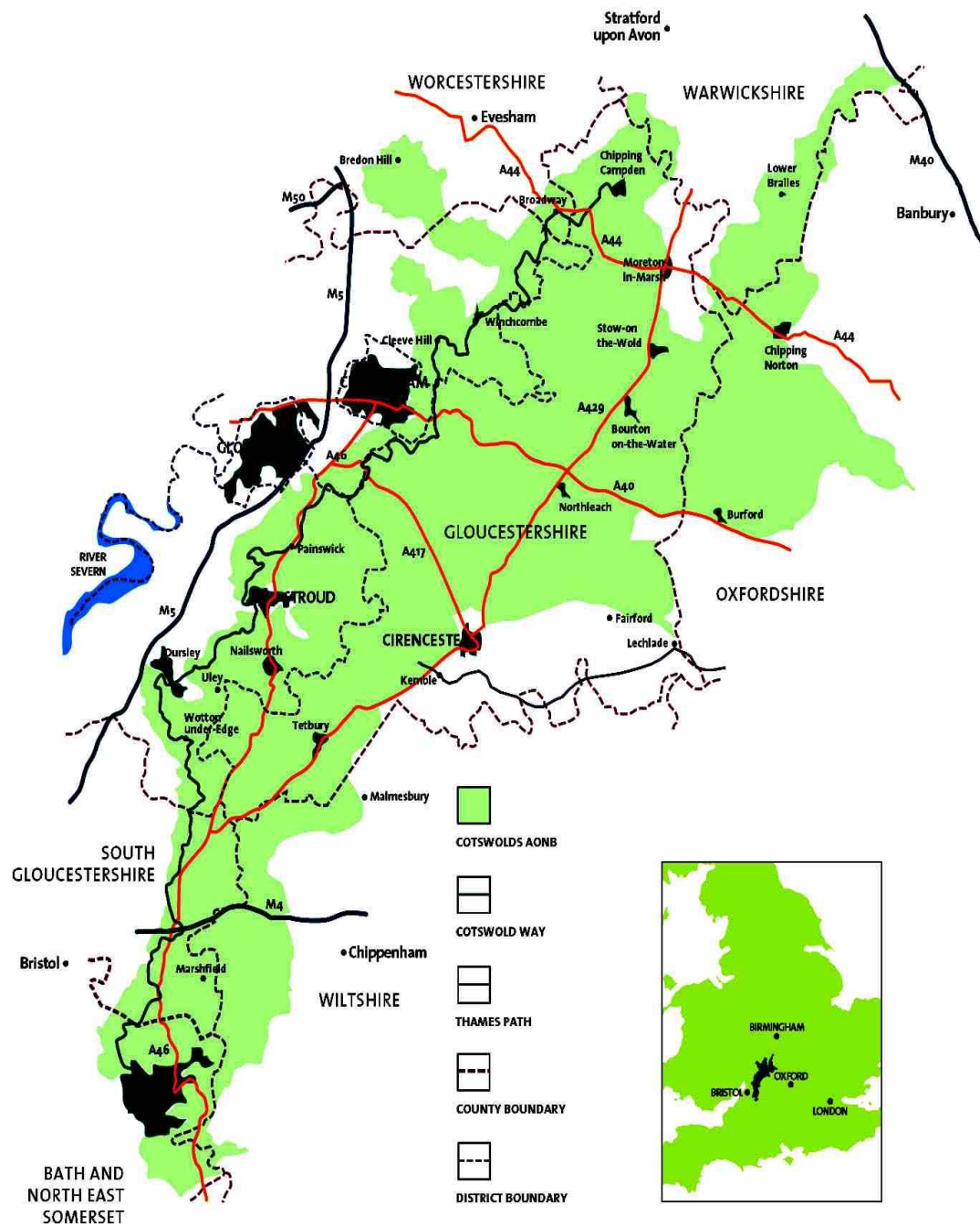


The Cotswolds AONB

Reflections and future strategies





Purpose

Designation:

- Conserve and enhance natural beauty

Board:

- Conserve and enhance the natural beauty of the AONB
- Increase public understanding and enjoyment of the special qualities of the AONB
- In doing so – to seek to foster the economic and social well being of local communities within the AONB

What do we conserve?



LCA Special qualities

- Unifying geology
- High Wold – open/elevated
- Dry stone walls
- Grasslands
- Tranquillity
- Distinctive settlements
- Accessibility
- Historic associations/legacy

Public's special qualities

- Rolling hills and valleys
- Pretty villages
- Dry stone walls
- Local stone
- Unspoilt/timeless
- Views
- Access
- Landscape

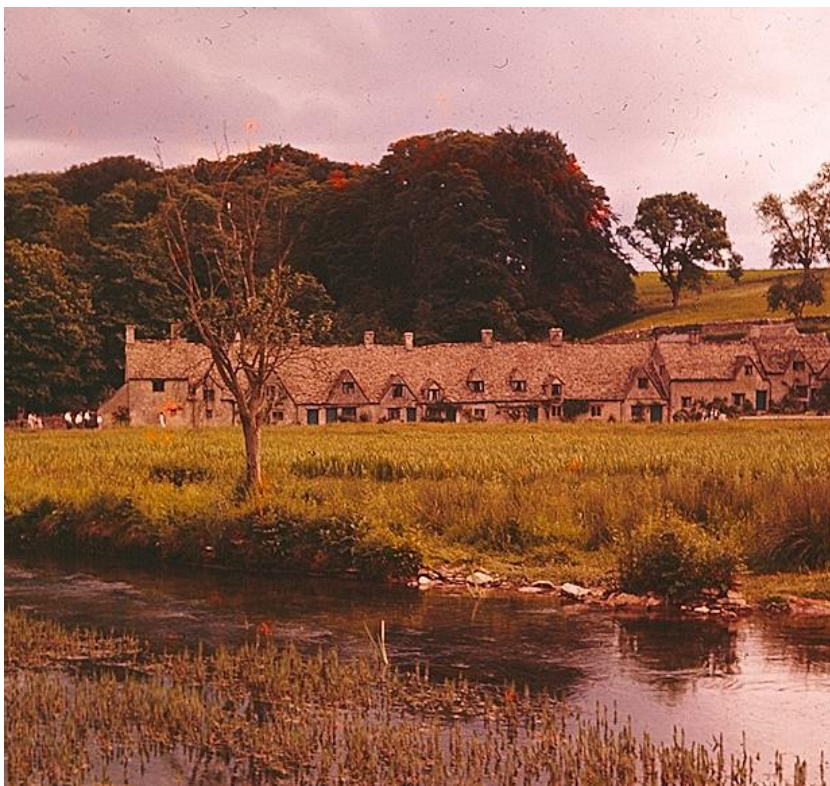
Landscape changes?

- 60% - stayed the same
- 40% identified change – but the focus is on
 - +ve - better access, less neglect of buildings
 - -ve - more traffic, more tourists



Landscape changes

1960's



2017



Landscape changes

2008



2016



Drivers of change

- Globalisation
- Climate Change
- Government & EU policy
- Pests & Disease e.g. Grey squirrel, ash dieback, BTb
- Energy
- Population

Future strategies

- Prove landscape does change – Cotswolds@50
- Identify what is important



Future strategies

- Demonstrate value – its not just a nice place
 - Rural business - £337m GVA dependent on AONB
 - Jobs inc 9,720 critically dependent on landscape quality
 - Farming £800m
 - Tourism – 23 million day visits, worth £1bn
 - Public water supply – 500m litres a day to Thames water alone
 - Carbon? Timber? Energy?



Future strategies

- Discuss options and interventions and trade-offs - e.g. Trees v views
- Agree what to aim for



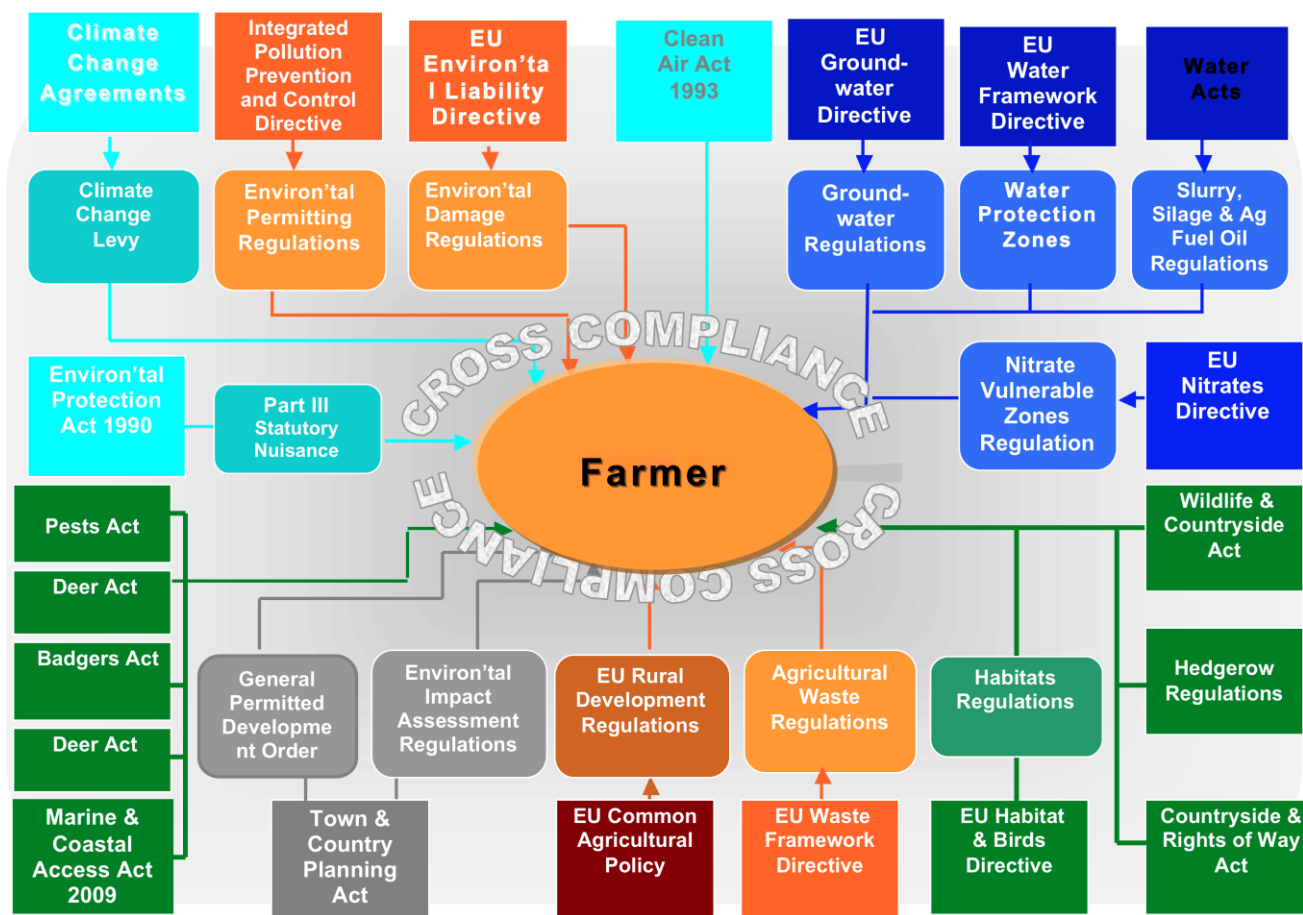
Future strategies

- Devise strategies and policies
 - Cotswolds AONB Management Plan
 - Landscape Strategy & Guidelines
 - Climate Change Strategy
 - Post Brexit farm support



Future strategies

- Simplify the offer



After Penlington 2009.

Find out more:

www.cotswoldsaonb.org.uk

Search: Cotswoldsaonb

