Our vision: Outstanding countryside, well managed, delivering good returns for rural businesses and environmental services to the wider community

Rural urban relationships:

- The town of Winchcombe, with its 4,500 residents, sits in an area of extensive countryside with a population of just a few hundred. The town can provide services to the rural residents, through shops, the health centre, sports and social facilities and the Winchcombe Garage...
- …and on the other hand, the rural area can provide a range of services - ecosystem services – to people in the town and visitors from further afield.
- The rural area provides food from crops and farm animals, biofuels from the woodland, a source of clean water, opportunities for field sports and riding, and management of water in a way that keeps the town from flooding in most storms.
- It also provides an important driver for Winchcombe's rural economy, through an excellent network of walking routes; but safe road and off-road cycling opportunities are capable of further development.

- The Spoonley Roman villa site is widely known, thanks to writing by Bill Bryson and others; and Belas Knap is an important site; and there are other lesser known areas of archaeological and natural interest across the area

Development proposals:

- modest development, compatible with the AONB designation and designed in vernacular styles, including affordable housing, new business units and adapted buildings for rural enterprise
- upgrading of the visitor facilities at Sudeley Castle in ways that restore the parkland and encourage a better understanding of life on a rural estate
- sustainable land management, encouraged by incentives delivered through rural development grants, stewardship payments and single farm payments under the European Common Agricultural Policy
- enhanced access routes, well signposted and maintained, with easy to open gates for quiet enjoyment of this outstanding peaceful landscape. The ideas shown on the map are purely illustrative of the potential.

According to Government guidance, planning policies should protect and enhance public rights of way and access – seeking opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails.