**Vision:** By 2043, the Cotswolds AONB will be:

- A distinctive, unique, accessible living landscape treasured for its diversity which is recognised by all for its wide open views, dry stone walls, intimate valleys, flower rich grasslands, ancient woodlands, dark skies, tranquillity, archaeology, historic and cultural heritage and distinctive Cotswold stone architecture.
- A thriving collaborative, pioneering, proactive place, sustained by the passions of residents, visitors and businesses alike, where communities and businesses value its special qualities.

**Key Issues**
1. Erosion of the natural beauty and special qualities of the Cotswolds AONB.
2. Lack of a consistent approach across the whole of the Cotswolds AONB.
3. Lack of understanding of the benefits of AONB designation.

**Ambitions**
1. To promote the Cotswolds AONB as the Walking and Exploring Capital of England.
2. To secure the local design and delivery of a Cotswolds AONB package of agri-environment payments for public goods and services and rural development support.
3. To ensure that communities and businesses within and around the Cotswolds AONB identify and celebrate being part of a nationally recognised landscape.
4. To promote the case for the Cotswolds being designated as England’s next National Park.

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### Cross-cutting (Purposes 1 and 2)

### Purpose 1: To Conserve and Enhance the Natural Beauty of the Cotswolds AONB

<table>
<thead>
<tr>
<th>Outcome 1: Working Together</th>
<th>Outcome 2: Natural and Cultural Capital &amp; Ecosystem Services</th>
<th>Outcome 3: Climate Change</th>
<th>Outcome 4: Landscape &amp; Geology</th>
<th>Outcome 5: Local Distinctiveness</th>
<th>Outcome 6: Tranquillity</th>
<th>Outcome 7: Dark Skies</th>
<th>Outcome 8: Historic Environment &amp; Cultural Heritage</th>
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<th>Outcome 10: Rural Land Management</th>
<th>Outcome 11: Development &amp; Transport</th>
<th>Outcome 12: Sustainable Tourism</th>
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<tr>
<td>Policy CC2: Compliance with Section 85 of the Countryside and Rights of Way Act (the ‘Duty of Regard’)</td>
<td>Policy CC5: Soils</td>
<td>Policy CC8: Climate Change – Adaptation</td>
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<td>Policy CC3: Working in Partnership</td>
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**Outcome 1:**
Policy CC1: Developing a Consistent, Coordinated and Landscape-led Approach across the Cotswolds AONB

**Outcome 2:**
Policy CC4: Natural and Cultural Capital & Ecosystem Services – Principles

**Outcome 3:**
Policy CC7: Climate Change – Mitigation

**Outcome 4:**
Policy CE1: Landscape

**Outcome 5:**
Policy CE3: Local Distinctiveness

**Outcome 6:**
Policy CE4: Tranquillity

**Outcome 7:**
Policy CE5: Dark Skies

**Outcome 8:**
Policy CE6: Historic Environment & Cultural Heritage

**Outcome 9:**
Policy CE7: Biodiversity

**Outcome 10:**
Policy CE8: Rural Land Management

**Outcome 11:**
Policy CE10: Development & Transport – Principles

**Outcome 12:**
Policy UE1: Sustainable Tourism

**Outcome 13:**
Policy UE2: Access & Recreation

**Outcome 14:**
Policy UE3: Health & Well-being

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**Cotswolds AONB Management Plan 2018-2023 Summary Table**