



## Theme 4 - Towards a sustainable economy

“Retain the landscape  
but encourage suitable  
rural businesses  
to increase local  
employment”

Sixpenny Handley, 2nd June 2003

## Background

Cranborne Chase and West Wiltshire Downs AONB is a high quality landscape. Far from being a 'constraint' on economic development, the maintenance of the high quality environment of the AONB is essential for some of its key economic sectors, and underpins a number of others.

Historically, agriculture and forestry have always been important sectors within the AONB economy.

Reduction in numbers of full time farmers and decreasing numbers of livestock in recent years may have a serious effect on the special qualities of the landscape.

There is increasing awareness of the role that wood fuel could have in enhancing the management of woodland.

Local Action for Rural Communities, together with other prospective funding, has the potential to address issues such as improved access to services, increased access to qualifications, skills and better promotion of local products.

### Community Priority 7:

*Support the rural economy in ways that are sustainable*

#### Topics:

- Local Economy and Employment
- Rural Land Management
- Recreation, Tourism and Access

## Local economy and employment

### Overview

Parts of the AONB have good access to London and the South East via the A303, which connects to the M3 to the east and to the A30 and Exeter to the west. The A36 route from the eastern boundary to the M27, Southampton and its Container Port, may also have an important influence on the area. The railway line from Exeter to Waterloo crosses the AONB roughly east-west, through Tisbury. Poole's perceived need for a fast route northward to the M4 and Bristol, means the A350 corridor has been in the spotlight for many years.

The boundary of the AONB touches several market towns including Salisbury, Blandford Forum, Shaftesbury and Warminster. It also abuts the SE Dorset conurbation adjoining Wimborne Minster on its southern boundary. The proximity of these towns, together with the regional centres of economic activity, results in an outward-looking economy. Between 1995-2000, employment growth in and around the AONB was strong, growing by 25%.

While Broadband coverage is largely now complete across the AONB, the speed of this connection is not ideal in some areas. Mobile phone reception is very poor in some areas and this poor communication network hinders the establishment and running of local businesses, although there are instances where small businesses appear to be thriving, for example in and around Teffont.

More people move into the area to retire than to work. As a consequence, there is a reduced active rural workforce and a loss of essential rural skills. There is a greater need for the active workforce, particularly the young, to commute to employment opportunities. Initiatives such as Wiltshire 'Wheels to Work' and the 'Dorset Scooter' Schemes have been very successful but they have limited coverage and are prey to constant financial uncertainty. More sustainable solutions are required.

Businesses can derive a benefit from operating in a protected landscape. The environment is a collection of assets which can provide a stream of benefits so long as they (the assets) are not depleted. Cranborne Chase and West Wiltshire Downs AONB is a high quality landscape that can be marketed as a business asset.

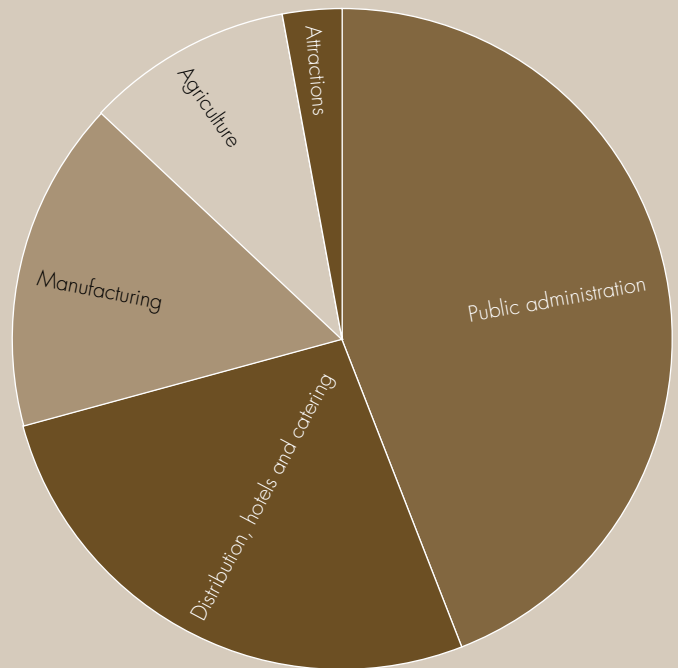
Businesses should, however, be closely related to the AONB. It would be inappropriate, for example, to establish businesses that transport bulk goods into the AONB, to then distribute them outwards. Such facilities are more appropriate to edge of town locations or industrial parks where their activities would not conflict with AONB purposes.

## Employment sectors

Historically, agriculture and forestry were important sectors within the AONB. Current figures suggest agriculture is not the major employer but it is a fundamental component of the local economy within the AONB by managing land and landscapes that bring benefits to other sectors, particularly in tourism and recreation. It provides the basis for related jobs, such as in the food processing, retailing, catering and transport sectors. Whilst there are concentrations of agricultural activity in the central areas of the AONB, the majority of employment is in public administration, hotels, catering and manufacturing outside the AONB.

In 2000, the five main employment sectors of the economically active population were:

- **Public administration - 38% of total** - Situated on the outskirts of Salisbury, the hospital and research laboratories provide 90% of employment in the local Ebble Ward. Similarly, East Dorset District Council and Dorset Healthcare NHS Trust offer the majority of public administration opportunities, whilst near Blandford Forum, within the AONB, an army communications camp employs a large body of administrative staff on site. Another substantial military establishment also exists in the Salisbury Plain area, within commuting distance of the AONB.
- **Distribution, hotels and catering - 23% of total** - This sector comprises opportunities centred around the leisure industry and is concentrated in pubs, restaurants, hotels and B&Bs. Distribution represents approximately 15% of employment within this sector (3% of total employment) perhaps constrained by limited infrastructure both within the AONB and links to other centres of economic activity.
- **Manufacturing - 14% of total** - This is an important sector with a concentration around Mere, due to the activity of the Deads Maid Quarry Industrial Estate and the Mere Hill Brush Company.
- **Agriculture - 8.7% of total** - Approximately 1,700 people make up the direct agricultural labour force within the AONB. This suggests that a substantially higher percentage of the AONB's workforce is employed in agriculture, than in the South West as a whole (1.5%).
- **Attractions - 2.5% of total** - Despite its relatively small base, tourism is a potential growth sector. Sustainable tourism development could diversify the local economy. There are several successful local attractions, such as Cranborne Manor Gardens, Longleat and Stourhead, all inside the AONB boundary, but many areas are without opportunities for overnight stays, which limits income from this sector.



administered by the South West Regional Development Agency (SWRDA) and by August 2008, a bid was successful in attracting £2.85 million in to the AONB and adjacent areas under the Local Action for Rural Communities scheme heading.

The AONB and the Community Partnership Executive of North Dorset (CPEND) jointly prepared the bid entitled 'Sowing SEEDS' (Figure 9). It was developed to support innovative activities and projects by rural communities, businesses (including farmers, growers and foresters) and community organisations within the area. 'Sowing SEEDS' now offers opportunities for rural regeneration initiatives, many of which will be based on the high quality environment and the special qualities of the AONB.



Please refer to **Map 12** in the accompanying guide

Between 2008 and 2013, a Local Action Group, made up of representatives from the local community, will decide which community based initiatives or projects will receive funding from 'Sowing SEEDS'.

This funding is the first of its kind to cover the entire AONB area and beyond to the west and offers new prospects to local communities of all ages, with innovative project ideas.

## Local Action for Rural Communities

The Rural Development Programme for England (RDPE) (2007-2013) aims to support the creation of genuinely sustainable farming, forestry and food sectors, whilst also bringing together wider benefits for the economy, the environment and rural communities. Under the Local Action for Rural Communities the South West RDPE funding is

<b>Supporting rural businesses</b>	By increasing collaboration between businesses in the food and drink sector, reducing the supply chain, providing training opportunities and promoting the sector.
<b>Enhancing and conserving the environment</b>	By improving the appreciation and understanding of the environment by local people and businesses.
<b>Empowering young people</b>	By creating a lasting Youth Local Action Group (LAG) with increasing confidence and skills.
<b>Developing opportunities from Local Culture and Heritage</b>	By developing a range of exciting and innovative projects developed by local communities.
<b>Sustaining Local Communities</b>	By engaging the local community in addressing their own needs through experience and knowledge from older people, partners in the area, community groups and younger people alike.

Figure 9: 'Sowing SEEDS' encompasses:

## Special characteristics

- Generally the AONB has an outward looking economy.
- There is a concentration of employment in public administration, creating a dependence on a few large employers.
- The majority of employment opportunities are in the boundary towns with less than 20% located in the rural centre.
- Strong 'high tech' business growth at the periphery of the AONB contrasts with a relatively weak new business start-up rate for the area as a whole.
- The rural areas are characterised by low value added manufacturing and low local wage levels.

## Key issues

**Business opportunities** - There is poor infrastructure, particularly relating to public transport in remote rural areas, access to services and slow broadband communications technology. Many residents want to work locally or from home but cannot do so effectively.

The rural areas of the AONB need businesses that market their products at a sale price far higher than the cost of production - high valued added manufacturing.

The tourism sector is under-developed and needs additional accommodation, public transport and local services for

visitors to attract over-night stays. Tourism partnerships need support<sup>1</sup>.

**Training opportunities** - There is a need for training opportunities to be provided locally, within the AONB. Most people who wish to retrain or improve qualifications/skill levels currently need to travel outside the AONB. Younger people, especially, are disadvantaged when they have to rely on public transport.

**Better promotion of local products** - A need exists to diversify across all sectors but perhaps particularly within the land based economy, adding value through the sale and promotion of local produce.

### OBJECTIVES

<b>O</b>	Local communities benefit from rural regeneration opportunities that help conserve and enhance the AONB and its setting.
<b>P</b>	The local economy is supported and valued by communities and visitors alike.

### POLICIES

<b>O1</b>	Utilise opportunities within the England Rural Development Plan, and other initiatives and funding schemes, to achieve the needs of the local economy and objectives of AONB designation.
<b>P1</b>	Support local businesses, and those in close proximity to the area, that embrace sustainable development principles and the objectives of AONB designation.

See also landscape, agriculture, forestry, roads, traffic and rights of way, sustainable rural communities, awareness and understanding.

## Rural land management

### Overview

Land ownership in the Cranborne Chase and West Wiltshire Downs AONB is diverse being owned by public bodies, companies, trusts, family partnerships and private individuals. Much of the land is down to agriculture, woodland and forestry.



Please refer to **Map 13** in the accompanying guide

The AONB has a higher proportion of farmland than would be expected in either the South West or South East Regions. In 2007, just over 82% (80,700 ha) of the AONB

1. The local Destination Management Organisations are: Visit Wiltshire - [www.swtourism.co.uk/partnerships/dmos/destinations/Wiltshire.ashx](http://www.swtourism.co.uk/partnerships/dmos/destinations/Wiltshire.ashx) and the Dorset Destination Management Partnership - [www.dorsetdmo.co.uk/](http://www.dorsetdmo.co.uk/)

(981 square kilometres)<sup>2</sup> was under agriculture and over 14,700 hectares under forestry. Within the AONB, there is a total of 844 hectares of Forestry Commission managed land in seven properties. The vast majority of woodland within the area is in private ownership.

The rich ecological diversity, wealth of archaeological treasures and distinct landscape of different character areas is due, in part, to the stewardship of land managers over past generations and to the commitment of many today.

Arable farming covers just over half of the AONB with another third under grassland. This has remained stable for some years. Livestock farming is in decline, with falling stocking levels. Diversification, re-connecting with local markets and promoting local food and produce are a means by which some are adapting to change. However, viable livestock systems must be maintained as grazing is a means to conserve flower rich chalk grasslands and the open landscape. Farmers markets, cooperatives and local branding are all relevant and have been developed to some extent throughout the AONB.

The AONB supports the continuance of ancient/veteran trees and significant woodland cover, from ancient semi-natural broadleaved through to coniferous shelterbelts associated with the arable landscapes. Particularly well-wooded areas are found around Cranborne Chase, on the Pen Selwood and Longleat Hills and on the plateau areas of the West Wiltshire Downs. There are substantial tracts of ancient woodland (over 7,000 h) high in ecological value. These include areas of existing ancient semi-natural woodland (ASNW) and ancient woodland where the broadleaves have been removed and the site replanted with non-native species (known as planted ancient woodland sites (PAWS)). Whilst ASNW is a habitat that currently adds significantly to ecological biodiversity, PAWS present a key opportunity for habitat restoration (Map 8).

Interest in woodlands is nurtured in the AONB by the Cranborne Chase Woodfair. Inaugurated in 2007 by the AONB team, it attracted 6,200 people; involved 120 local businesses; and opened up a new shop window for woodland and other local products from this area.

## Agri-environment schemes

The agri-environment schemes represent an excellent way to achieve landscape scale improvements in all aspects of land management. They are the largest single public

investment in this area, generating some £3.5 million of grant aid per year (Figure 10).

<b>Single Payment Scheme</b>
All farmers are compensated for carrying out their activities in an environmentally sensitive manner.
<b>Optional Targeted Schemes</b>
Environmental Stewardship Scheme is the primary way in which land owners are paid to carry out environmental improvements. The uptake of this scheme in the AONB is above the national average with 214 Entry Level agreements (out of 845 farms in the AONB), 26 of which are Organic Entry Level and 13 Higher Level agreements (linked to the management of important heritage features).
<b>Due to end by 2014:</b>
Countryside Stewardship agreements 122 holdings
Habitat Scheme agreements 16 holdings
Environmentally Sensitive Area Scheme 84 holdings

Figure 10: Two types of agri-environment payments

The AONB commissioned a research project Strengthening Landscape Character through Entry Level Environmental Stewardship in 2008<sup>3</sup> which fed into the Review of Progress for the Scheme 2007/2008. This indicates that uptake of environmental stewardship within the AONB is above the national average (see figure 11). This work will also contribute to the Environmental Stewardship Scheme review in 2010 and Common Agricultural Policy reform in 2013.

	National Target (Proportion of total area of farmed land in England)	England		Cranborne Chase and West Wiltshire Downs AONB	
		Area (ha)	% of farmed area (9,200,000 ha)	Area (ha)	% of farmed area (87,317 ha)
ELS	60%	4,394,466	48%	44,768	51%
OELS	4%	268,898	3%	5,491	6%

Figure 11: Uptake of Environmental Stewardship in the AONB

## Woodland management

During the 16th and 17th centuries, vast flocks of sheep were folded onto arable land overnight. This required large tracts of hazel coppice to be maintained for hurdle

2. DEFRA state that estimates are based on a sample survey and are therefore subject to a degree of sampling error.

3. 'Strengthening Landscape Character through Entry Level Stewardship', Dr Jemma Batten, Black Sheep Countryside Management August 2008

making and fuel. The 18th and 19th centuries, and the World Wars, saw massive national woodland clearances, including clear fell within the AONB. There then followed rapid and extensive afforestation, sometimes with unsuitable species or in unsuitable areas, from the 1940s to the 1990s. There are also many woodlands created as game coverts. These are often poorly designed or planted in unsuitable locations. However, game shooting is one of the main reasons for woodland management in the AONB and sensitive management of game shoots can contribute positively to species and habitat conservation<sup>4</sup>.

The national approach to sustainable forestry is set out in A Strategy for England's Trees, Woods and Forests, published in 2007. The South West Regional Woodland and Forestry Framework 2005 identified how the region can benefit more from its woodlands. At the county level, the Dorset Trees, Woods and Forest Strategy provides a framework for action through the Woodlink initiative in the southern two thirds of the AONB.

In 2009, this AONB plans to continue research into the woodlands of the area, in order to publish detailed guidance for AONB woodland policy and management.

## Special characteristics

- The agricultural character of the AONB is typified by arable cropping, especially the south-eastern sector and on the West Wiltshire Downs.
- The Vale of Wardour and the north-western edge of the area are mostly grasslands.
- A typical AONB farm is slightly larger than the regional average and consists of predominantly arable land with some permanent pasture and woodland. It is the mixed nature of the holdings that contributes significantly to the special qualities of the landscape and its biodiversity.
- The mosaic of broad-leaved, mixed and coniferous woodland, shelterbelts, copses, hedgerows and veteran trees is a distinctive and key element in the AONB landscape.
- Hill top copses are especially characteristic.
- Cranborne Chase is particularly notable for its unusually high proportion of ancient woodland within a chalk landscape. This is largely due to its historic status as a royal hunting area. Remnants of the royal forests of Selwood and Gillingham also survive in the AONB.

4. Blake, D. 2007 *Raising Our Game - a survey of game management in the Cranborne Chase and West Wiltshire Downs AONB*.



## Key issues

**Climate change** - Climate change and mitigation strategies may affect the choice of crop grown and hence the landscape character of the AONB.

**Commodity prices** - As the value of arable crops rise, many farmers now look to the open market for their income, so reducing the influence of state support. While the arable sector seems stable, some price led changes do affect the landscape character of the AONB:

- greatly increased area of rape;
- reduced area of peas;
- ending of 'set-aside' land category;
- increased area of grassland; and
- a move from winter to spring sown barley.

**Agriculture in decline** - Though part-time farming has increased, 101 full-time farmers have been lost. A major decline can be seen in livestock numbers with over 7,000 fewer cows and calves, 13,800 fewer sheep and 4,000 fewer pigs<sup>5</sup>. This has implications for the AONB's biodiversity as flower-rich grasslands are best managed by grazing and arable monoculture techniques can reduce insect and flower populations.

1	Rising cost of fuel.
2	Rising cost of nitrogenous fertilizer and the possible extension of Nitrogen Vulnerable Zones.
3	Pressure to produce additional environmental stewardship in return for government support.
4	Changes in the natural water regime (precipitation, evapotranspiration, as well as surface and underground run-off).
5	Further contraction of the labour and skills base.
6	New pathogens may lead to a further reduction in the number of grazing animals and increased costs for enhanced bio-security.
7	Lack of support services, such as local abattoirs.
8	Growing rules and regulations (there are over 200 public documents relating to farmland outputs and farm management <sup>6</sup> ).

Figure 12: Eight key challenges facing agriculture

**Biomass fuels** - Trees and woodlands can be a sustainable bio-mass resource. The attraction of wood fuel is growing fast as oil prices rise and people seek more sustainable lives.

**Ancient woodland management** - Ancient semi-natural woodlands and plantations on ancient woodland sites continue to be vulnerable to ecological isolation, poor management and other direct and diffuse threats such as pressure to remove dangerous trees.

**Invasive non-native species** - Japanese Knotweed, Himalayan Balsam and Rhododendron are increasingly common in the AONB and threaten the sustainability of woodlands and other habitats by increasing operational costs and destroying biodiversity (See page 32 - Biodiversity).

**Deer management** - Continuous cover forestry with natural regeneration will require more effective management of the deer population across the AONB, as the numbers and range of deer populations are all increasing. Rabbit and squirrel control measures may also need reviewing<sup>7</sup>.

**Access management** - The existing network of public Rights of Way, open access areas and permissive access extends throughout all land types. Well maintained facilities are respected with less potential for misuse and trespass. Increased access for vehicles, horses and walkers represents both an opportunity for land owners and a challenge for traditional activities such as game management, forestry operations and deer management.

## OBJECTIVES

<b>Q</b>	A sustainable countryside where diverse and viable agriculture, forestry and other land based enterprises support the demand for food, fuel and other produce in ways that conserve and enhance the landscape character and biodiversity of the AONB.
<b>R</b>	Landowners and managers protect, conserve and enhance trees, woodlands and chalk grassland as key components of the AONB landscape, alongside more uncommon features such as ponds and lakes.
<b>S</b>	The potential impacts of globalisation on land use and natural beauty are known and understood

## POLICIES

<b>Q1</b>	Support sustainable farm diversification and multi-purpose woodland management where it is appropriate to the AONB, integrates with the scale and landscapes of the AONB and accords with planning policy.
<b>Q2</b>	Encourage the provision of appropriate land based skills training that ensures the continuation of land management skills that conserve and enhance the landscape.
<b>R1</b>	Encourage national, regional and local land management policies to be consistent with the purpose of AONB designation.

5. DEFRA state that estimates are based on a sample survey and are therefore subject to a degree of sampling error.

6. Lane Use Consultants and Andrew Davis, 2008. Hampshire Downs Local Land Management Framework pre-pilot report of findings. Hampshire County Council and Natural England, Jan 2008.

7. MacDonald, D. & Baker, S. 2006 - The State of Britain's Mammals, Mammals Trust UK and WildCRU, Page 9.

<b>R2</b>	Encourage the inclusion of grant scheme options that are consistent with the purpose of AONB designation and encourage the maximum take-up by landowners and managers.
<b>S1</b>	Endeavour to identify specific impacts of globalisation on the special qualities of the AONB and indicate a policy or policies which would help maximise any potential positive impact and minimise any potential negative impact.

See also policies for landscape, biodiversity, planning and transportation, rural economy, awareness and understanding

## Recreation, Tourism and Access

### Overview

It is widely recognized that the high quality environment of the South West is the key driving force behind tourism in the region. The South West Tourism 'Towards 2015 – A Tourism Strategy for the South West' reinforces the principle that any development and management of tourism must be fully consistent with the conservation and enhancement of the global and local environment. Cranborne Chase and West Wiltshire Downs AONB, with its stunning landscapes, wildlife and historic riches, offers a very attractive environment for local people and visitors alike.

One of the most distinctive features of the AONB is its extensive and diverse Rights of Way (RoW) network and open access areas. An accessible and well visited access network adds value to the local economy as businesses benefit from supplying services to the users of Rights of Way. There are 1,655 kilometres of RoW within the AONB offering immense opportunities for walking, cycling and horse riding. Users are frequently rewarded with spectacular panoramas unseen from the road. Many RoW are of historic importance originating as long distance, ridge top routes across the chalk. Medium to long distance routes include the Wessex Ridgeway Jubilee Trail and Monarchs Way; and parts of the Stour Valley and MacMillan Ways. The Wiltshire and North Dorset Cycleways also traverse the area.

Well maintained and managed byways open to all traffic provide opportunities for people with restricted mobility to access the more remote parts of the AONB. The routes are usually well defined and, provided that surfaces are in good condition, they are generally free from stiles, gates and other obstructions, so can easily be used by older people and families with young children, cyclists, and carriage drivers. There is a need for a byway/off road vehicle management strategy that deals with both public and land management access requirements.





The four County Councils have prepared Rights of Way Improvement Plans (RoWIPs) for their networks that reflect the modern patterns of demand and land use. RoWIPs explore linkages between the off-road network, permissive routes, open access areas, minor roads and local transport routes together with local facilities and services. They also strive to ensure the network is as accessible as possible to people with disabilities or who are disadvantaged. The County Councils each have committed and active Local Access Forums that bring all interested parties together to promote responsible access, particularly through the RoWIPs.

A pilot 'PATHWATCH' scheme is to be launched within the AONB during 2009. Being led by Wiltshire constabulary, it will enable the public to use a special phone number to report to the police any suspected illegal or irresponsible use of RoW. It will be part of a wider 'Rural Watch' initiative being undertaken by Wiltshire constabulary but mirroring a successful 'Pathwatch' scheme in Sussex. If the trial is a success, the intention is to bring the experience of the scheme to the attention of Dorset and Hampshire police forces.

Some attractions are consistently well visited, including Longleat House and Safari Park, Centre Parcs and the National Trust properties of Stourhead and Kingston Lacy. The archaeological and historic wealth of the AONB also provides a focus for many visitors. Old Wardour Castle, the medieval village of Wyck, Knowlton Church, Cley Hill Fort and Badbury Rings are but a few of the numerous sites worthy of a visit. Many well attended events take place annually within the AONB, the largest of which is the Great Dorset Steam Fair.

As a renowned royal hunting ground, Cranborne Chase was governed by its own laws until just 180 years ago. Many archaeological and historic features are still intact, with modern field archaeology being pioneered here through the excavations of General Pitt-Rivers in the 19th century. Examples of the majority of the different types of ancient monuments within the South of England are to be found within Cranborne Chase, making the area an unrivalled educational and recreational resource for both the specialist and the casually inquisitive. The AONB is also blessed with several publically accessible nationally important parks and gardens including Longleat, Kingston Lacy, Stourhead, and General Pitt-Rivers Victorian Pleasure Gardens at the Larmer Tree. These nationally important Victorian Pleasure Gardens contain a collection of colonial and oriental buildings and an open air theatre.

## Special characteristics

- The AONB has an extensive network of Rights of Way, open access and named routes, with a substantial number of routes not yet recorded on Definitive Maps
- There are diverse landscapes, wildlife, historic and cultural features attractive to visitors.
- A number of notable visitor attractions lie within the AONB.
- Whilst visitor numbers are relatively low, congestion can occur during the summer tourism season.
- The annual Great Dorset Steam Fair, within the AONB, is claimed to be the largest of its sort in Europe, is attended by many tens of thousands of visitors and can cause a multitude of problems such as traffic congestion and community safety.
- Local village businesses acknowledge the relatively high value of the tourist/visitor trade within the local economy.

## Key issues

- There is no overall visitor or tourism strategy for the AONB.
- There is a lack of AONB image or identity with a scarcity of AONB focused information or interpretation.
- Tourist Information Centre staff do not possess detailed knowledge about the AONB.
- The potential economic benefits of recreation and/or tourism are not widely realised, with few schemes promoting local food and drink or sustainable tourism, within the AONB.
- Peak visitor numbers can cause local congestion with few, if any, public transport schemes designed for visitor use.
- Visitor numbers and the range, type and location of potential visitor facilities are not regularly monitored within and around the AONB.
- Any increase in numbers of visitors is perceived to reduce tranquillity by some residents and visitors.
- There is insufficient funding to adequately maintain, waymark or improve all RoWs.
- RoWIPs should improve accessibility for all, although issues of inadequacy of RoW maintenance and signage persists in places, due to insufficient funding.
- Recurring conflict amongst some users of RoW endures and vehicular use does cause material damage in some areas.

## OBJECTIVES

<b>T</b>	The recreation and tourism sector is sustainable, contributes to the local economy and is in harmony with the distinctive visual, natural, historic and cultural qualities of the AONB.
<b>U</b>	Everyone has the opportunity to access and enjoy the special qualities of the AONB for quiet enjoyment and improved health and well being both from within and outside the AONB, in accord with the purposes of designation.

## POLICIES

<b>T1</b>	With relevant partners, develop an AONB-wide sustainable recreation and tourism strategy based on, and respecting, the special qualities of the AONB and purposes of designation.
<b>T2</b>	Investigate external funding opportunities to develop or support recreation, tourism, and access initiatives that are focused on the special qualities of the area.
<b>U1</b>	Encourage and assist local communities to take an active role in providing relevant information, interpretation, facilities and services for visitors in support of the special qualities of the AONB.
<b>U2</b>	Support Local Access Forums and the Rights of Way Improvement Plan implementation, funding and encourage consistency of approach towards access issues and AONB objectives.