

## THE VISION

***'To conserve and enhance the outstanding natural beauty of the Arnside-Silverdale area so that the distinctive landscape and unique 'sense of place' is preserved for future generations whilst also meeting the needs of today'***

### OBJECTIVE 1 | Identity & Image

Develop the areas identity and image to:

- reflect and raise awareness of the areas unique 'sense of place' ;
- promote sustainable tourism and recreation;
- involve the local community; and
- coordinate its activity within the wider Regional Park area.

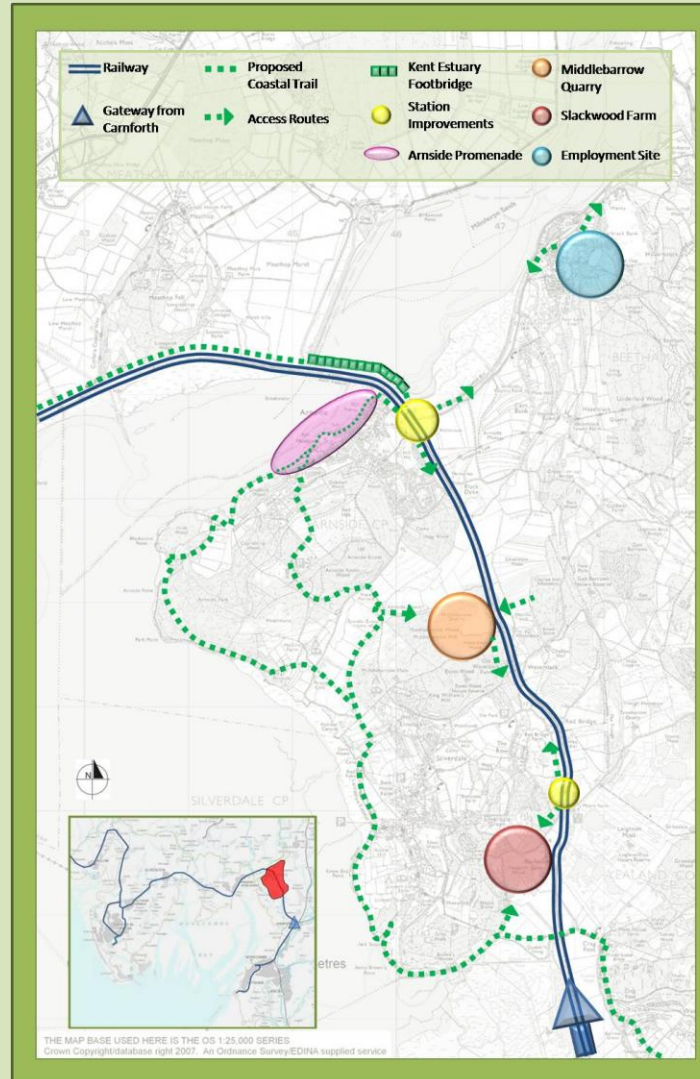
### OBJECTIVE 2 | Conserve & Promote

Creation of an AONB/RSPB visitor information and education centre at Slackwood Farm



### OBJECTIVE 3 | Tourism & Recreation

Creation of the Arnside & Silverdale Sustainable Education Renewable Technology (ASERT) Centre at Middlebarrow Quarry



### OBJECTIVE 4 | Access

Sustainable "Green Access" programme: the promotion of cycling and walking in conjunction with reduced car usage and integrated public transport



### OBJECTIVE 5 | Economic Development

- Arnside promenade improvements
- Re-development of the Old Lifeboat Station
- Creation of an Eco-Business Centre



### OBJECTIVE 6 | The Unifying Regional Park

All proposals should be integrated into the Regional Park strategic framework.



Our challenge is to develop the full potential of the area without compromising its outstanding natural beauty