

Agreement	Comments	AONB Response
Strongly disagree	It's clear from the first sentence of the document that the priority of your Vision is to 'stimulate truly sustainable development' in the AONB and this is entirely contrary to what it should be. The AONB designation was set up to 'ensure that the natural environment is conserved, enhanced and managed for the benefit of present and future generations.' Once it's gone it's lost for ever and no amount of so-called sustainable development, i.e. in practice giant housing estates with a token 'biodiversity compensation payment', can disguise the fact that instead of protecting and conserving the AONB you have no will or ability to prevent greedy landowners, parasitical developers and [insert appropriate adjective] councils in destroying much of it for short-term financial gain. To be designated an AONB the area must have 'good landscape and scenic quality, relative wildness and tranquillity, and natural and cultural heritage features'. Typical sops in developers' planning applications like 'careful design' and 'strategic planting' can in no way replace those features but LPAs and bodies like yourselves and Natural England have for some reason fallen for this scam again and again. The AONB - our 'green and pleasant land' - is under threat like never before. Unfortunately, by abdicating your responsibilities, you are a large part of the problem because your assent to major developments in the AONB legitimises them.	Chapter 4 re-worked to describe scale of threats
Agree	First sentence: We suggest "sustainable development and land management"	Amended
Agree	No comment	n/a
Agree	No comment	n/a
Strongly agree	The challenge for this and subsequent reviews of the AONB management plan is to develop an action plan that is proportionate to the challenge of realising the vision	For action planning
Agree	At the AONB Management Plan Review Group meeting in July, we urged that the AONB Team produce a short strong statement about the high visual, ecological, historic and cultural value of the AONB; the challenge and opportunity of conserving and managing it for the benefit of all; and the resources of partnership, manpower and finance which will be needed in order to achieve that conservation and management. It is not clear whether this statement of Vision, plus the Chairman's introduction, is intended to achieve that purpose. At a time when the AONB needs recognition and support from the incoming Unitary Authority, from many partners and from the national Designated Areas Review team, the 'short strong statement' mentioned above could have crucial importance in securing that recognition. I urge that you consider extending the Vision to serve that purpose. I note also that the Vision does not mention the coastal and marine environments (despite extensive coverage of this in the Plan); public goods; or climate change. I think these should be mentioned.	Chairman's foreword, amended Chapter 4 and new Chapter 10
Strongly agree	The vision has to be sufficiently clear to all readers. The concept of a shared vision taken to the widest possible range and size of the resident population is very important. The vision has to be made explicit and translated into specific actions that build upon the values underpinning the vision. Actions on the vision should be related to behaviours that conserve the AONB area for future generations rather than maximise its perceived market value to the local or regional economy.	Some amendments made to vision (language)
Strongly agree	I think that together with its stated aims, the Vision seems reassuringly comprehensive and thorough.	Support
Agree	The LAF shares the AONB's vision and particularly commends the three aspects of the vision for the community since it is the LAF's function to advise on the improvement of public access to land, and the enjoyment of the area: <ul style="list-style-type: none"> • the rural communities are thriving and housed affordably, enjoying a range of health and wellbeing benefits afforded by a wonderful environment • there is a range of active travel options and wide access to the countryside • the landscape's natural and cultural heritage is the basis for a wide range of learning and volunteering opportunities for all ages; it inspires ongoing research 	Support
Strongly agree	The PC supports the draft management plan	Support
Agree	<ul style="list-style-type: none"> • The Vision is now well-honed over many years, but lacks a connection with <ul style="list-style-type: none"> a) delivery and b) progress to date. • The Vision and the Delivery Plan need to be more closely linked, with an annual progress report. 	For action planning
Strongly agree	The parish council endorses the vision and particularly welcomes the support which it offers to communities within the AONB	Support

Strongly agree	BTC supports the vision set out for the Dorset AONB. The challenge for this and subsequent 5 year management plans is to present an action plan that is proportionate to the challenge of moving toward realising the vision.	Support
Agree	The water environment, which plays a crucial role in the provision of natural capital, could be specifically mentioned in the Vision. Perhaps examples, or references to types, of natural capital could be included in the third bullet point under the "Environment of the AONB" heading, to provide greater certainty and explain a poorly understood term.	Amended
Strongly agree	No comment	n/a
Strongly agree	No comment	n/a
Agree	No comment	n/a
Strongly agree	I strongly believe that the AONB and the management plan should enshrine 'education' within its vision. It may be implied but I feel that it should be clearly stated with the inclusion of the word itself. This might be done in a number of ways and linked to all three elements of environment, community and economy without detracting from the otherwise excellent statements presented.	Amended
Agree	Good to see reference to natural capital	Support
Strongly agree	No comment	n/a
Agree	No comment	n/a
	Generally, the ethos of the plan is exemplary and would deliver what we feel would be the wishes of our local community in protecting and enhancing our landscape. Representing a farming community, as we do, we feel that there is not quite enough emphasis on basic food production and how that can be managed, but generally, the aims are sound. (also in TWL)	Support
Strongly agree	Imaginative and ambitious	Support
	We strongly welcome the ambition within the vision section of the management plan to 'large tracts of well linked, high quality landscapes'.	Support