**Landscape:** To encourage and deliver understanding, conservation and enhancement of the character and quality of the AONB landscape through land use and development management that supports its special qualities (see Management Plan for Special Qualities).

**Land Management:** To support sustainable land management to improve and extend the special wildlife, landscape and ecosystem services of Quantock Commons, forestry and farmland.

**Wildlife and Habitats (i):** To maintain and enrich the biodiversity and ecosystems of the Quantocks through positive management and increased connectivity between key wildlife habitats across the whole Quantock landscape.

**Wildlife and Habitats (ii):** to increase knowledge and understanding of the biodiversity and ecosystems of the Quantocks and their linkages to the surrounding area.

**Historic and Cultural Environment:** To ensure the historic and culturally significant landscape and features of the AONB are protected, conserved, recorded and better understood by specialists, land managers and the wider public.

**Geology:** To maintain, protect and promote understanding of the coastal SSSI and a representative sample of other visible Quantock geology.

**Climate:** To identify and reinforce adaptation strategies and resilience to climate change in respect of the special qualities of the AONB.

**Development:** That structures affecting the Quantock Hills respect and reinforce local character and the special qualities of the AONB in scale, location, design and detail.

**Local Economy:** To support tourism and economic activity across the AONB where it is environmentally sustainable and benefits businesses in local communities.

**Access and Wellbeing:** To provide high quality public access in appropriate areas of the Quantocks, promoting the health and wellbeing benefits of recreation in the AONB while minimising adverse environmental impacts.

**Community and Volunteering:** To support and promote active communities and volunteer involvement in the AONB.

**Public Understanding:** That appreciation of the special qualities of the Quantocks is strong in communities, visitors, businesses and individuals and public interest in and understanding of the area is wide-ranging.