

Sustainability Appraisal

This section contains a lot of questions, but an appraisal of the sustainability aspects of the project is seen as a very important part of both the development of the project and its assessment for a grant.

Not all projects will be able to give strong answers to all questions. What is important is to demonstrate a willingness to find out more about the issues, consider alternatives and strive towards higher standards of sustainability.

ENVIRONMENTAL

Energy

What are the main energy uses of the project?

What is the Carbon footprint of the project? (A full assessment may not be possible, but an attempt should be made to quantify the main impacts)

What ways have been considered to reduce this?

Will the project benefit energy efficiency or appropriate generation of renewable energy?

Can the project encourage walking, cycling, or use of public transport, or reduce car dependency?

Waste

What waste products will arise from the project?

Can these be reduced or how will they be disposed of?

What forms of pollution might the project generate and how can these be minimised?

Resources

Can the project reduce the resources or materials needed to complete the work?

Can the project re-use or recycle any resources?

What consideration has been given to using environmentally friendly or certified products?

Wildlife and landscape

How will the project avoid any negative impacts on habitats, species, or the landscape?

Will the project bring any positive benefits to habitats, species, or the landscape?
How?

Awareness

How will the project raise environmental awareness?

SOCIAL

Community Participation

How have local people been consulted on or involved in developing the proposal?

Has the need for the project been identified by the local community? (e.g. through a Parish Plan)

How can the project benefit or involve young people or disadvantaged groups?

Social benefits

How can the project help to develop community structures for local action and decision making?

How will the project improve peoples' skills or build capacity for future work?

How will the project provide or improve local amenities or services or contribute to quality of life?

Heritage

How will the project avoid any negative impacts on historic or cultural heritage?

Will the project bring any positive benefits to historic or cultural heritage? How?

ECONOMIC

Local economy

Can the project use locally sourced goods or services?

Will the project stimulate increased use of locally produced goods or services?

Will the project support rural industries which help to maintain the AONB's landscape?

Business development

Will the project create or develop a product or service for which there is an ongoing market demand?

Will the project create or support paid or voluntary jobs?

Financial soundness

Is the project financially viable? Can it deliver the outputs for the costs quoted?
Has a Business plan been prepared? (larger projects only)

How has cost effectiveness and value for money been assessed?

Checklist of sustainable development criteria

Projects will need to show how they fit some of these criteria, but it will not be necessary to try to fit all of them. This information may be of help in completing the sustainability appraisal part of the application form.

Environment Criteria:

- **Biodiversity** is the variety of life - habitats and species, rare and common. In England, wildlife is often adapted to low intensity management, and biodiversity may be best conserved or enhanced by continuing or reinstating traditional practices such as cutting grasslands for hay and grazing, or coppicing broadleaved woodlands.
- **'Reduce, re-use, recycle'** can be applied as a principle to any resource consumption e.g. from water to wood. Reducing consumption of a resource is usually the most sustainable option, with reusing and recycling as the next or complementary options.
- **Energy.** Projects may seek to reduce energy usage, e.g. through building design or alteration, or generate energy sustainably, or both. Projects demonstrating how renewable energy can be developed in harmony with a high quality landscape will be particularly welcomed.
- **Minimise pollution to air/water/land.** Promoting processes and products that reduce harmful discharges to the environment, either to land, water or air.
- **Traditional materials.** The use of carefully sourced materials such as wood, slate or local stone is likely to enhance the aesthetic appeal of any building project and aid sustainability.
- **Sustainable transport** means reducing dependency on cars and encouraging use of public transport, walking and cycling.

Social Criteria:

- **Participation/support and ownership** refers to the degree to which local people and/or people who use or work in a place or service have been involved in planning and implementing the project being put forward for funding. A high degree of participation and ownership will only come if it has been consciously sought and encouraged.
- **Involving young people** can be in project formulation and implementation, as well as them being the beneficiaries.
- **Local Social Needs.** Supporting community needs such as the provision of services or amenities, health issues, opportunities for young people, the elderly, and disadvantaged or minority groups.
- **Community structures.** Are locally-run organisations in place to manage and develop the project over the long term? Something imposed from outside, paternalistically or by a well-meaning individual is less likely to be sustainable than one owned and controlled by a local organisation or partnership.
- **Local appraisal/feasibility.** Consultative processes designed to draw out the views of people living in a local community. There are numerous ways of undertaking an appraisal, from a public meeting to a sophisticated questionnaire. The more rigorous and involving the appraisal, the more weight can be placed on its results.

Economic Criteria:

- ***Generates own income.*** The ability to create a resource, service or activity for which there is a demand and a willingness to pay, improves its long-term sustainability.
- ***Helps local economy*** – a sustainable community is considered to be one in which there is a diverse range of economic activities, which actively trade with each other. This enables it to be more stable and less vulnerable to destabilizing external influences. Sustainable projects should help to strengthen and diversify the local economy and use local products and services.
- ***Business plan.*** A written document that is ‘owned’ by those who have responsibility for long-term management. It should clearly state the business objectives of those involved in the management of a resource, service or activity, and the way in which financial and human resources will be found and applied to achieve those objectives.
- ***Jobs, training, volunteering.*** Will the project create or support paid or voluntary jobs, and training opportunities? If voluntary tasks are of a good quality and linked to training they can enable people to move into paid work.
- ***Cost effective.*** Projects will be assessed on their value for money.
- ***Levering in other funds/support in kind from other sources.*** Projects that have explored other complementary grant/funding sources to give added value to the SDF will score highly.

Structure of the Shropshire Hills LAG

AONB PARTNERSHIP as the Shropshire Hills LAG
36 members

MANAGEMENT BOARD
Funding bodies plus four members elected from Partnership

SUB-GROUPS
LEADER Approvals Panel
LEADER Appraisal Panel
Farming Working Group
Access, Recreation & Tourism Working Group
Long Mynd – Stiperstones Group
Historic Environment Working Group
Sustainable Products Working Group
Sustainable Development Fund Grant Advisory Panel
Wrekin Forest Partnership

AONB TEAM

AONB Manager

Development Officer

River Valleys Officer

LEADER Coordinator

Shropshire Council
Programme Monitoring
body

Community Officer

Planning & Policy Officer

Promotions & Access Officer

Landscape Conservation Officer

Admin Assistant

**SHROPSHIRE COUNTY COUNCIL
COMMUNITY SERVICES DIRECTORATE**

**LEARNING, CULTURE AND COMMUNITY SAFETY
DIVISION**

JOB DESCRIPTION AND PARTICULARS OF APPOINTMENT

Details of Post

LOCATION:	Shropshire Hills AONB Partnership, Craven Arms
DESIGNATION:	Shropshire Hills LEADER Co-ordinator
POST NUMBER (S)	SL1670022
GRADE:	SO2 (POINTS 32-34)
SALARY RANGE & DATE	£26,067 - £27,594 PER ANNUM (AS AT 1.4.07)

General Information

The **Shropshire Hills Area of Outstanding Natural Beauty (AONB)** is a national designation with the purpose of conserving and enhancing the natural beauty of the landscape. A legal duty to fulfil this purpose rests with five local authorities, who act jointly in a formal structure called the Shropshire Hills AONB Partnership, comprising 38 members in total. The full Partnership meets three times a year and is supported by a smaller Management Board and a number of topic working groups. Activity is guided by the statutory Management Plan for the AONB, approved in 2004, and currently being reviewed. The AONB covers 802km² (approx. 23% of Shropshire) from the Wrekin to the Clun Forest and the Stiperstones to the Clee Hills.

The **Shropshire Hills AONB Partnership** plays three main roles:

- To develop policy and strategy for the area especially through the AONB Management Plan, and to influence the policies and strategies of others.
- To take and co-ordinate action to conserve and enhance natural beauty, promote enjoyment and understanding, and further sustainable development.
- To support the involvement of the community in the management of the AONB.

The AONB Partnership is funded by Natural England, Shropshire County Council, South Shropshire District Council, Shrewsbury & Atcham Borough Council, Bridgnorth District Council and the Borough of Telford & Wrekin. The AONB Partnership is hosted by Shropshire County Council, and under the new unitary Shropshire Council will be hosted within the Environment section of the Development Services Directorate.

LEADER is a rural development funding programme operating throughout Europe, and in this country now forms part of the government's Rural Development Programme for England (RDPE). Regional Development Agencies are responsible for LEADER, and Advantage West Midlands has provisionally approved a bid by the Shropshire Hills AONB Partnership to deliver LEADER in the Shropshire Hills from 2008-2013. Shropshire County Council is acting as the accountable body for the contractual and financial

aspects of LEADER in the Shropshire Hills. This new post will help to establish LEADER in the Shropshire Hills, and then be responsible for its operation.

Training & Development

The Community Services Directorate is committed to a strategy for the training and development of its staff which follows the framework of the Investors in People National Standard. Recognition of being an Investor in People was reaffirmed in September 2006.

The responsibility for training and development is shared between individual members of staff and the organisation. Managers at all levels are responsible for maintaining a high level of skills appropriate to their work and for continually developing these skills.

Each member of staff will receive induction training to provide basic knowledge of their job and the organisation. Ongoing training will also be offered in the form of in house training or attendance at external courses for skills and personal development as individual needs are identified.

The Directorate encourages both 'in-house' and external training and development opportunities to meet the needs of the individual and of the Directorate.

Whilst there is no automatic progression to any more senior posts, opportunities do exist for advancement and promotion, dependent upon normal staff appointments and on the capabilities of the individual post holder.

The Community Services Directorate is committed to providing Best Value Services which are customer focused and aim to deliver continuous improvement.

Main Purpose of Post

To co-ordinate delivery LEADER in the Shropshire Hills.

Level of Post

The postholder is responsible to the Development Officer for carrying out the duties and responsibilities listed below. The Development Officer is responsible for the appraisal and personal development of the postholder.

The postholder will contribute to reporting to and servicing the AONB Partnership and its sub-groups, as well as specific partners and funding bodies.

Principal Duties and Responsibilities

The duties and responsibilities of the post will relate to the Directorate Service Plans, copies of which will be made available to the postholder.

1. To assist in the preparation of the Shropshire Hills LEADER Local Development Strategy and to lead the preparation of subsequent annual Action Plans.
2. To support the formation and operation of a LEADER grant approval panel and appraisal panel, establishing membership, procedures and any necessary training.
3. To act as the main point of contact for projects seeking LEADER funding, supporting the development of projects and appraising for eligibility, relevance and strategic fit, in conjunction with other staff and members of the AONB Partnership, and specialists as appropriate.
4. To identify project opportunities and useful links between projects, and to work proactively with community groups and other potential applicants to develop and facilitate projects which meet the programme objectives.
5. To manage the application process and administration of LEADER funding to projects through all stages (offer letters, claims, etc), encouraging networking between projects and providing other support such as training.
6. To support the AONB Partnership to fulfil its strategic functions as the LEADER Local Action Group through providing information and progress reports, seeking relevant steering decisions and through events and training.
7. To lead on reporting to Advantage West Midlands (and where necessary on to Defra and the EU), liaising closely with relevant Council staff representing the accountable body.
8. To lead on evaluation and any realignment of LEADER delivery, and to maximise the opportunities for match funding.
9. To network with other LEADER Co-ordinators and learn from good practice, and to participate actively representing the AONB Partnership in LEADER and AONB networks, including West Midlands, national and possibly international levels.
10. To maintain understanding of the issues facing the area and liaise with other staff and partners to integrate delivery of LEADER as far as possible with other aspects of the AONB Partnership's work and that of the local authorities (especially Community Regeneration teams) and the local strategic partnerships.
11. Working with the AONB Partnership's Promotions & Recreation Officer, to generate appropriate publicity and disseminate information on projects and good practice arising from LEADER in the Shropshire Hills.
12. To manage, motivate and ensure the personal development and training of staff or volunteers for which the postholder has direct responsibility.
13. To be aware of the County Council's core values, supporting and promoting them wherever appropriate.
14. To understand and implement the County Council's policies for Health and Safety, equal opportunities and the environment and to be aware of personal responsibilities within each of these policies.
15. To undertake such training and personal development as may be considered necessary by the line manager.
16. To be aware of personal responsibilities under the County Council's Code of Conduct.
17. To undertake other comparable duties within the service consistent with the level of seniority of the post.

These are illustrative duties. The postholder will be expected to become involved in a range of work to enable the Division to respond effectively to the changing requirements of the Council and changes affecting the workforce.

Conditions of Service

1. The conditions of service are those laid down by the National Joint Council for Local Government Services, as amended from time to time and as adopted by the County Council.
2. The post is Graded SO2. Progression through the grade will be by annual increment.
3. The post is based at the Shropshire Hills AONB Partnership at Craven Arms.
4. This post is 37 hours per week, fixed term until 31 December 2013.
5. This post carries eligibility to join the Local Government Pension Scheme. Information about this and other pension options will be sent with any formal offer of appointment.
6. Annual leave entitlement is as follows :

SCALE POINTS	WORKING DAYS
1 - 21	22
22 - 40	23
41 - 49	24
50 - ABOVE	25

Plus additional days for long service - see Personnel Handbook paragraph 42. Bank holidays also apply. A concessionary day at Christmas Bank Holiday is at the Council's discretion.

7. The appointment is subject to one month's notice in writing on either side.
8. Smoking is not permitted in any Shropshire County Council building.
9. The County Council may wish to satisfy itself of the medical fitness of the postholder as a condition of appointment.
10. The postholder must have access to suitable means of transport as required for official duties. Where applicable the postholder must maintain a full current driving licence and ensure that their vehicle insurance provides appropriate cover. The nature of the post currently attracts casual user's allowance. Approved mileage will be paid at agreed National rates, subject to a maximum of 1199cc.

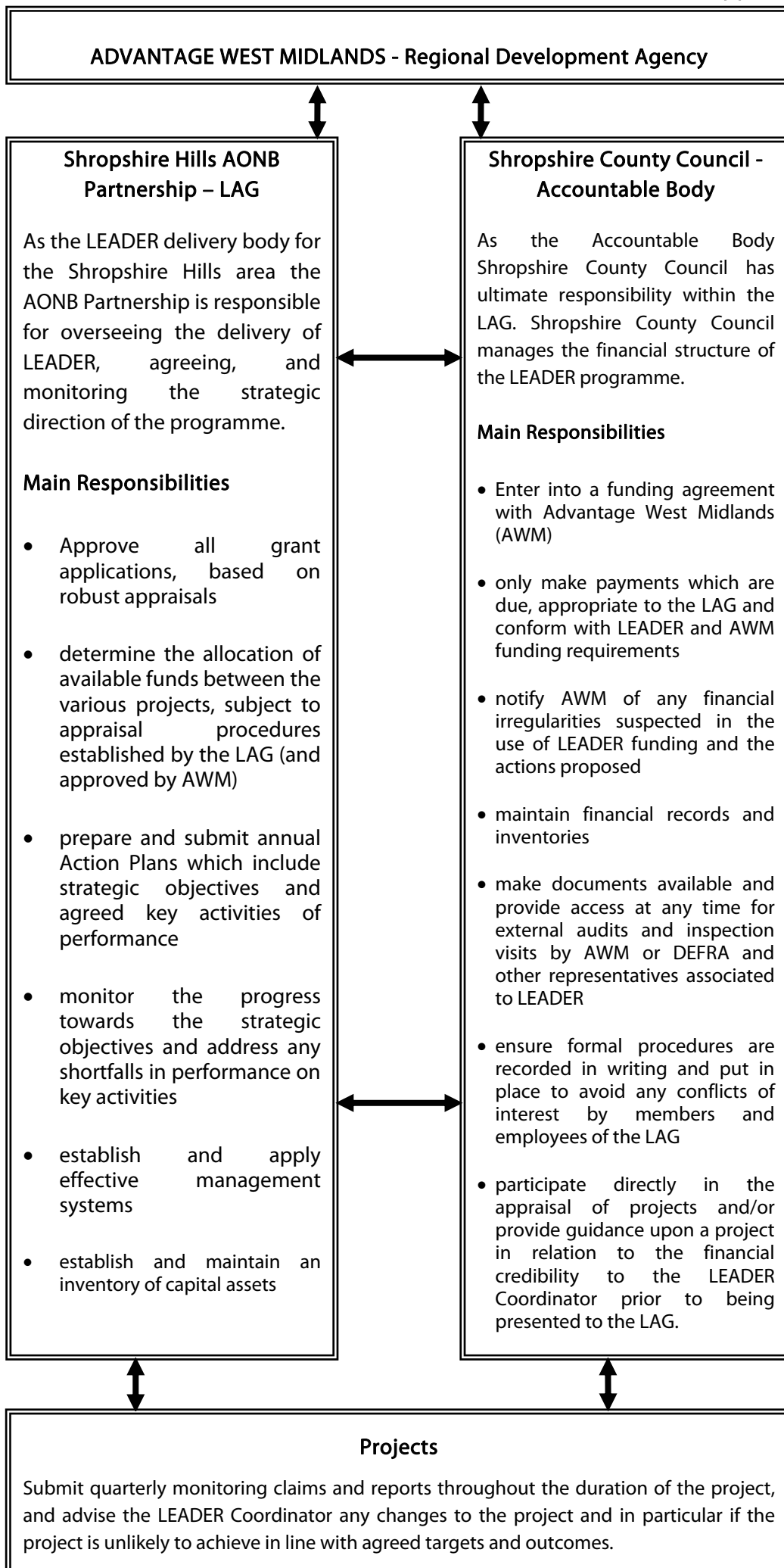
Prepared by: Phil Holden

Date 11 June 2008

Support for the post

This post is grant aided by Advantage West Midlands. The employee will report to the Shropshire Hills AONB Partnership.

Breakdown of admin costs							
	2008	2009	2010	2011	2012	2013	Total
Full time Project Co-ordinator (local authority SO2 scale)	£16,649	£36,690	£37,791	£38,332	£39,267	£40,136	£208,865
Office costs, per full time member of staff	£1,460	£5,492	£5,600	£5,750	£5,800	£6,027	£30,129
Well being evaluation tool kit		£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Management, administration, and auditing	£576.00	£13,500	£14,000	£14,250	£14,750	£14,750	£71,826
Monitoring, claims and training	£5,080	£15,000	£15,000	£15,000	£15,000	£15,000	£80,080
Expenses for LAG and Panel members		£2,000	£1,500	£1,000	£1,000	£1,000	£6,500
Marketing / Launch	£350	£1,500	£500	£500	£500	£500	£3,850
Total	£24,115	£79,182	£79,391	£79,832	£81,317	£82,413	£426,250



Project Development and Approval Procedure			
PROJECT APPLICANT	LEADER COORDINATOR / APPRAISAL PANEL & Mentors	APPROVALS PANEL	SHROPSHIRE HILLS LEADER ACTION GROUP

