

AONB

The North Wessex Downs is managed by the Council of Partners. This comprises representatives of the nine local authorities that have a responsibility for the area, with representatives of Natural England, community and parish councils, farming and rural business, historic environment, nature conservation, rural recreation and tourism.

The work of the North Wessex Downs AONB team is led by the Management Plan. The revised Management Plan 2009 - 2014 was published in October 2009. This takes forward the original Vision for the North Wessex Downs AONB published in the first Management Plan in 2004. Each year the Council of Partners agrees Projects and Initiatives to help deliver some of the Management Plan actions. Many other actions are delivered by members of the partnership.

By recognising the special qualities of the North Wessex Downs AONB that already exist and respecting how its landscape, communities and economy interact, the Council of Partners will:

- **Conserve and enhance the special qualities** of the North Wessex Downs AONB, recognising and celebrating its rich diversity of archaeology, ecology, landscape and culture.
- **Respect and raise awareness** of the North Wessex Downs as a whole.
- **Encourage the long term economic and social viability** of the North Wessex Downs, founded on a sustainable relationship between the needs of those living and working within it and the stewardship of its landscape, nature and culture.
- **Recognise the essential role of farming** and support its future as a viable enterprise that plays a positive role in maintaining the outstanding landscape.
- **Promote recreation and tourism** that respects the integrity, inherent qualities and local distinctiveness of the area and brings maximum benefit to those who live and work within it.
- **Assist the formation of strong partnerships** and networks between all interested bodies.
- **Prepare and implement a Management Plan** for the AONB setting out a vision for its future and a clear and practical guide to activities to support that vision.
- Ensure that all those who have an interest in the AONB have the **opportunity to contribute** to the Management Plan.

The Council of Partners of the North Wessex Downs AONB advises its Local Authority members how best to discharge their statutory responsibility for conserving and enhancing that landscape, for increasing everyone's understanding and enjoyment of it, and for encouraging the social and economic well-being of those who live within it.

Lack of awareness of the North Wessex Downs AONB and its purposes, among those living and working within it, continues to be an issue. This is a big objective of the latest management plan.

The management plan covers land management, biodiversity, the historic environment, natural resources, Land development, communities, and Leisure and tourism. The plan has 19 objectives within these areas that the partners feel will help deliver their vision. There are three strategy documents that are appropriate to Kingsclere Estates these cover woodlands, chalk grass lands and bio diversity.

ANOB's Vision is of vast, dramatic, undeveloped and locally distinct chalk down lands with extensive areas of semi-natural chalk grassland, contrasting with well-wooded plateaux, arable lands and intimate and secluded valleys, all rich in biodiversity and cultural heritage; a national landscape that stands apart from the increasing urban pressures that surround it; **where people live, work and relax; and where visitors are welcomed and contribute to a vibrant rural economy.**