

# 6.0 VISION



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### 6.1 Introduction

- 6.1.1** The Management Plan has already illustrated what are the Llŷn Area of Outstanding Natural Beauty's special qualities, the current state of the qualities and resources, the activities taking place in the area and their impact. This section of the Plan moves on to consider the future of the area and how the Plan can be of benefit to the AONB.
- 6.1.2** The Management Plan aims to conserve, maintain and enhance the special qualities of the area. In addition, there is a need to influence activities that are damaging or beneficial to those qualities. The Plan also addresses the social and economic well-being of the population within the Area of Outstanding Natural Beauty.

### 6.2 Founding principles

- 6.2.1** Before developing a Vision for the area, it was decided to establish a set of principles which will form the basis of the Management Plan itself. The principles for the Llŷn AONB Management Plan were defined following consideration of the fundamental reasons for designating an AONB and the long-term well-being of the area, and are noted below:

#### **PRINCIPLE 1**

**Preserve, enhance and where appropriate improve or restore the special qualities which make the area unique.**

- 6.2.2** Llŷn has special qualities which make the area unique and form an important part of its character. The Management Plan's main aim will be to conserve, maintain and where possible, enhance these qualities. Any developments that threaten these special qualities will have to be resisted and opposed.
- 6.2.3** The planning system will play an important part in this by assessing applications and refusing developments which would have an unacceptable impact on the AONB. It is also important to ensure that any new developments permitted are in keeping with the area and therefore issues such as size, scale, design and materials will be important. Every opportunity must be taken to lessen the impact of any new development through measures such as location, suitable design and landscaping.

#### **PRINCIPLE 2**

**Promote the economic and social well-being of local communities.**

- 6.2.4** The people who live and work in the area contribute to its character and identity and sustain traditions, culture and the language. It is these local people who are responsible for looking after the area and its future. Therefore one aim must be to secure decent living conditions for the local population and provide opportunities for enjoyment and means of earning a living. Accordingly, the Management Plan should take into account the social and economic needs of local communities, as well as the need to protect the environment, thus aiming for sustainable development.

### 6.3 The future of Llŷn

- 6.3.1** Setting out a vision is important for the Llŷn Management Plan and its purpose is to identify what kind of place we would like the area to be in the future. Since this is a long-term statement, it will need to look beyond 2009 when the Plan is to be reviewed, in order to provide an overview over a longer period. The year 2020 has been chosen as a milestone for the Vision - although some time away, it is not so far into the future as to be too difficult to envisage.
- 6.3.2** The vision refers to the main qualities defined in previous sections of the Plan. It has been drawn up on the basis of information collected and presented in previous sections of the Plan. These sections define what is special about Llŷn, assess their condition and what activities put pressure on these qualities or are of benefit to them. In addition, the Vision has regard to the founding principles referred to at the beginning of this section.
- 6.3.3** Below is the vision for Llŷn in the year 2020:

**An area of beautiful historic landscape, a wealth of wildlife and vibrant communities which sustain the language and Welsh culture and an area which is valued and enjoyed for its qualities by residents and visitors alike.**

**6.3.4** The Vision for the Llŷn AONB has been expanded upon through individual visions for specific special qualities, the economy and awareness. Equally, in accordance with the Countryside Council for Wales' Guidelines on the preparation of AONB Management Plans this section of the Plan will pay attention to the following issues:

- the main changes which support realisation of the Vision;
- the economic and social benefit of these changes.

## 6.4 Awareness and understanding

### VISION

*Local people and children, tourists and relevant Authorities being aware of, and understanding, the AONB's special qualities.*

**6.4.1** At present there is no real awareness or understanding of the area's qualities, the AONB designation or the importance of this designation. Neither is there a genuine awareness or understanding of the activities which put pressure and affect these qualities. In the same way, there is no broad awareness of developments which are beneficial to the area and its various qualities. The main parties which need raising awareness and understanding are:

- Public bodies that operate in the area;
- Private organisations that operate in the area;
- Voluntary organisations;
- Landowners and land managers;
- Local residents and workers;
- All types of tourists.



*Llŷn AONB interpretation banners*

**6.4.2** The co-operation of all of these groups is needed in order to look after the area and secure its future. The Management Plan has a very important role to play in this respect by raising awareness and securing agreement on what needs to be done and who will be taking responsibility for implementation. Through collaboration the Management Plan create a better and clearer future for Llŷn and the Area of Outstanding Natural Beauty in particular.

### Changes which would contribute towards achieving this part of the Vision

- Raise awareness and improve understanding and appreciation of the AONB and its special qualities. Better understanding of the different pressures qualities are under;
- Raise awareness of activities which are damaging to the area.

### How these changes will be of benefit to the community and local economy

- Local appreciation of the special qualities in their area and what makes it unique;
- Appreciation and understanding from visitors of the various special qualities, participation in more varied and sustainable activities.

## 6.5 The landscape and coastline

### VISION

*An varied geology and landscape, a beautiful coastline with stunning views*

**6.5.1** Geological and geomorphological sites are basically stable but work such as boring, drilling and mining can have an effect. The most important elements are presently safeguarded by being designated as Regionally Important Geological Sites (RIGS) and Sites of Special Scientific Interest (SSSIs).

**6.5.2** The views and beauty of the landscape were the main reason for designating the AONB in 1957 and the Heritage Coast in 1974. Numerous elements which need to be maintained and improved combine to create the complete picture and these elements are given particular attention as specific qualities in the Management Plan.



*Soft fruit plot, part of Menterra trials*

### Changes which would contribute towards achieving this part of the Vision

- New developments maintaining and protecting the character of the AONB's landscape and coastline;
- An increase in awareness and sustainable farming methods;
- Increase in membership of agri-environmental schemes and the Organic Farming Scheme.

### How these changes will be of benefit to the community and local economy

- Farmers and land managers more aware of the special qualities in their area and the harmful and beneficial effects;
- Additional income for farmers through Agricultural Subsidies, Agri-environment Schemes and the Organic Farming Scheme;
- Agri-environment schemes offering work to contractors and local businesses;
- Agri-environment schemes a means of supporting local rural skills.

## 6.6 Purity and tranquillity

### VISION

*Low levels of pollution, noise and sky glow and tranquil, isolated and peaceful atmosphere*

- 6.6.1** Presently Llŷn is an area with low environmental pollution and the stated aim is for this to continue and to improve in some aspects, if possible. Due to low levels of activities, noise and sky glow Llŷn has a peaceful and quiet character as proven through a study by ASH in 1997. Tranquil and isolated areas are quickly disappearing throughout the UK.



*A sustainable method of travelling*



*Surfing lessons - example of sustainable tourism*

### Changes which would contribute towards achieving this part of the Vision

- Effective public transport and alternative transport methods especially cycling;
- Effective management of traffic and parking;
- Improve or restore untidy or polluted sites;
- Reduce noisy activities.

### How these changes will be of benefit to the community and local economy

- Transport and parking improvements a means to reduce traffic congestion;
- Alternative travel methods benefiting health and offering a resource for the tourism industry;
- Pollution free environment benefiting health and living standards/quality of life;
- Better public transport providing better opportunities to move around;
- Maintaining and improving natural environmental elements will benefit the tourism industry.

## 6.7 Wildlife

### VISION

*Llŷn's key habitats being safeguarded and managed and the diversity and abundance of species being maintained.*

**6.7.1** Unfortunately a number of natural habitats in Llŷn have deteriorated substantially during the last century and are by now a rare resource. There is a need to safeguard and improve their management and restoration. The coastal, rural and also unpolluted nature of the area has created a haven for a wide variety of species. Llŷn's key species have been established from an assessment of the Natur Gwynedd Biodiversity Action Plan.

### Changes which would contribute towards achieving this part of the Vision

- Protect and maintain key habitats;
- Restore parts of key habitats;
- Record species within the AONB;
- Raise awareness regarding habitats and species amongst children and adults, farmers, land managers and visitors.

### How these changes will be of benefit to the community and local economy

- Enrich lives through knowledge of local habitats and species;
- Agricultural income supplemented through payments and habitat and species conservation agreements;
- Tourism opportunities specialising in wildlife creating economic benefits.



*Slash and bum © Cadw'r Lliw yn Llŷn*

## 6.8 Historic environment

### VISION

*The historic environment and various features being protected and adequately and properly maintained. Opportunities for viewing and learning about key remains and sites.*

**6.8.1** The AONB has a wealth of archaeology and historical remains from early times including cairns, standing stones and forts. The most important remains are protected through the ancient monuments register. Opportunities to visit such sites are presently limited and awareness is fairly low.

**6.8.2** One notable historical feature of the landscape is the ancient field patterns and the field boundaries that form them – these are part of the integrity of the landscape, part of the culture and heritage of the area and form important habitats. It has been demonstrated in an Assessment of the area that the boundaries have suffered due to being demolished and a lack of care and maintenance, there is also a lack of information regarding actual length and condition of boundaries. Another important historical resource in Llŷn is the wells scattered across the area. There is a lack of general information regarding the history and background of many of the wells and detailed information on their condition but it appears that many are in a poor condition.

**6.8.3** Remains of old industries such as quarries, mining works and small harbours with structures such as coal yards and lime kilns are visible all over the area. Some are protected as they have been listed however there are others which have no protection whatsoever.



*Granite milestone*

### Changes which would contribute towards achieving this part of the Vision

- Assess length of boundaries and the condition of certain aspects of the historical environment e.g. field boundaries, wells and industry remains;
- Protect and maintain the historical environment effectively and correctly;
- Restore aspects of the historical environment;
- Provide opportunities to visit and learn about specific remains and features.

### How these changes will be of benefit to the community and local economy

- The historical environment is an important resource which it is of benefit to protect for future generations;
- Awareness and understanding is a means for local people and visitors to identify with the area and respect the resources;
- Opportunities for developing cultural tourism based on the special historical environment.

## 6.9 Historical buildings

### VISION

*Traditional buildings in the area in a good condition, maintained appropriately and any changes in keeping with the the character and appearance of the original building.*

**6.9.1** Historical buildings and traditional parts of villages are also an important part of the built heritage. Studies indicate that some historical buildings are in danger due to lack of care and maintenance and unsuitable developments which impair their character and appearance, however on the whole, traditional parts of villages have maintained their original character well. Historical gardens are a rare resource within the Llŷn AONB however they have been kept in good condition.



*Original character of building retained*

### Changes which would contribute towards achieving this part of the Vision

- Assess condition of traditional buildings regularly;
- Protect and maintain traditional buildings effectively and correctly;
- Restore building which are at risk.

### How these changes will be of benefit to the community and local economy

- Improve properties and homes of local inhabitants;
- Improve built environment in the countryside and in villages;
- The area will be more attractive if traditional buildings are kept in good condition.

## 6.10 Culture and community

### VISION

*Stable communities enjoying a good quality of life and being aware of the area's history and traditions and sustaining the culture and Welsh language.*

**6.10.1** Llŷn has a unique local culture with a special Welsh dimension and the Welsh language is an integral part of this. However, this unique culture is under considerable threat due to outward migration from the indigenous community and immigration of people who are often unaware of the area's background and culture. It is communities who sustain local traditions including the Welsh language, and ensure that the Llŷn AONB is a living landscape. Stable communities where people have fair access to work, social facilities and homes will be beneficial for the area.



*Nant Gwrtheyrn Language Centre*

## Changes which would contribute towards achieving this part of the Vision

- Raise awareness of local culture amongst children, local people and visitors;
- Measures to protect and maintain the language through all mediums;
- Ensure suitable housing (in the correct locations) within the AONB for local people;
- Suitable and plentiful amenities for local communities.

## How these changes will be of benefit to the community and local economy

- Awareness is a means for the communities to sustain and keep their traditions and identity;
- Help to ensure that the Welsh language continues as an integral part of the social structure of the community;
- The language and culture are important in relation to cultural tourism and sustainability.

## 6.11 Access and enjoyment

### VISION

*Unrestricted rights of way, access land available to be used without obstacles and access opportunities for the disabled. Good communication and positive promotion of opportunities leading to a harmonious relationship between landowners, users of rights of ways and tolerance between different groups of people.*

**6.11.1** Rights of way are all important as a resource available to reach parts of the AONB and for general enjoyment. It is important to ensure the resource is available to use without obstruction and with disabled provisions. Following the CROW Act 2000 open land with public access must be established, and publicised, and it must be free from any obstructions.

**6.11.2** Raising awareness, and possibly management, is important to reduce conflicts and develop better relations between owners, managers and various user groups.

### Changes which would contribute towards achieving this part of the Vision

- Gain information on the condition and restrictions relating to rights of way;
- Improvements and operate restrictions on rights of way;
- Management of various activities to restrict conflict;
- Promote better understanding and tolerance between different users.

### How these changes will be of benefit to the community and local economy

- Better management protecting and maintaining resources (and the AONB), ensuring the continuation of leisure opportunities for the future;
- Rights of Way are important for leisure within the AONB and also for enjoyment of the countryside and the coast;
- Better tolerance will increase the appeal of the AONB and public enjoyment.



Llyn Coastal Path

## 6.12 The economy

### VISION

*Agriculture, fishing, quarrying, tourism and other small rural industries contributing to the local economy whilst respecting and contributing to the area's special qualities.*

**6.12.1** Primary traditional industries such as agriculture, mining and fishing have had a strong influence on the character of the area and have formed a foundation for the local economy. They still continue to contribute to the economy; however adopting more sustainable methods of operating would be of great benefit to the area's special qualities. Small businesses, which are part of Llŷn's rural economy, also contribute an

important element to the economy and character of the area.

**6.12.2** It is clear from previous parts of the Plan that the tourism and leisure industry also make a significant contribution to Llŷn's economy and is a means of supporting local services. However it is also obvious that there are some detrimental side effects linked to certain qualities related to the industry. Detailed attention must be given to reduce the industry's impact on protected landscapes such as the AONB. Developing the industry on the basis of sustainability offers substantial benefits to the local economy and earnings in terms of the effect on the special qualities.



*Farm diversification - Llŷn Tree Nursery, Tyddyn Meirion*

### Changes which would contribute towards achieving this part of the Vision

- Adopt sustainable and environmentally friendly practices in agriculture;
- Fishing industry on a sustainable scale;
- Restricted mining activities;
- More use of local products for local needs;
- Tourism industry based on sustainability, the environment and culture;
- Compliance with good practice and relevant environmental regulations.

### How these changes will be of benefit to the community and local economy

- The AONB's qualities maintained for the future;
- Traditional industries continuing on the basis of sustainability;
- The use of local produce, supporting the economy and the community.
- New markets for the tourism industry.
- Less air and water pollution and a clean environment of benefit to the community and the tourism industry.