



A vision for the AONB

“We must have
a living, working
countryside through
successful, profitable
farming”

Landowners and Farmers Forum,
10th December 2002

The vision of the Cranborne Chase and West Wiltshire Downs AONB was adopted after substantial public participation in 2004.

The Vision includes three subdivisions (environment, community and economy) that reflect the AONB's contribution to sustainability. Consultation in 2008 confirmed that the vision remains relevant and the AONB Partnership has agreed that this vision will not be changed until the full public consultation proposed in 2014.

Figure 2: Vision For 2029

From the past, present and into the future, this nationally recognised landscape sustains an evocative character that breathes a life of its own. 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.

Internationally important chalk rivers, diverse downland and vale landscapes are steeped in the evidence of human history, yet provide varied and prosperous livelihoods. The breadth and depth of historic land use still offers up its story in the landscape of today will not be changed until after full public consultation proposed in the run up to the next Plan review in 2014.

Whilst development pressures, global demands and climate change on land use continue as drivers of change, the quality of life in Cranborne Chase and West Wiltshire Downs remains high, with pro-active and sustainable AONB policies and actions in place to support the aspirations of those who live and work here.

Environment

A unique, tranquil and evolving landscape where remote downland contrasts with swathes of ancient woodland and vales. Distinctive local landscapes are conserved and enhanced by those who work and manage the land, nurturing a valued and treasured countryside for future generations. The AONB Partnership works with rural land managers to protect natural resources and implement climate change adaptation and mitigation measures. The natural environment, together with villages and hamlets, are the cornerstones of residents' quality of life, where diverse wildlife abounds within sustainably managed habitats linked across the landscape, equally celebrated for its historic and cultural features.

Community

Vibrant and balanced local communities enjoy a good quality of life and tangible community spirit. Villages offer key facilities and services that are accessible and responsive to local needs, whilst employment, training and education opportunities are varied. Sustainable development principles are welcomed by communities, who are mutually supportive and have a strong sense of pride in their area. Local traditions and the qualities and characteristics that make it such an attractive place in which to live are highly valued.

Economy

A diverse, thriving and sustainable rural economy in which agriculture, forestry and tourism are viable sectors enhancing and supporting the distinctive character of the AONB. An appropriately skilled workforce is employed within both traditional and diversified rural enterprises that are exemplars of a lively, prosperous and evolving rural economy.

