

## How we want the Cotswolds to be - results of the Cotswolds National Landscape forward planning day July 2021

### Issues - in order from the aggregated tree

### Outcomes - The Cotswolds is a place where... (top voted 9 in bold)

#### Collaboration & leadership

**CNL is well-respected, engaging and influential organisation AND landscape.**

Collaboration **we collaborate and take action as one.**

there are strong partnerships between everyone (residents/ businesses/ visitors/ planning authorities).

we are in DEFRA's phone book/email list, and we are connected with big stakeholders, politicians and decision makers

all stakeholders are engaged and working together to achieve the goals of the management plan.

business and the public sector work together

we collaborate and take action as one.

we have a diverse and resilient financial strategy through public and private sector partnerships

we welcome a healthy debate as to what our future may look like, and how to balance conservation with progress

which has strong ties to nearby urban areas, in a way that is beneficial both for them and for the natural landscape

we have frank communication that retains our identity whilst tackling emerging issues

Innovation an exemplar of systems thinking outside of its own area (not just inward-facing)

new ideas are embraced - nothing is too wacky.

invention, technology and innovation go hand in hand to create vibrant inclusive communities

#### Inclusivity diversity and access

**we accommodate people and facilitate access, with strong communication so that people know they are welcome**

Diversity people from all walks of life and cultures feel welcome and are involved.

ALL people are made to feel welcome

we have a diversity program in place to increase access.

it is accessible to a wide range of people from all backgrounds

we are proactive in inclusivity, assisted by technology

our sustainable landscape is welcoming to everyone

we accommodate a broad demographic of residents  
all people can identify with it as their national treasure (esp. those in nearby urban settings such as B'ham and Bristol)  
everyone, irrespective of background / characteristics, feels welcome  
everyone feels they can visit

Access we take you the last mile (transport)  
you don't need a car to enjoy it  
integrated public transport works for the people  
with routes which are accessible for all  
you can walk on wheels (disabled access is prioritised)  
you can travel easily for a great day out

Wellbeing and experience we feel better  
The Cotswolds is a 24/7 destination  
people and nature are connected  
children are engaged with the natural environment  
a child can sleep under the stars  
dark skies lighten our spirits  
Whatever you want to do, you can do in the Cotswolds  
people thrive  
you can experience beautiful open spaces

Understanding and behaviour which visitors value, prioritise and respect, showing it with their actions  
both residents and visitors enjoy and understand the landscape.  
interest is matched to the area  
engaging people looks after our protected landscape and wildlife  
where dogs are all on a lead  
you can visit or live sustainably for those who wish to

## **Climate and environment**

**that is actively carbon literate**

Climate change **it is a net zero (or better) landscape**

we are taking positive action against climate change.  
the whole community (residents/ businesses/ visitors/ planning authorities) realise climate mitigation as a priority.  
the landscape works to mitigate climate change, rather than contribute

clean energy production is supported. e.g. private houses having solar.  
innovative climate change solutions are trialled and lived.  
that is carbon negative  
we have a vibrant, low carbon 21st century economy.  
that tells the story of how we are adapting to climate change.  
we meet our own emissions within the AONB - do something positive!

Natural capital & ecosystem services we use our resources efficiently, to their best effect.

water courses are maintained sustainably  
The Cotswolds slows and cleans the flow  
water is stored and usage is managed.  
the soil quality is cared for and improving  
land use is strategically managed

## People and community

**all people feel welcome to live, work and visit as themselves with their own ideas - whilst appreciating the unique heritage of the area**  
**welcoming place where communities and businesses are able to develop and thrive in balance with the natural environment**  
**you can enjoy wholesome regional food and be confident where it has come from**  
people want to live and contribute to the place.  
is held up as an example of the balance between conserving and progressing.  
everybody wants to and can afford to live.  
people are connected  
locals interact with the landscape and know it well - sense of ownership.  
volunteers are welcomed and feel championed.  
with affordability and equality (thinking housing, cost of living)  
there are resilient communities that are sustainable and welcoming to everyone.  
the creative sector can thrive, bringing diversity and culture.  
business supports the local identity  
we invite investment from progressive companies with a strong sustainable ethos and a big return for local

**Biodiversity and nature  
(including landscape)**

**farming and nature work in harmony**

Nature recovery **biodiversity thrives**

wildlife is thriving and can adapt to climate change.

nature is connected

we have a defined nature recovery program and a means of implementing it.

there is less improved grassland and more woodland.

there is a rich diversity of wildlife

habitats and species are conserved and enhanced

biodiversity thrives

with an increase in species abundance by 2030?

with Cotswold sheep

biodiversity and nature recovery are proven to be achievable.

native species abundance is increasing

Landscape where the landscape is fully protected and enhanced where necessary.

there is wonderful landscape, with healthy environment, local food and nature

you can live in beauty

food production, wildlife and enjoyment thrive together in the same landscape

its unique characteristics of stone walls are a preserved feature

people and nature work in harmony.

a high proportion of land owners are engaged in environmental land management schemes

the unique working landscape and the agricultural heritage of the area is conserved and enhanced for the future

nature and people go hand in hand - landscape AND people first