

Our vision



The estate is a living landscape that values the past and inspires the future

- The richness of the natural environment will be conserved so wildlife can thrive and ecological systems continue to improve
- The estate's rich and multi-layered cultural heritage is recognised, valued, and used to inspire
- Partners, land managers and visitors will work together to create an outstanding upland estate, sharing knowledge and experience, and enhancing access and connectivity of habitats
- The long term environmental viability of the estate will be sustained for future generations by best practice land, water and carbon management

The estate feels remote but is accessible and offers recreational activities to the people who love and enjoy it

- The estate will remain an accessible place, where people can escape to quiet tranquillity, enjoyment and adventure
- Everyone using it will feel a sense of ownership and pride, and will be inspired to help shape the estate and develop connections between different communities and generations
 - Diverse recreation opportunities will be available for all, encouraging healthy living, sensitive enjoyment of the landscape and a sense of adventure
 - The estate will have a wellconnected access network that is appropriate to the natural landscape

Landscape

Resources

People

The high standards and international reputation of the estate depend on financially robust business planning and sound management

- Leadership dedicated to the estate will ensure that it is well cared for and has a secure future
- High quality stewardship, supported by innovative methods, volunteering and partnership working, will ensure biodiversity is maintained and enhanced
- The estate's assets, including landscape, buildings and facilities, will be used to best economic effect within the overall context of sustaining long term environmental, financial and access objectives
- Income generated by the estate will be used for the estate

Connections

We will work in ways which connect people and landscape to the wider world, and recognise the estate's international importance as a recreation hub and accessible wilderness for future generations to cherish

- The estate will be managed in relationship with connecting landscapes, the local community and visitors
- All those who use the estate will forge deep connections which will foster its sustainable conservation
- The importance of the estate to the national park and to the nation will be recognised
- Ongoing traditions and uses of the estate will show how farming, heritage, recreation and the natural environment can benefit each other