



Cornwall's nationally protected landscape





Cornwall
Area of Outstanding
Natural Beauty

*Health &
Wellbeing*

AONB Aims, Policies & Objectives



Title	Health & Wellbeing	Time frame
Intro	<p>Research shows and the Covid 19 pandemic has highlighted that connection to nature promotes positive mental health and wellbeing. The Cornwall AONB will align with the 5 Ways to Wellbeing. These include:</p> <ol style="list-style-type: none"> 1. Connect: Talk and listen, be there, be connected 2. Be Active: Do what you can, enjoy what you do, move your mood 3. Take Notice: Remember the simple things that give you joy 4. Keep Learning: Embrace new experiences, see opportunities, surprise yourself 5. Give: Your time, your words, your presence 	
Priority	<p>People</p> 	
Aim	<p>Increase access to the AONB landscape to improve levels of physical activity, health and wellbeing. Promote increased mental health through volunteering and projects which connect people to nature, decrease health inequalities and social isolation.</p>	
Policy HWB-P1	<p>Seek to deliver outcomes within the current Health and Wellbeing Strategy relevant to the protected landscape, particularly around the following outcomes: helping people to live longer, happier and healthier lives, and improving the quality of life.</p>	



Title	Health & Wellbeing	Time frame
Objective HWB-Ob1	Encourage a wider range of people to use the AONB landscape and seascape for health and wellbeing benefits, within and outside the AONB, specifically targeting areas in the AONB with the capacity and infrastructure to accommodate recreational activity and not those areas particularly sensitive to disturbance.	Long
Objective HWB-Ob2	Utilise the beauty of the AONB as a tool to inspire people to explore the AONB for health, leisure and recreation. <i>Provided that this does not impact upon the qualifying features of the SAC or SPA from recreational disturbance.</i>	Long
Objective HWB-Ob3	Provide for physical activity and volunteering opportunities within the AONB that will enhance landscape, biodiversity, heritage and access whilst improving people's health and wellbeing and addressing health inequalities.	Medium
Objective HWB-Ob4	Seek alternative modes of funding for the management of access and the provision of recreation for healthy activities and enjoyment of the countryside, particularly accessing mainstream health budgets as the focus moves from one of cure to one of prevention.	Medium
Objective HWB-Ob5	Understand the value of the natural capital of the AONB to health, and the connection between landscape and wellbeing. Seek appropriate investment in the AONB's natural capital, to benefit long term health and wellbeing of communities and visitors.	Long
Objective HWB-Ob6	Improve access to locally produced and affordable healthy food and increase opportunities for people and communities to grow their own, supporting a high-quality environment and healthy communities.	Long



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Thank you for supporting and advocating for Cornwall AONB



**Cornwall
Wildlife Trust**



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