

## Arnside Silverdale AONB - Management Plan Review - Visions Assessment:

Original Vision Statement	Status	Comments	Vision approved January 2008	Pre-Adoption Vision
<b>Overall Vision</b>		<b>Arnside and Silverdale AONB</b>		
<p>The Arnside and Silverdale AONB is a distinctive and living landscape in which an intimate mosaic of low limestone hills, woodland, wetland, pastures and coastal scenery characterises much of the area.</p> <p>Important landscape and wildlife features, a diversified rural economy and vibrant local communities co-exist in harmony.</p> <p>Forces for change in the AONB, including demand for development, agricultural change, the threat posed by rising sea levels and other pressures are sensitively managed in ways that integrate the sustainable needs of local communities with the conservation and enhancement of this nationally important landscape.</p>	<p>Modified from original.</p> <p>Further altered after public / partner consultation Feedback.</p>	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. There was a clearly expressed desire from all members to include specific reference to the intertidal environment of the AONB, as the area's boundary does stretch a considerable distance into Morecambe Bay. It was also clear that reference to the built environment should also be included in the overall vision.</li> <li>2. A small number of criticisms were made about the length and over-wordy nature of the existing vision or difficulty in interpretation of the existing text.</li> <li>3. Several members wished to see enjoyment and understanding of the area by the public highlighted. This has been addressed.</li> <li>4. Three other members wished that the overall vision should include references to all the theme specific visions. (Editor Comment: Including all thematic visions in any form would result in an excessively long text and should be seen as un-realistic.)</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b> The review group decided to delete specific mention of sea level rise from revised vision as this can be dealt with as an issue or by specific objectives within the reworked management plan.</p> <p>Also they sought to clarify the second paragraph regarding the mutual inter-dependence of the community and conservation Revised vision is 121 words up from 92.</p> <p><b>Further comments received Dec 07/Jan 08:</b></p> <p><b>Exec Review Group direction to TOG:</b> Wildlife not sufficiently emphasised 1<sup>st</sup> para and at end of 3<sup>rd</sup></p>	<p><b>The Arnside and Silverdale AONB is a distinctive and living landscape, rich in wildlife. Each element of the intimate landscape mosaic of low limestone hills, woodland, wetland, pastures, limestone pavements, extensive intertidal mudflats, coastal scenery and distinctive settlements that characterise the area are conserved, enjoyed and cherished by all who live, work or visit the Area.</b></p> <p><b>The high quality landscape and wildlife diversity supports and is supported by a vibrant rural economy and strong diverse local communities.</b></p> <p><b>Forces for change, including the threats posed by climate change, demand for development, agricultural change and other pressures are sensitively and effectively managed in the AONB, in ways that integrate the sustainability of local communities with the conservation and enhancement of this internationally important landscape and its wildlife.</b></p>	<p><b>The Arnside and Silverdale AONB is a valued, distinctive and living landscape, rich in wildlife. Each element of the intimate landscape mosaic of low limestone hills, woodland, wetland, pastures, limestone pavements, extensive intertidal mudflats, coastal cliffs, saltmarsh and distinctive settlements that characterise the area are conserved, enjoyed and cherished by all who live, work or visit the Area.</b></p> <p><b>The high quality landscape and rich bio-diversity supports and is supported by a vibrant rural economy and strong diverse local communities.</b></p> <p><b>Change, including the threats posed by climate change, demand for development, agricultural change and other pressures are sensitively and effectively managed in the AONB, in ways that integrate the sustainability of local communities with the conservation and enhancement of this internationally important landscape and its rich bio-diversity.</b></p>

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<b>Theme 1 Vision:</b>		<b>Landscape and Rural Land Management</b>		
<p>The AONB is a tranquil, unspoilt and well-managed landscape in which its special rural character and local distinctiveness are appreciated and nurtured. A balance between characteristic tree cover, scrub and open land has been maintained. Woodlands are generally native broadleaf species, although ornamental planting provides historic features of interest in the landscape.</p> <p>This is a living, working landscape where employment in farming and woodland management goes hand-in-hand with the careful stewardship of the AONB's natural resources. Field boundaries are well cared for and traditional rural management skills, such as walling, are highly valued. Farming operates along sustainable lines and is diversified to include countryside recreation and other countryside enterprises that fit well with the special qualities of the AONB. Modern farming and woodland management techniques are employed in ways that maintain or enhance, not harm, the AONB's scenic beauty and conservation interest.</p>	modified	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. There was a clear preference for a more abbreviated statement than the current vision, as this was the longest of all existing vision texts. It was even thought in some cases that there was a need to split the vision into two. Re-writing the text with some reduction of words has been possible without splitting into two separate visions.</li> <li>2. There was a dislike of the use of the word "Modern" in the context of farm techniques as this is perhaps ambiguous.</li> <li>3. Several commented on the lack of mention of coastal and marine issues and some thought wetlands and saltmarshes need specific mention. This has been addressed through reference to inter-tidal and sea.</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b> The review group decided to delete specific mention of employment from revised vision as this can be better dealt with as part of the Communities vision as it concerns an economic development issue. Also they sought to clarify the third paragraph to reflect that the environment supports many and diverse products not necessarily derived from farming and forestry. Revised vision is 118 words down from 142</p> <p><b>Further comments received Dec 07/Jan 08:</b> Revised vision is now 119 words following grammatical change.</p> <p><b>Exec Review Group direction to TOG:</b> Unspoilt concept is difficult</p>	<p><b>The AONB is a living, working landscape, encompassing land, sea and intertidal elements, that is unspoilt, widely appreciated and well managed. The sense of tranquillity is strong. The Area's special qualities and distinctive landscape mosaic, comprising woodland, wetland, scrub and grasslands, are valued and nurtured.</b></p> <p><b>Farming, forestry, land management and energy production go hand-in-hand with careful stewardship of all natural resources. These operate along sustainable lines and are diversified to include countryside recreation and other enterprises that fit well with the special character of the AONB.</b></p> <p><b>Using both traditional and innovative management techniques, sustainable products are sourced from the landscape in ways that conserve and enhance the AONB's natural beauty, protect the historic environment and increase its biological diversity.</b></p>	<p>The AONB is a distinctive, intimate and complex limestone landscape, encompassing land, sea and intertidal elements. It is a living and working landscape that is unspoilt, widely appreciated and well managed. The sense of tranquillity is strong. The Area's special qualities and distinctive landscape mosaic, comprising wooded limestone hills, limestone pavements, wetlands, scrub, grasslands, parkland, coastal margins and historic features are valued and nurtured.</p> <p>Farming, forestry, land management and energy production go hand-in-hand with careful stewardship of all natural resources. These operate sustainably and are diversified to include countryside recreation and other enterprises that fit well with the special character of the AONB.</p> <p>Using both traditional and innovative management techniques, sustainable products are sourced from the landscape in ways that conserve and enhance the AONB's natural beauty, protect its historic environment and increase its biological diversity.</p>

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<b>Theme 2 Vision:</b>		<b>Seascape and Coastal Management</b> Not included in 2004 – 2009 Plan		
<p>The high visual appeal of the Bay has been preserved, with extensive views looking out over clean sands to the Lake District Hills to the North and out to the Irish Sea and coastal settlements to the South. The social/economic benefits of fishing in the Bay are enjoyed by the local community and is carried out sustainably and in harmony with natural productivity .</p> <p>Visitors and residents enjoy the environment for many kinds of quiet recreation, which occur with no conflict with the internationally important bird populations or the sense of tranquillity within the Bay.</p> <p>Sea level rise has been accommodated by the adoption of natural shorelines around much of the AONB coast, with engineered shorelines only constructed/maintained to protect unique habitats or vital infrastructure. The integrity of the Bay as an eco-system has been preserved with recent man-made structures being completely absent from the expansive vista of the land/seascape.</p>	<p>New vision then subject to further major modification</p>	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. Engineered solutions can be (almost) natural</li> <li>2. No comment</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b></p> <p>The review group decided to renumber this theme as Theme 2 to reflect its importance and relationship with the vision for <b>Landscape and Rural Land Management</b></p> <p>The group also decided to reword the vision to reflect the format of Vision 1.</p> <p>Sea level changes and issues such as managed-retreat or engineered shorelines can be more fully dealt with under individual issues and considering the Bay as an eco-system takes into account changes of the coastline</p> <p>Vision originally 150 words cut to 108</p> <p><b>Further comments received Dec 07/Jan 08:</b></p> <p>Revised vision is now 107 words following grammatical change.</p> <p><b>Exec Review Group direction to TOG:</b></p> <p>Vision loses too much in not mentioning the vistas of and from the Bay and the extent of views is of considerable importance.</p> <p>Natural processes need to dominate – not management activity</p> <p>Northern part not primarily a working seascape</p> <p>Manmade structures needs more thought</p> <p>Linking human activity to tranquillity as well as birds</p>	<p>The Bay is an unspoilt seascape with wide vistas and extensive views, dominated by natural processes. It is widely appreciated and well-managed. The sense of tranquillity is strong and the area’s special qualities are well understood. The distinctive mix of habitats, comprising sand and mudflats, saltmarsh, rock outcrops, cliffs and water-filled channels, is highly valued.</p> <p>Fishing in the Bay is carried out sustainably and the economic and social benefits are shared by the local community. Human activity in the Bay takes place without adverse impact on the internationally important bird populations or the feeling of tranquillity.</p> <p>The integrity of the Bay as an eco-system has been conserved and modern man-made structures are largely absent from the wide vista of the seascape.</p>	<p>Morecambe Bay is an unspoilt seascape with wide vistas and extensive views, dominated by natural processes. It is widely appreciated and well managed. The sense of tranquillity is strong and the area’s special qualities are well understood. The distinctive mix of habitats, comprising sand and mudflats, saltmarsh, rock outcrops, small bays, cliffs and water-filled channels, is highly valued.</p> <p>Fishing in the Bay is carried out sustainably and the economic and social benefits are shared by the local community. Human activity within the Morecambe Bay Special Protection Area takes place without adverse impact on the internationally important bird populations or the feeling of tranquillity and the integrity of Morecambe Bay as an eco-system has been conserved.</p>

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<b>Theme 3 Vision:</b>		<b>Natural Heritage</b>		
<p>The AONB is rich in natural resources with flourishing wildlife habitats and a range of nationally rare and protected species that are protected by international, national and local designation. Its importance as a core national and regional biodiversity resource is recognised, protected and enhanced. Biodiversity is an integral part of agricultural and woodland land management and of measures needed to manage the effects of sea level rise on estuarine and coastal habitats. Natural heritage is enjoyed and appreciated both for its inherent value and for the special contribution it makes to the beauty of this nationally important landscape.</p>	modified	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1 Wider area needs protection not just areas covered by designations.</li> <li>2 Several commented on the lack of mention of climate change and mitigation/carbon sequestration.</li> <li>3 Habitat re-location and managed retreat from existing coastline were raised by a few member as major factors to incorporate into any changes to this vision.</li> <li>4 development should enhance biodiversity</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b>  Considerable thought was focused on ensuring that emphasis was placed on the whole AONB rather than just those parts that are subject to conservation designations(SPA,SAC,SSSI etc) and that it is regarded as a whole eco-system. Mention of land management was removed as this is covered in another vision.  Vision is 90 words down from 94.</p> <p><b>Further comments received Dec 07/Jan 08:</b>  Revised vision is now 91 words following grammatical change.</p> <p><b>Exec Review Group direction to TOG:</b>  include international in wording of para 3.</p>	<p>The Area is a robust eco-system, with many flourishing wildlife habitats, which have a broad range of both common and nationally rare species. Rich habitats are common throughout the area, not just on sites protected by wildlife designations.</p> <p>Adaptation and mitigation of the local effects of climate change has been achieved.</p> <p>The Area's importance as an international, national and regional biodiversity resource is widely recognised and protected. Natural heritage is enjoyed and appreciated both for its own, intrinsic value and for the contribution it makes to the special qualities of this AONB.</p>	<p>The AONB is a robust ecosystem, with many flourishing wildlife habitats and a broad range of both common and nationally rare species. Rich habitats are common throughout the area, not just on sites protected by wildlife designations.</p> <p>Adaptation and mitigation of the local effects of climate change has been achieved.</p> <p>The AONB's importance as an international, national and regional biodiversity resource is widely recognised, protected and enhanced. Natural heritage is enjoyed and appreciated both for its own intrinsic value and for the contribution it makes to the special qualities of this AONB.</p>

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<b>Theme 4 Vision :</b>		<b>Historic Environment and Cultural Heritage</b>		
<p>There is widespread understanding that the AONB landscape is a cultural landscape, shaped over thousands of years by various types of human activity in combination with natural processes. The heritage assets of the AONB are sensitively managed and accessible for the public to enjoy. Appreciation of the AONB's historic and cultural heritage and its contribution to the modern landscape adds to the quality of life of local residents and visitors alike.</p>	modified	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. include reference to the patterns of the wider landscape</li> <li>2. Restoring traditional buildings to new uses supporting the local economy</li> <li>3. Reference the Limestone Heritage Project</li> <li>4. Two members were happy with it as it stands</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b> This was left little changed from the initial revision proposed after the Exec comments Vision is now 72 words up from 71</p> <p><b>Further comments received Dec 07/Jan 08:</b> Revised vision is unchanged following grammatical review.</p> <p><b>Exec Review Group direction to TOG:</b> Put Natural processes first</p>	<p>The AONB landscape is widely understood as a cultural landscape, shaped over thousands of years by various human activities and natural processes. Heritage assets are sensitively managed and accessible for the public to enjoy, with traditional buildings appropriately used.</p> <p>Appreciation of the AONB's historic and cultural heritage and its contribution to the modern landscape and the patterns marked on it, adds to the quality of life of local residents and visitors alike.</p>	<p>The AONB landscape is widely understood as a cultural landscape, shaped over thousands of years by both natural processes and a variety of human activities. Heritage assets are sensitively managed and accessible for the public to enjoy, with traditional buildings appropriately used.</p> <p>Appreciation of the AONB's historic and cultural heritage and its contribution to the modern landscape and the patterns marked on it, adds to the quality of life of local residents and visitors alike.</p>

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<b>Theme 5 Vision:</b>		<b>Communities – People, Jobs and Services</b>		
<p>Thriving local communities that appreciate and respect the special qualities of the AONB landscape and play an active part in its conservation. Communities are balanced, there is a broad cross-section of age groups, occupations and incomes, including families with children and it is not unusual to work within the AONB and still be able to afford to live in it. There are enough businesses and facilities to help support a thriving rural community. Education and training opportunities are available to foster a varied and viable rural economy that can retain local young people. Local businesses contribute to the conservation of the AONB through the production and use of a diverse range of local sustainable goods and through sustainable rural tourism.</p>	<p>Post-Exec revised vision subject to further modification by sub-Group</p>	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. Vision is okay, but affordability of housing is a major concern</li> <li>2. “Excellent aim” but age groups are already very imbalanced</li> <li>3. Mention renewable energy – locally sourced wood fuel providing employment</li> <li>4. Two members were happy with it as it stands</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b> Extensive editing removed the descriptions of what a well-balanced community comprised due to difficulty in such a broad definition, which would be better covered as issues. The revision proposed following the Exec meeting was also subject to a complete rewrite of the first part of paragraph 2 – regarding local business.</p> <p>Vision now 73 words down from 120</p> <p><b>Further comments received Dec 07/Jan 08:</b> Revised vision is now 75 words following grammatical change.</p> <p><b>Exec Review Group direction to TOG:ok</b> (Beware Social engineering)</p>	<p>The thriving local communities appreciate and respect the special qualities of the AONB and actively play their part in its conservation. Communities are well balanced, with access to affordable housing, local jobs, local products, services and facilities.</p> <p>Local businesses are successful, working in harmony with the unique assets of the area, contributing to and drawing sustainably on them.</p> <p>Education and training opportunities foster a varied and viable rural economy, which helps retain local young people.</p>	<p>The thriving local communities appreciate and respect the special qualities of the AONB and actively play their part in its conservation. Communities are well balanced, with access to affordable housing, local jobs, local products, services and facilities.</p> <p>Local businesses are successful, working in harmony with the unique assets of the area, contributing to and drawing sustainably on them.</p> <p>Education and training opportunities foster a varied and viable rural economy, which helps retain local young people.</p>

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<b>Theme 6 Vision:</b>		<b>Access, Recreation and Enjoyment</b>		
<p>A place where a sustainable approach to tourism and recreation encourages quiet enjoyment of the AONB landscape by visitors and local people alike, in ways that do not harm its character and quality. Visitors are made welcome and high quality information and interpretation increase their enjoyment of the AONB.</p> <p>The special qualities of the AONB are widely appreciated and respected. Rights of way are well maintained and signed and integrated with access land and with other facilities, including those that help the less able to enjoy the countryside.</p>	modified	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. Needs to take account of access to the coast</li> <li>2. Safety issues of inter-tidal need addressing</li> <li>3. Needs to link to sustainable transport</li> <li>4. Some emphasis of contribution recreation makes to the local economy is needed</li> <li>5. Canal restoration opportunities for the AONB</li> <li>6. Two members happy to use as it stands.</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b> Finding a way of briefly summarising the diversity of visitor that the AONB could and should attract gave rise to the ALL ARE WELCOME statement. Slight alteration from proposed renewed vision to reflect wider connection of access inside and outside the AONB Vision now 87 words down from 88 words.</p> <p><b>Further comments received Dec 07/Jan 08:</b> Revised vision is now 90 words following grammatical change.</p> <p><b>Exec Review Group direction to TOG:</b> Back to 13<sup>th</sup> Dec, re less able facilities</p>	<p>A sustainable approach to tourism and recreation encourages quiet enjoyment of the AONB by visitors and local people, in ways that support its character and special qualities. All are welcome and visitors enjoy a high-quality experience, with excellent information and interpretation helping their enjoyment of the AONB.</p> <p>The special qualities of the AONB are widely appreciated and respected. Access provision is well managed, integrated with other facilities and links to the wider countryside inside and outside the AONB and includes helping the less able enjoy the countryside.</p>	<p>A sustainable approach to tourism and recreation encourages quiet enjoyment of the AONB by visitors and local people, in ways that support its character and special qualities. All are welcome and visitors enjoy a high-quality experience, with excellent information and interpretation adding to their enjoyment of the AONB.</p> <p>The special qualities of the AONB are widely appreciated and respected. Access provision is well managed, integrated with other facilities and links to the wider countryside inside and outside the AONB and includes helping the less able enjoy the countryside.</p>

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<b>Theme 7 Vision:</b>		<b>Built Environment – Residential and other development</b>		
<p>The villages of the AONB are rural in scale and character and continue to retain their distinctive identities. The medieval roots of Warton, Beetham and the Yealands are still obvious, as is Arnside’s history as a Victorian resort and Silverdale still has its distinctive pattern of open spaces.</p> <p>The impact of necessary infrastructure, including signs and overhead wires, is minimised. Affordable housing is available to meet local needs and new buildings and conversions of redundant buildings respect the local context of the AONB and contribute to its beauty and distinctiveness.</p>	modified	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. Needs to refer to <u>all</u> historic structures</li> <li>2. Reference needed to major settlement impacts</li> <li>3. Support for good design and particularly carbon neutral buildings</li> <li>4. Needs to fully respect the historic context</li> <li>5. State the importance of design statements for AONB – otherwise use as it is</li> <li>6. Architectural &amp; archaeological heritage preserved</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b> Detail of medieval village layouts and the Victorian resort character should be dealt with in Objectives. Vision 63 words down from 90</p> <p><b>Further comments received Dec 07/Jan 08:</b> Revised vision is now 62 words following grammatical change.</p> <p><b>Exec Review Group direction to TOG: ok</b></p>	<p>The villages, hamlets and farmsteads of the AONB are rural in scale and retain their distinctive characteristics and historic patterns.</p> <p>Infrastructure impacts, from necessary signs, street-lighting and overhead wires, are minimised. Affordable housing meets local needs; modern development and conversions of redundant buildings meet high design standards and are carbon-neutral but still respect the local context, character and distinctiveness of the AONB.</p>	<p>The villages, hamlets and farmsteads of the AONB are rural in scale and retain their distinctive characteristics and historic patterns.</p> <p>Infrastructure impacts, from necessary signs, street-lighting and overhead wires, are minimised. Affordable housing meets local needs; modern development and conversions of redundant buildings meet high design standards, are carbon-neutral and respect the local context, character and distinctiveness of the AONB.</p>

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<b>Theme 8 Vision:</b>		<b>Traffic and Transport</b>		
<p>There is a variety of integrated and sustainable means for travel to, from and within the AONB. Public transport is easily accessible and well used both by visitors and local people, particularly the Lancaster – Barrow train service which is frequent and affordable. The impact of traffic on people’s lives is minimised. The local network of lanes and minor roads has a quiet character with ample space for horse riders and pedestrians and is not dominated by vehicles. Roads and parking areas in the villages are well maintained and designed to fit with, not detract from, the rural character of the AONB.</p>	modified	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. Safe space provided for riders/ cyclists and pedestrians mentioned by two members</li> <li>2. Trains from ALL stations ALL week!</li> <li>3. Parking work everywhere not just in villages</li> <li>4. New rail link at Carnforth will improve access to the AONB</li> <li>5. Biodiesel/electric car re-charging provision (or is this getting carried away)</li> <li>6. 1 vote for - Okay as it stands!</li> </ol> <p><b>Notes &amp; comments Review Group 28/11/07:</b> No changes recommended following initial rewording by AONB Officer as a result of Exec Meeting review. Vision 81 words down from 101</p> <p><b>Further comments received Dec 07/Jan 08:</b> Revised vision is unchanged following grammatical review.</p> <p><b>Exec Review Group direction to TOG:</b> well-used is better expression than popular</p>	<p>Sustainable transport is widely used for travel to, from and within the AONB and public transport is easily accessible by visitors and local people, particularly the train service, which is well used, frequent and affordable.</p> <p>The impacts of traffic are minimised and the local network of lanes and minor roads has a quiet character with ample safe space for horse riders, cyclists and pedestrians.</p> <p>Roads and parking areas are well maintained and fit in well with the rural character, of the AONB.</p>	<p>Sustainable transport is widely used for travel to, from and within the AONB and public transport is easily accessible by visitors and local people, particularly the train service, which is well used, frequent and affordable.</p> <p>The impacts of traffic are minimised and the local network of lanes and minor roads has a quiet character and is safe for horse riders, cyclists and pedestrians.</p> <p>Roads and parking areas are well maintained and fit in well with the rural character, of the AONB.</p>

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<b>Theme 9 Vision:</b>		<b>Environmental Education and Awareness</b>		
<p>The AONB designation is understood by the people that live, work and visit the area as recognising the national importance of its landscape and natural beauty. The national and international wildlife importance of the area is appreciated and the need for positive management is understood. The AONB's cultural heritage is conserved and enjoyed by all. People value and support the work of the AONB partnership in coordinating the management of the AONB.</p>	<p>Post-Exec revised vision subject to further modification by sub-Group</p>	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. Include built heritage and historic environment</li> <li>2. Organise an annual celebratory event to mark community involvement with the management of the AONB and raise awareness of the designation</li> <li>3. 4 members happy to use as is</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b> Significance of the designation is best dealt with as an Objective. The power to change lives and behaviour in favour of environmentally sound choices should be a clear message within this vision, rather than just "supporting the work of the AONB..." Vision is now 58 words down from 72</p> <p><b>Further comments received Dec 07/Jan 08:</b> Revised vision is unchanged following grammatical review.</p> <p><b>Exec Review Group direction to TOG:</b> need for active management is understood. Wildlife importance needs specific mention Split first para into 2 sentences</p>	<p>People understand and cherish the landscape and natural beauty of the area. The national and international wildlife importance of the area is appreciated and the need for active management is understood.</p> <p>The Opportunities for people to share their enthusiasm and experiences of the area are well developed.</p> <p>The natural, cultural and historic heritage of the AONB is valued by all for its intrinsic value and as an educational resource, inspiring people to take positive action within the AONB and the wider environment.</p>	<p>People understand and cherish the landscape and natural beauty of the area. The national and international wildlife importance of the area is appreciated and the need for active management is understood.</p> <p>The opportunities for people to share their enthusiasm and experiences of the area are well developed.</p> <p>The natural, cultural and historic heritage of the AONB is valued by all for its intrinsic value and as an educational resource, inspiring people to take positive action within the AONB and the wider environment.</p>

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<b>Theme 10 Vision:</b>		<b>Sustainability and Renewable Energy Generation</b>		
<p>Local residents, businesses and organisations show a high level of support for renewable energy generation, energy conservation and sustainable lifestyles.</p> <p>The scale, form, design, materials and cumulative impacts of renewable energy developments have been such that they have been satisfactorily assimilated into the landscape and built environment and do not harm the intimate landscape character of the Arnside &amp; Silverdale AONB and its surrounding areas. The developments do not impact adversely on the local community, economy, nature conservation, ecology, wildlife habitats or historical interests of the area.</p> <p>The AONB Partnership has successfully promoted small scale, local renewable energy generation initiatives that provide self-sufficiency in energy production and the renewable energy resources (such as woodfuel) produced in the AONB are managed sustainably and ecologically.</p>	<p>New vision then modified further</p>	<p><b>Notes &amp; comments by Exec Members:</b></p> <ol style="list-style-type: none"> <li>1. Sustainability should weave through all the other visions not be separate.</li> <li>2. No comment</li> </ol> <p><b>Notes &amp; comments by Review Group 28/11/07:</b>  Broader aspirations on sustainability were needed to help show the AONB as a beacon of sustainable development  It was thought support for the production of sound environmental goods should be targeted in the vision.  Vision originally 123 words cut to 105</p> <p><b>Further comments received Dec 07/Jan 08:</b>  Revised vision is now 99 words following grammatical review.</p> <p><b>Exec Review Group direction to TOG:</b>  Implementation not promotion  Insert schemes after energy generation and remove self sufficiency wording  Eco-system goods and services – meaning what? Is this covered better by inclusion at end of first para</p>	<p>Local residents, businesses, organisations and visitors all show a high level of support for sustainable lifestyles and take action to reduce their environmental impacts. Eco- system goods and services in the area are protected and reinforced by the actions of all.</p> <p>Sustainable-energy developments have been satisfactorily assimilated into the landscape and built environment and do not harm the character of the AONB and its surrounding areas.</p> <p>Energy-conservation initiatives and local, small-scale renewable energy-generation schemes have been successfully implemented. Renewable energy resources produced in the AONB are managed sustainably and ecologically.</p>	<p>Local residents, businesses, organisations and visitors all show a high level of support for sustainable lifestyles and take action to reduce their environmental impacts. Eco- system goods and services in the area are protected and reinforced by the actions of all.</p> <p>Sustainable-energy developments have been satisfactorily assimilated into the landscape and built environment and do not harm the character of the AONB and its surrounding areas. Energy-conservation initiatives and local, small-scale renewable energy-generation schemes have been successfully implemented. Renewable energy resources produced in the AONB are managed sustainably.</p>

Original Vision Statement	Status	Comments	Vision approved February 2009	Pre Adoption Vision
<b>Theme 11 Vision:</b>		<b>Organisation and Management of the AONB Partnership</b>		
<p>Not included in 2004 – 2009 Plan</p> <p>Added following feedback from Public and Partner Consultation work October – December 08</p>	<p>Not included in 2004 – 2009 Plan</p>	<p>New Section of the Management Plan suggested by Technical Officers Group</p> <p>Vision and issue written by D Askew (AONB Officer) – Policy Response and Objectives by L Barron (AONB Manager)</p>	<p>The AONB Partnership will be the recognised champion for the Arnside and Silverdale Area of Outstanding Natural Beauty, working to conserve and enhance the AONB whilst having regard to the social and economic wellbeing of local communities and effectively promoting understanding and enjoyment of the special qualities of the area by all who visit.</p>	<p>The AONB Partnership will be the recognised champion for the Arnside and Silverdale Area of Outstanding Natural Beauty, working to conserve and enhance the AONB whilst having regard to the social and economic wellbeing of local communities and effectively promoting understanding and enjoyment of the special qualities of the area by all who visit.</p>