



# Cornwall's nationally protected landscape




Cornwall  
Area of Outstanding  
Natural Beauty

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*Sustainable  
Communities &  
Economies*

**AONB Aims, Policies & Objectives**



Title	Sustainable Communities & Economies
Intro	<p>Cornwall’s landscape, cultural heritage and local distinctiveness directly underpins the economy of Cornwall. The rural economy makes a huge contribution to local communities and the business structure of Cornwall. Living in a rural protected landscape has huge benefits but it is recognised that it also holds some major challenges. For people living in isolated locations, access to shops and services can be challenging; there is heavy reliance on motor vehicles and often the housing is less energy efficient, which can in turn lead to fuel poverty. There are real pockets of deprivation in the AONB and communities often struggle to have access to employment opportunities and affordable homes of the right kind. There are some significant opportunities over this plan period to address some of these issues in the coming years through local initiatives which could see communities securing better access to local food and fuel and taking a lead on planning for rural communities.</p>
Priority	<p><b>People, Place, Nature and Climate</b> </p>
Aim	<p>To ensure the Cornwall AONB is a natural place for growth through:</p> <ul style="list-style-type: none"> <li>• Increased emphasis on and development of sustainable local economies.</li> <li>• Improved support for AONB businesses e.g. planning support, funding and marketing advice.</li> <li>• Better promotion of the Cornwall AONB and use of the protected landscape as a marketing tool, to achieve a higher value product and improve competitiveness.</li> <li>• Increased social and capital investment in the protected landscape.</li> </ul> <p>Effective demonstration that people’s needs can be met fully, in sustainable ways that can enhance natural beauty, particularly how affordable housing can be accommodated through a good understanding of landscape capacity and high-quality design.</p>



Title	Sustainable Communities & Economies
Policy SCE-P1	<p>Support the green economy and investment in renewable energy technologies that have multiple benefits (such as community renewables and those which provide local employment) and that can be accommodated within the sensitive landscapes of the AONB.</p> <p><i>Provided that this does not impact upon the qualifying features of the SAC or SPA from land take or changing land use.</i></p>
Policy SCE-P2	<p>Support coastal and fishing communities to conserve and enhance the coastal character, ensuring the sustainable businesses and thriving communities.</p>
Policy SCE-P3	<p>Value and protect the landscape and seascape of Cornwall AONB. Support sustainable management of tourism, where this does not adversely impact the landscape character of the AONB, provided that this does not impact upon the qualifying features of the SAC or SPA from recreational disturbance.</p>
Policy SCE-P4	<p>Support communities to be more sustainable and self-reliant in terms of food, services, employment, affordable housing and green infrastructure enabling adaptation to climate change and improving economic resilience.</p>
Policy SCE-P5	<p>Support economic and employment facilities within AONB communities which respect and enhance the historic environment, local vernacular and settlement pattern, provided that this does not impact upon the qualifying features of the SAC or SPA from land take or changing land use.</p>
Policy SCE-P6	<p>Ensure AONB considerations are taken into account when developing Neighbourhood Plans, Parish Plans and other community documents</p>
Policy SCE-P7	<p>Support the sustainable management of the AONB landscape to benefit local communities e.g. allotments, agroforestry and community growing initiatives in ways that respond to, and enhance, landscape character.</p>
Policy SCE-P8	<p>Promote energy efficiency and renewable energy measures in 'hard to treat' homes, businesses and community buildings, increasing resilience to fuel poverty, where this does not detract from landscape character and cultural heritage and historic assets.</p>



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“THE ECONOMY is a  
WHOLLY owned subsidiary  
of the ENVIRONMENT,  
NOT the other WAY around”

Gaylord Nelson

US senator  
FOUNDER OF EARTH DAY



Title	Sustainable Communities & Economies	Time frame
Objective SCE-Ob1	Reinforce the link between a high quality, culturally distinct landscape and a prosperous and sustainable economy. Develop opportunities to value ecosystem services in the AONB and mechanisms for investment.	Long
Objective SCE-Ob2	Promote the use of land management techniques aligned with best practice, where this does not compromise landscape character, and which deliver for local nature recovery e.g. Cornish hedging and heritage restoration/management/construction sectors in providing education and training and job opportunities.	Medium
Objective SCE-Ob3	Promote an approach to sustainable economic development and environmental growth in the Cornwall AONB using the principles of circular economics.	Long
Objective SCE-Ob4	Support projects which deliver for people, place, nature and climate in the Cornwall AONB, which deliver on the AONB Management Plan and Local Policies. Promote the use of Farming in Protected Landscapes funding and Defra's Future Schemes.	Short
Objective SCE-Ob5	Communicate the special qualities of the AONB and support the sensitive marketing of the AONB by local tourism organisations and businesses.	Medium
Objective SCE-Ob6	Raise awareness of the 12 Sections of the Cornwall AONB among its local communities and beyond the boundaries.	Long
Objective SCE-Ob7	Support sustainable recycling and plastic free initiatives in local communities.	Medium
Objective SCE-Ob8	Support a pragmatic approach to accommodating the effects of climate change such as the relocation of infrastructure and facilities where this is compatible with the primary purpose of the designation and other policy requirements.	Long



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# Thank you for supporting and advocating for Cornwall AONB



**Cornwall  
Wildlife Trust**



*Fal*<sup>CORNWALL</sup>  
*river*



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