

Nidderdale AONB Website Links Protocol and Guidelines

Links to other websites from the Area of Outstanding Natural Beauty website have been selected to provide relevant information for those interested in Nidderdale Area of Outstanding Natural Beauty (AONB), its surroundings, and the work, priorities and aims of the organisation.

The primary purpose of AONB designation is to conserve and enhance natural beauty. In pursuing this primary purpose, consideration must be given to the need for social and economic development. Recreation is not an objective of designation but provision will be encouraged where this does not conflict with the primary purpose.

Links to the AONB's website should complement these purposes and the work of organisations connected to the AONB.

This is not intended to be an exhaustive list of websites. Too many links would make the list unmanageable and we are therefore selective in our choice.

We reserve the right not to create a web link at our discretion and without further explanation.

If you think that your company and/or organisation meets the guidelines outlined below and you would like us to establish a hyperlink to your website, you are invited to download a copy of our Hyperlink Request Form from our Publications Library. Please complete this form and return it to the AONB office (contact details at the bottom of this page).

Guidelines for establishing a hyperlink on our website

- The subject matter of the site must be relevant and fit with AONB policies and priorities, and complement the statutory purposes as outlined above.
- The hyperlink must enhance the value of our website to the potential user.
- We do not link to websites where accommodation is a primary part of the content. For information on accommodation in the Yorkshire Dales visit www.yorkshiredales.org.
- We will not normally link to any commercial organisation (including accommodation providers) or any group which could make commercial gain, with the exception of those which directly fit with our purposes and priorities.
- We will not normally link to any individual's websites.
- Sites that we link to must be of satisfactory quality in the opinion of the AONB.
- Sites for which there are grounds for doubting the accuracy of the content will be excluded. .

- Acceptance or refusal of a request for a hyperlink on our website is at our discretion. If a request is refused we are not required to provide a reason and no right of appeal is available.
- We reserve the right to remove any hyperlink at any time if it is considered that the quality and integrity of our website has been or is in danger of being compromised in any way.
- Where a request has been accepted we will expect a reciprocal arrangement with the inclusion of a hyperlink to our website within the applicant organisation's own website.
- The complete registration form, accompanied by a print out of the applicant organisation's own home page, should be returned to:

Nidderdale AONB
Council Offices
King Street
Pateley Bridge
Harrogate
HG3 5LE