



## Our Ambition for rural Wales



### Rural Wales is a place where:

- Innovation and creativity produce development which enhances where we live, rather than spoiling the countryside.
- Familiar and special places are valued and safeguarded.
- Eyesores are few, clutter is minimal and peace and quiet is noticeable.
- Wildlife and native woodlands flourish, water and air are clean and soil carbon is conserved where it exists naturally.
- Land managers are proud custodians of a welcoming countryside which provides benefits for everyone.
- Refuges exist where the sense of wildness and solitude are striking.
- Affordable homes, quality jobs, thriving shops, schools, post offices and good public transport typify rural communities.
- Traditional buildings are repaired, restored and reused before new ones are built.
- Food, fur and fibre is produced, promoted and available locally.
- Small scale, inoffensive community renewable energy sources, have replaced schemes which dominate everything around them.
- Rural communities are recognised by the distinctiveness of their local cultural signature.
- Young and old visit rural Wales because what they see and experience is enjoyable, exciting and inspiring.

**We believe the Welsh countryside should be ...  
responsibly cared for, rural communities thrive  
and our landscapes and seascapes enjoyed by everyone.**