

PROJECT PROPOSAL FOR 2009-10 BUSINESS PLAN

This is a proposal for a project which would fulfill action EEA3 in the Board's Management Plan:

To support further opportunities and facilities for quiet recreational activity, public enjoyment and understanding of the special qualities of the AONB, and the improvement of health and wellbeing for both residents and visitors and managing those activities which may adversely affect those qualities.

The proposal is to identify, research and provide information about 10 quiet places where people can relax and enjoy the AONB. The 10 locations would reflect the geographical extent of the area and the different landscape types and scenic experiences within it. The emphasis would not be on going for a walk as is the case with the other 'experiences' that the Board offers, but rather on just taking the opportunity to relax and enjoy the landscape.

Walking opportunities would be outlined at each location if they exist. Information on parking, additional facilities, public transport and nearby visitor attractions would also be provided. People would also be told what they could look out for at these locations in terms of scenic experiences, heritage or biodiversity features.

A good part of the project is cost neutral, as the locations and accompanying information can be added to the interactive map on the AONB website and be publicised using a press release and centre page spread in the autumn / winter edition of the Cotswold Lion newspaper.

It is hoped that the Cotswold Voluntary Wardens will help in making suggestions on locations and providing information, as well as conduct access improvement work on any walking routes promoted alongside the locations that we foreground.

The part of the project that will attach a budget is the production of 15,000 DL leaflets advertising the sites, to be distributed to Tourist Information Centres in the AONB. The booklet would cost just under £2,000 for the design, print and distribution of 10,000 copies to all tourist information centres in the AONB.