance of the landscape, its special qualities, opportunities for access, and management requirements.</p>
	<p>AAT2: To provide events and outreach opportunities to improve the Board's interface with the public.</p>
<p>AAA2: Make people more aware of the opportunities provided by the AONB for enjoyment, appreciation, and active conservation as well as a resource for economic activity.</p>	<p>AAT3: To interpret, provide and promote guidance on the opportunities provided by the AONB for enjoyment, appreciation, and active conservation as well as a resource for economic activity.</p>
<p>AAA3: Promote the dissemination of public information and accessible advice for land owners regarding land management techniques to conserve and enhance the AONB.</p>	<p>AAT4: To work through the Farming Forum and other methods, including the Board's website, to provide information regarding land management techniques.</p>
<p>AAA4: To promote the production and consumption of the products, goods and services that help conserve and enhance the AONB.</p>	<p>AAT5: To provide and promote information regarding the products, goods and services produced in the AONB.</p>
<p>AAA5: To encourage and support inclusive public involvement and commitment to the future planning of communities and the countryside.</p>	<p>AAT6: To provide and support guidance for the preparation of Parish Plans.</p>
<p>AAA6: To provide advice and guidance on local distinctiveness throughout the AONB and encourage provision by others. This will include advice on design in towns and villages, the design of agricultural building conversions, the retention and restoration of locally distinctive features and the promotion of best practice.</p>	<p>AAT7: Provide and promote information about the historic environment for householders, farmers, landowners and land management advisers within the Cotswolds.</p>
	<p>AAT8: Maintain contact with organisations involved in managing the historic environment of the area, and facilitate dialogue between them through the Historic Environment Working Group.</p>

	<p>AAT9: Encourage the production of, and contribute to the development of, strategies, design guidance and Supplementary Planning Documents which promote the conservation and enhancement of the historic environment.</p>

NOTE: Policy AAP2, Actions AAA2, 4 and 5 and Tasks AAT3, 5, and 6 also seek to foster the economic and social well-being of people living in the AONB by providing opportunities to develop sustainable communities and a viable rural economy.

ENJOYING AND EXPLORING

Policies	
<p>EEP1: That visitors and the tourism industry understand the need for, and support the conservation and enhancement of, the special qualities of the AONB as the key assets upon which tourism in the Cotswolds is based.</p> <p>EEP2: That the tourism industry makes a vital contribution to the Cotswold economy while at the same time seeking to manage in a positive and sustainable manner the pressures tourism places on the natural beauty of the AONB.</p> <p>EEP3: That there is a coordinated approach to the appropriate management and promotion of public access and quiet recreational activities with planning to ensure access for all.</p>	
Actions	Tasks
EEA1: Support strategies for the provision and management of tourism and visitor requirements in ways which are of high quality and are economically, socially and environmentally sustainable, and which fully respect the natural beauty of the Cotswolds.	EET1: To work with the Cotswolds and Forest of Dean DMO and other DMOs ⁵ to implement elements of those strategies relating to sustainable tourism in the Cotswolds.
EEA2: Research and implement green tourism initiatives.	EET2: To implement an initiative whereby voluntary financial contributions are obtained from visitors for the management of, and access to, the Cotswolds landscape and encourages tourism businesses to achieve Green Tourism Business Scheme (GTBS) accreditation ⁶ .
	EET3: Investigate securing European Charter for Sustainable Tourism status for the Cotswolds AONB.
EEA3: To support further opportunities and facilities for quiet recreational activity, public enjoyment and understanding of the special qualities of the AONB, and the improvement of health and well-being for both residents and visitors, and managing those activities which may adversely affect those qualities.	EET4: To maintain and develop further a guided walks and events programme in association with partner organisations to provide access opportunities for all.
	EET5: To maintain support for the Cotswolds Voluntary Wardens and volunteering for the management of the AONB landscape, and access and interpretation opportunities.
	EET6: To develop and implement a programme linking the AONB with the most deprived wards around the AONB to provide opportunities for access, quiet recreation and landscape conservation.

⁵ Other DMOs operate in Oxfordshire, Wiltshire, Bath, Worcestershire and Warwickshire.

⁶ For details of the accreditation scheme, see www.green-business.co.uk.

<p>EEA4: To encourage and promote during the plan period the increased use of rights of way by all in a coherent, way through Local Transport Plans, Rights of Way Improvement Plans and other measures.</p>	<p>EET7: To work with transport providers to secure improved links with recreational opportunities.</p>
	<p>EET8: To be involved in the formulation of consistent Local Transport Plans and Rights of Way Improvement Plans and the promotion and management of the Cotswold Way National Trail.</p>

NOTE: Policy EEP2, Action EEA1, and Task EEA1 seek to foster the economic and social well-being of people living in the AONB through the development of a viable rural tourism economy.