

Shropshire Hills AONB Management Plan 2009-14

Management Plan Actions, May 2009



Introduction

The Management Plan Actions is a prioritised delivery framework with a three to five year time horizon, reviewed annually on a rolling basis. For ease of updating it is printed separately to the rest of the Management Plan. There is a huge amount of activity in the area by a wide variety of parties which supports the objectives of the AONB Management Plan. The Management Plan Actions does not attempt to be comprehensive, but serves as a useful co-ordinating framework, drawing together those activities which are most significant in achieving the AONB's aims. Things which are already happening are included as well as new proposed or aspirational actions. The Management Plan itself is not a direct funding stream or single defined programme, and not all of the Actions are necessarily carried out with the AONB primarily in mind.

The lead responsibility for many of the Actions lies with organisations which are members of the Partnership, as well as with the Partnership itself. In some cases the inclusion in the Plan of an Action already being undertaken will highlight to those responsible its relevance to the AONB, and may allow adjustment or targeting of that activity to increase the benefit to the AONB. The way Actions are defined aims to balance a useful level of detail for those with a particular area of interest, with providing a reasonably accessible overview of work to support the Management Plan's aims. The Management Plan Actions provides a mechanism for reporting progress, and will be updated annually with progress reports and addition of new Actions.

Background and rationale behind the Actions described here is contained within the full AONB Management Plan, and in papers relating to meetings of the AONB Partnership, both of which are available at www.shropshirehillsaonb.co.uk or from the Shropshire Hills AONB Partnership, The Old Post Office, Shrewsbury Road, Craven Arms, SY7 9NZ. Tel 01588 674080, email shaonbo@shropshire.gov.uk.

Reading the Management Plan Actions

Actions regarded as a high priority are shown with a shaded background. In the 'Lead and key partners' column, the lead party (or parties) is shown in bold, and other key partners in plain text ('key' partners means that the list is not necessarily comprehensive). A glossary of abbreviations used for organisations is appended.

The role of the AONB Partnership has been identified in relation to each Action, as either:

- *Lead* – work the Partnership does through its staff team and with others,
- *Enable* – things we bring others together to make happen,
- *Support* – things we help others to do, or
- *Encourage* – things we promote as good practice in relation to AONB management.

Ref.	Action (High priority actions shown with shaded background)	Conserve & enhance	Keep thriving	Low carbon	Adapt for future	Help people connect	Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
<p><i>A number of actions listed below are key delivery mechanisms for the AONB and support many objectives. Other actions may support more than one objective but are listed under the one most relevant.</i></p>											
0.1	Continue the Shropshire Hills AONB Sustainable Development Fund, seeking additional sources of funding.	/	/	/	/	/	In progress	AONB, NE, SCC	2009-14	Lead	Cath Landles
0.2	Implement LEADER in the Shropshire Hills, focussing on wellbeing and connections to the landscape.	/	/	/	/	/	Under development	AONB, LAs, AWM	2009-13	Lead	Pete Banford
0.3	Operate agri-environment schemes, targeting particular features and qualities of the AONB, and working with partners to optimise benefits to the AONB.	/	/	/	/	/	In progress	NE, AONB	Ongoing	Support	Phil Holden
0.4	Operate the English Woodland Grant Scheme, to support the appropriate planting and management of woodlands.	/	/	/	/	/	Ongoing role	FC, NE	2009-14	Support	Ian Dormor
0.5	Develop membership and activities of the Shropshire Hills Sustainable Business Scheme.	/	/	/	/	/	In progress	AONB	2009-14	Lead	Clare Fildes
<p>OBJECTIVE 1 To co-ordinate among partner organisations the holding, improvement and application of relevant data about the special qualities of the AONB and influences on it.</p>											
1.1	Establish annual reporting on headline indicators of AONB condition.	/					Aspiration	AONB, NE, WMRO	2009-14	Lead	Phil Holden
1.2	Develop the Shropshire Ecological Data Network and public access to information through www.naturalshropshire.co.uk.	/			/	/	In progress	SCC, SWT, RGs, AONB	2009-14	Support	Phil Holden
1.3	Ensure mechanisms for keeping data and information on the AONB up to date, integrating with systems of key partners as much as possible.	/	/		/		In progress	AONB, SCC, NE	2009-14	Lead	Ian Dormor
1.4	Establish a simple strategy for making data available and disseminating information to partners and wider audiences.	/	/	/	/	/	Aspiration	AONB	2009	Lead	Phil Holden
1.5	Establish a programme of fixed point photography at key locations as a means of monitoring landscape change.	/			/	/	Aspiration	AONB	2009-12	Lead	Ian Dormor
<p>OBJECTIVE 2 To provide information and guidance to land managers on practices which support the special qualities of the AONB.</p>											
2.1	Produce guidance and advice leaflets relating to the AONB for target groups, e.g. farmers, smallholders, woodland owners.	/					Aspiration	AONB, FWAG, NE, SCC, RH	2009-11	Lead	Cath Landles
2.2	Complete and disseminate design guidance for agricultural buildings.	/	/	/	/	/	In progress	AONB, LAs, RH, NFU, CLA	2009	Lead	Planning Officer

Ref.	Action (High priority actions shown with shaded background)						Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
2.3	Continue and develop provision and integration of farm conservation advice, through one to one visits and Farmers' Den approach, and focusing on upland livestock farmers..	/	/	/	/	/	In progress	AONB, FWAG, NE, LAs, BL	2009-14	Lead	Cath Landles
2.4	Develop a section on the AONB website on sources of advice.	/	/	/	/	/	Aspiration	AONB	2009-10	Lead	Stephanie Hayes
OBJECTIVE 3 To set and influence policy and strategy which supports AONB purposes and Management Plan priorities.											
3.1	Ensure strong and consistent policies relating to AONB are included in the West Midlands Single Integrated Regional Strategy and in Local Development Framework documents of both authorities.	/	/	/	/	/	In progress	AWM, LAs, AONB	2009-14	Support	Planning Officer
3.2	Renew AONB planning protocol outlining basis and procedures for AONB Partnership involvement in planning policy, guidance and casework.	/	/	/	/	/	Aspiration	AONB, LAs	2009-10	Lead	Planning Officer
3.3	Explore the development of an Area Action Plan for the AONB within the Shropshire Local Development Framework based on aspects of the AONB Management Plan.	/	/	/	/	/	Aspiration	LAs, AONB	2009-14	Support	Planning Officer
3.4	Work co-operatively on production of Supplementary Planning Documents relating to the AONB, including landscape, biodiversity, trees & woodland.	/	/	/	/	/	Aspiration	LAs, AONB	2011-14	Support	Planning Officer
3.5	Establish better links, consultation procedures and awareness of the AONB regarding transport and highways matters.	/	/	/	/	/	In progress	SCC, AONB	2009-14	Support	Planning Officer
3.6	Consider all purposes of AONB designation and Management Plan priorities in preparing strategies and policies, and consult the AONB Partnership as appropriate.	/	/	/	/	/	Ongoing role	LAs and other especially public bodies	2009-14	Support	Phil Holden
3.7	Input to strategic consultations especially at local and county level, and contribute to national consultations in conjunction with NAAONB.	/	/	/	/	/	Ongoing role	AONB	2009-14	Lead	Phil Holden
3.8	Foster close links between the AONB and Local Strategic Partnerships, reflecting this in Sustainable Community Strategies and where possible Local Area Agreements.	/	/	/	/	/	In progress	AONB, LSPs	2009-14	Support	Phil Holden
3.9	Develop a guidance document on management of roads in the AONB including design standards for infrastructure and signage, management of road verges and hedges to optimise conservation value, etc.	/	/	/	/	/	Aspiration	AONB, SCC, HA	2009-10	Lead	Planning Officer
3.10	Support the development of Village and Parish Design Statements.	/	/	/	/	/	In progress	AONB, LAs, PCs	2009-14	Support	Planning Officer

Ref.	Action (High priority actions shown with shaded background)						Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
OBJECTIVE 4 To seek the best protection for the AONB and support for Management Plan priorities from planning decisions.											
4.1	Take planning decisions and enforcement action in support of AONB purposes and Management Plan priorities.	/	/	/	/		Ongoing role	LAs	2009-14	Support	Planning Officer
4.2	Organise training relating to the AONB for Planning Officers and Planning Committee members.	/	/	/	/		Aspiration	AONB, LAs	2009-10	Lead	Planning Officer
4.3	Report annually on the number and type of planning applications in the AONB, and on the numbers granted, refused on grounds of the AONB or modified on grounds of the AONB, ideally as part of Annual Monitoring Reports.	/	/	/	/		Aspiration	LAs, AONB	2009-14	Support	Planning Officer
4.4	Seek to establish an AONB Design Award to recognise high quality development.	/	/	/	/	/	Aspiration	AONB, LAs	2010-12	Lead	Planning Officer
OBJECTIVE 5 To optimise the uptake, targeting and effectiveness of agri-environment and woodland grant schemes.											
see also action 0.3 above											
5.1	Use local information as well as nationally available datasets to ensure high standard of Farm Environment Plans and appropriate targeting of HLS. (see also Action 7.3)	/	/		/	/	Aspiration	NE, AONB, SCC, FWAG, SWT, WGs	2009-14	Support	Ian Dormor
5.2	Support high levels of uptake of agri-environment schemes, where possible by extra events and pro-active advisory work.	/	/	/	/	/	In progress	FWAG, AONB, NT, SWT, RH, NE.	2009-14	Lead	Cath Landles
5.3	Monitor implementation of the Long Mynd Common ESA agreement, and on its expiry seek to secure a Higher Level Stewardship agreement.	/			/		In progress	NT, NE	2009-10	Support	Ian Dormor
5.4	Seek to undertake a study of the implications of the end of the Environmentally Sensitive Area scheme, and the implications of transition to Environmental Stewardship.	/	/	/	/		Aspiration	WNCS, AONB, NE	2009-10	Lead	Phil Holden
5.5	Provide input to consultations on Higher Level Stewardship agreements, Forest Design Plans and Woodland Grant Scheme applications.	/	/	/	/	/	In progress	AONB, NE, FC	2009-14	Support	Ian Dormor

Ref.	Action (High priority actions shown with shaded background)	Conserve & enhance	Keep thriving	Low carbon	Adapt for future	Help people connect	Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
OBJECTIVE 6 To conserve and enhance existing high quality habitats, preventing loss and improving condition, and conserve and enhance populations of priority species.											
6.1	Achieve national target of 95% of Sites of Special Scientific Interest (SSSIs) in favourable condition. Consider possibility of proactive project focussing on smaller SSSIs.	/			/		In progress/ Aspiration	NE, AONB	2014	Support	Phil Holden
6.2	Continue the Shropshire Hills Rivers Project working with land managers to improve habitat and water quality and especially seeking to improve the condition of the River Clun SAC (Freshwater Pearl Mussel site) and River Teme SSSI.	/			/	/	In progress	AONB, NE, EA, SWT	2009-12	Lead	Mike Kelly
6.3	Co-ordinate biodiversity action and reporting through the Shropshire Biodiversity Partnership.	/			/		Ongoing role	SCC, SWT, NE	2009-14	Support	Phil Holden
6.4	Establish programme of monitoring of condition of Wildlife Sites, to report on local authority indicator NI 197.	/			/		Aspiration	SCC, SWT, NE	2009-14	Support	Phil Holden
6.5	Manage conservation sites to meet targets of BAP habitat and species action plans.	/			/		Ongoing role	NT, NE, SCC	Ongoing	Support	Phil Holden
6.6	Establish a dedicated service or network to provide advice to owners of Wildlife Sites in the AONB.	/			/	/	Aspiration	AONB, SWT, SCC, NE	2010-12	Lead	Clare Fildes
6.7	Continue targeted survey and monitoring of priority habitats and species.	/			/		In progress	SWT, SCC, NE, RGs, UOWG	Ongoing	Support	Phil Holden
6.8	Liaise with farmers and farm advisers to promote targeted conservation measures to reverse declines of threatened bird species including Lapwing, Curlew and Snipe, and continue detailed monitoring.	/			/	/	In progress	UOWG, FWAG, AONB, SWT	Ongoing	Support	Cath Landles
6.9	Seek to reduce or remove grazing in upland semi-natural woodlands.	/			/		In progress	FC	Ongoing	Support	Ian Dormor
6.10	Target reversion to broadleaved cover on Plantations on Ancient Woodland Sites (PAWs) and Plantations on Wood Pasture (PWP).	/			/		In progress	FC, LOs	Ongoing	Support	Ian Dormor
6.11	Develop a Shropshire Hills AONB Woodlands project, focussing on ancient semi-natural woodland and PAWS and supporting management through advice, small grants and strengthening markets for woodland products.	/			/	/	Aspiration	AONB, FC, WT, GWC, NE	2009-14	Lead	Clare Fildes
N.B. Other actions relating to the AONB are contained in the Shropshire Biodiversity Action Plan, available at http://www.naturalshropshire.org.uk/											

Ref.	Action (High priority actions shown with shaded background)						Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
OBJECTIVE 7 To restore and create improved habitat networks at a landscape scale by enhancing habitats (including heathland, grassland and woodland) especially buffering and linking existing high quality areas.											
7.1	Continue to restore heather cover on the Stiperstones ridge (including beyond the NNR) through the 'Back to Purple' project.	/			/	/	In progress	NE, SWT, LOs	2009-14	Support	Phil Holden
7.2	Seek to acquire strategically located sites of conservation importance or potential, especially neighbouring existing conservation sites.	/			/	/	Ongoing role	NT, SWT, NE	Ongoing	Support	Phil Holden
7.3	Use all available information to help target Higher Level Stewardship uptake to develop habitat networks, especially in Long Mynd - Stiperstones area.	/			/		In progress	SCC, AONB, FWAG, NE, SWT, UOWG, NT	2009-14	Support	Cath Landles
7.4	Continue to foster community and landowner support for landscape scale conservation, including through the AONB Long Mynd - Stiperstones Group, and exchange ideas with other areas such as the Clun Forest.	/			/	/	In progress	AONB, NT, SWT, NE, UOWG, FWAG, SCC	2009-14	Lead/ Support	Cath Landles
7.5	Seek to develop woodland habitat networks, including by restoring to broadleaved cover and planting new adjacent sites, especially along Wenlock Edge.	/			/		In progress	NT, SWT, FC, NE	2009-14	Support	Ian Dormor
OBJECTIVE 8 To improve the condition of geological sites and raise awareness of geology and its influences on landscape and human activity.											
8.1	Develop a leaflet and model management plan for Regionally Important Geological Sites (RIGS), and raise awareness of RIGS among landowners, parish councils, planners and developers.	/				/	Aspiration	SCC, AONB, SGS, SWT	2009-10	Support	Phil Holden
8.2	Secure resources to raise level of geoconservation action, ideally through a Geodiversity Officer for Shropshire.	/				/	Aspiration	SCC, AONB, SGS, SWT	2009-11	Support	Phil Holden
8.3	Develop interpretation at key geological sites.	/				/	In progress	SGS, SWT, NT, SCC, AONB	2009-14	Support	Phil Holden
<p><u>N.B. Other actions relating to the AONB are contained in the Shropshire Geodiversity Action Plan, available at http://www.shropshire.gov.uk/planning.nsf/open/EEE885581E0DAEF280257516003D64B6</u></p>											
OBJECTIVE 9 To conserve and manage heritage features and attributes, preventing damage and acting to maintain value where necessary.											
9.1	Support and develop proposals for conservation or restoration works at key historic sites (e.g. 31 SAMs at High Risk, 3 Listed Buildings at Risk).	/					In progress	EH, LAs, NE, AONB	2009-14	Support	Ian Dormor
9.2	Develop a strategic approach to the conservation and stabilisation of vernacular farm buildings, identifying which buildings are most at risk and seeking funding for conservation works.	/	/				In progress	LAs, EH, AONB	2009-11	Support	Ian Dormor

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9.3	Put in place structures and resources for new local authority heritage responsibilities.	/					In progress	SCC, EH	2009	Support	Ian Dormor
9.4	Develop a new project focused on historic features which have so far received little attention, e.g. water meadows and willow pollards.	/				/	Aspiration	AONB, EH, LAs, CGs	2009-11	Lead	Ian Dormor
OBJECTIVE 10 To improve water quality, especially through reducing diffuse pollution, to reach requirements of the EU Water Framework Directive.											
10.1	Improve water quality through improvements in sewage treatment infrastructure and drainage systems, focusing especially on problems in the River Kemp.	/	/		/		In progress	STW, EA	2009-14	Support	Mike Kelly
10.2	Continue to implement the River Teme Catchment Sensitive Farming Initiative, aiming to reduce diffuse pollution including through improved land management.	/	/		/	/	In progress	NE, EA	2009-10	Support	Mike Kelly
OBJECTIVE 11 To improve where possible eyesores in the landscape and existing inappropriate development.											
11.1	Implement a programme of undergrounding of electricity cables, prioritised according to landscape impact.	/				/	In progress	CN, AONB	2009-12	Support	Ian Dormor
OBJECTIVE 12 To retain tranquillity, gather more information and raise the profile of this quality.											
12.1	Undertake surveys of perception of tranquillity.	/				/	Aspiration	AONB	2009-14	Lead	Ian Dormor
OBJECTIVE 13 To improve integration of environmental practices, wildlife and farm conservation with business development (such as product differentiation, direct local selling and diversification), especially in the Less Favoured Areas.											
13.1	Implement economic and social aspects of the Rural Development Programme for England 2007-13, maintaining integration between axes.	/	/	/	/		In progress	AWM, NE	2009-13	Support	Clare Fildes
13.2	Evaluate farm advice pilot project focusing on livestock farmers in LFA areas and consider further development. (See also 2.3).	/	/	/	/	/	Aspiration	AONB, BL, DG, AWM	2009	Support	Clare Fildes
13.3	Undertake a programme of one to one visits and talks to groups to create better links between the AONB and the farming community.	/	/	/	/	/	In progress	AONB	2009-11	Lead	Cath Landles
13.4	Support the establishment of a demonstration farm (or farms) in the AONB, e.g. through the LEAF (Linking Environment & Farming) scheme.	/	/	/	/	/	Aspiration	LEAF, NE, FWAG, NFU, AONB, RH	2009-14	Encourage	Cath Landles

Ref.	Action (High priority actions shown with shaded background)	Conserve & enhance	Keep thriving	Low carbon	Adapt for future	Help people connect	Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
OBJECTIVE 14 To maintain food production by environmentally sustainable means and maintain long term capacity to continue to produce food, by promoting farm support networks, encouraging succession and retaining and developing skills.											
14.1	Develop farmer networks and training opportunities through the Shropshire Rural Hub, including improved involvement in the south of the county.	/	/	/	/	/	In progress	RH, AWM, LLL	2009-14	Encourage	Cath Landles
14.2	Seek to encourage succession in farming and support continuity of skills and knowledge.	/	/	/	/	/	In progress	WNSC, RH	2009-14	Encourage	Cath Landles
14.3	Continue the Clun Forest 'Land, Life & Livelihoods' project and seek to apply this experience elsewhere in the AONB.	/	/	/	/	/	In progress	LLL, AONB	2009-14	Support	Cath Landles
OBJECTIVE 15 To increase the local supply of food, especially meat from grazing animals, through improving supply chains and expanding from niche markets, e.g. into tourism and public sector procurement.											
15.1	Establish new business operation for Bishop's Castle abbatoir and develop red meat marketing initiative.	/	/	/	/	/	In progress	SASTAK, AWM, AONB, LAs, LLL, NT	2009-11	Support	Cath Landles
15.2	Seek to develop a distribution hub for local food products, to improve market penetration.	/	/	/	/	/	Aspiration	RH, L21, LAs, AONB	2009-10	Support	Clare Fildes
15.3	Consider red meat marketing initiative for Shropshire Hills lamb and beef, with Protected Geographic Indicator or other status.	/	/	/	/	/	Aspiration	SASTAK, AWM, AONB, LAs, LLL, NT	2009-14	Support	Clare Fildes
OBJECTIVE 16 To increase the local supply of wood and wood products, especially woodfuel.											
16.1	Where possible focus activities of the Heartwoods initiative in the Shropshire Hills to promote management of broadleaved woods and uptake and supply chain development of woodfuel.	/	/	/	/	/	In progress	GWC, FC, AWM	2009-10	Support	Mike Kelly
16.2	Develop a sub-regional initiative on coppice woods to improve woodland management and improve the supply of material to local greenwood craftsmen.	/	/	/	/	/	In progress	GWC, AONB, SWT, LOs	2009-10	Support	Mike Kelly

Ref.	Action (High priority actions shown with shaded background)						Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
OBJECTIVE 17 To stimulate local demand by raising awareness among consumers of food and other local products, and their connections with the landscape.											
17.1	Continue to undertake publicity and promotion on local food by a variety of means including press, leaflets, exhibitions and events such as food fairs, farm walks, schools activities.	/	/	/	/	/	In progress	LAs, RH, PGs, AONB	2009-14	Support	Clare Fildes
17.2	Continue to support the development of the Shropshire Hills Farmers Markets, and collaboration with promotion.	/	/	/	/	/	In progress	FMs, AONB	2009-14	Support	Clare Fildes
17.3	Continue to develop opportunities for public sector procurement of local food.	/	/	/	/	/	In progress	LAs	2009-14	Support	Clare Fildes
17.4	Develop the 'Made in Shropshire' project promoting local products.	/	/	/	/	/	In progress	RH	2009-14	Support	Clare Fildes
OBJECTIVE 18 To develop and support sustainable tourism strongly linked to the landscape of the Shropshire Hills, including policy, facilities and services and approaches to marketing.											
18.1	Target farm-based accommodation for involvement in the Sustainable Business Scheme, and develop the links between farm tourism, local foods and conservation of the landscape.	/	/	/	/	/	In progress	AONB	2009-12	Lead	Clare Fildes
18.2	Implement actions from the Church Stretton Sustainable Tourism Strategy	/	/	/	/	/	In progress	CSATG, TC, LA, AONB	2009-13	Support	Clare Fildes
18.3	Complete a Sustainable Tourism Strategy for the Shropshire Hills, and consider the European Charter for Sustainable Tourism in Protected Areas.	/	/	/	/	/	Aspiration	AONB, LAs, SSTA, ST, DMP	2009-12	Lead	Clare Fildes
18.4	Consider establishing a visitor payback scheme.	/	/	/	/	/	Aspiration	AONB	2010-12	Lead	Clare Fildes
18.5	Continue training related to sustainable tourism and the AONB for front-line staff and volunteers e.g. at Visitor Information Centres and walks leaders.	/	/	/	/	/	In progress	LAs, L21, AONB	2009-14	Enable	Clare Fildes
18.6	Develop an 'Offa's Dyke Country' regeneration project linked to sustainable tourism and transport.	/	/	/	/	/	In progress	AONB, AWM, UCL, SCC, HC, PCC, NE, WAG	2009-	Enable	Clare Fildes

Ref.	Action (High priority actions shown with shaded background)	(High)					Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
		Conserve & enhance	Keep thriving	Low carbon	Adapt for future	Help people connect					
OBJECTIVE 19 To reduce energy use by households, services, farms and businesses, including through energy conservation and efficiency.											
19.1	Develop initiatives involving businesses and the community to reduce the carbon footprint of human activity in the AONB.	/	/	/	/	/	In progress	MEA, CGs, LAs, BL, AONB, NT	2009-14	Support	Phil Holden
OBJECTIVE 20 To increase local production of renewable energy in ways compatible with the AONB.											
20.1	Continue to develop guidance on how renewable energy can be developed in the area with minimum impact on the AONB's special qualities.	/	/	/	/	/	In progress	LAs, AONB, MEA	2009-10	Enable	Phil Holden
OBJECTIVE 21 To integrate affordable housing of high design and environmental standards in appropriate locations.											
21.1	Work pro-actively together and ensure early consultation to ensure that Housing Association schemes are developed in keeping with the AONB's aims.	/					Aspiration	HAs, AONB, LAs	2009-12	Enable	Planning Officer
OBJECTIVE 22 To promote relevant training to maintain and develop skills to support AONB priorities, including land management and traditional crafts, sustainable business and environmental knowledge.											
22.1	Establish current activity, gaps and development needs in training and skills related to conserving the AONB's special qualities.	/	/		/		Aspiration	AONB, LSC, LAs, WNSC, HAUC, LSPs	2009-12	Support	Pete Banford
22.2	Promote and develop training opportunities which support conservation land management, including Farming Focus programme.	/	/	/	/	/	In progress	WNSC, HAUC, RH, NE, LSC, FWAG	Ongoing	Support	Cath Landles
22.3	Develop at Acton Scott Historic Working Farm new training facilities and programmes for traditional skills, and seek to maximise relevance to landscape management.	/	/	/	/	/	In progress	SCC, AONB	2009-14	Support	Cath Landles
OBJECTIVE 23 To improve land management for flood alleviation.											
23.1	Develop understanding and promote principles of land management for flood alleviation.	/	/	/	/	/	In progress	EA, LAs, AONB, NE	2009-14	Support	Phil Holden
	<i>N.B. Other actions listed will also contribute to this objective.</i>										
OBJECTIVE 24 To reduce greenhouse gas emissions from land management and increase carbon sequestration including through soils and trees.											
24.1	Develop understanding and promote principles of land management for carbon sequestration.	/	/	/	/	/	In progress	LAs, NE, AONB	2009-14	Support	Phil Holden
	<i>N.B. Other actions listed will also contribute to this objective.</i>										

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OBJECTIVE 25 To reduce car dependency and optimise provision and use of public transport.											
25.1	Continue to operate and promote the Shropshire Hills Shuttles service, and make best use of public transport for visitors, e.g. through promotion for walks, linking events.	/	/	/			In progress	AONB, LAs, NT, NE	2009-14	Lead	Clare Fildes
25.2	Develop and support business and community initiatives to reduce car dependency, e.g. green travel plans, car sharing and pool schemes.	/	/	/			Ongoing role	LAs, AONB	2009-14	Encourage	Stephanie Hayes
OBJECTIVE 26 To promote and support environmentally sound leisure and recreation activities.											
26.1	Continue to develop facilities and promotion of the Shropshire Hills for walking, on and off-road cycling and for horse riding. Develop Walking Festivals and 'Walkers Are Welcome' initiative.	/	/	/	/	/	Ongoing role	SCC, AONB, NT, NE, FC, RA, TGs	2009-14	Support	Stephanie Hayes
26.2	Seek to raise standards on public rights of way, and maximise potential of other access including open access land, agri-environment agreements, forestry land and countryside sites.					/	Ongoing role	SCC, LOs, NE, FC, SWT	2009-14	Support	Phil Holden
26.3	Promote long distance recreational routes eg. Offa's Dyke National Trail, as a sustainable tourism resource, and encourage local businesses to link to them.		/			/	Ongoing role	SCC, NE, LAs	2009-14	Support	Stephanie Hayes
26.4	Upgrade the standard of the Shropshire Way, and develop linked short walks, including linear walks accessible by public transport.		/	/		/	In progress	SCC	2009-10	Support	Stephanie Hayes
26.5	Develop a strategic approach to managing access at popular conservation sites, e.g. Long Mynd, Stiperstones.	/				/	Aspiration	AONB, NT, NE, SCC, RA, LDBA	2009-10	Lead	Phil Holden
26.6	Develop links with outdoor activity providers, e.g. providing talks and information on special qualities of the AONB and good environmental practice.	/		/		/	Aspiration	AONB	2009-14	Lead	Stephanie Hayes
N.B. Other actions relating to the AONB are contained in the Shropshire Countryside Access Strategy, available at http://www.shropshire.gov.uk/countryside.nsf/open/74AB1B9A3C0FF4A28025756E003BB28E											
OBJECTIVE 27 To raise public awareness of the special qualities of the Shropshire Hills and of the AONB and its management.											
27.1	Improve information on the AONB and its special qualities for other organisations to use in promotion and interpretation.	/				/	In progress	AONB	2009-10	Lead	Stephanie Hayes
27.2	Continue to produce and refine AONB publicity material including publications, website, press releases, talks, etc.	/	/	/	/	/	Ongoing role	AONB	2009-14	Lead	Stephanie Hayes
27.3	Seek to raise the profile of the AONB and the Shropshire Hills within the county and especially in Shrewsbury.	/	/	/		/	In progress	AONB, LAs	2009-14	Lead	Stephanie Hayes

Ref.	Action (High priority actions shown with shaded background)	Conserve & enhance	Keep thriving	Low carbon	Adapt for future	Help people connect	Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
27.4	Make appropriate reference and links to the AONB and its special qualities in the interpretation facilities in the area, e.g. Bog Centre, FC and NT land, SWT reserves.	/				/	Ongoing role	SCC, FC, NT, SWT, AONB	2009-14	Support	Stephanie Hayes
27.5	Co-ordinate provision and promotion of Shropshire Hills events from a number of providers. Seek to develop guided walks programmes and promote appropriately to demand.	/	/	/		/	In progress	AONB, SCC, NT, NE	2009-12	Enable	Stephanie Hayes
27.6	Develop a co-ordinated interpretation plan for the Stiperstones area, linking with Shrewsbury, Powys and the Long Mynd.	/	/	/		/	Aspiration	SWT, SCC, AONB, NE	2009-11	Support	Clare Fildes
27.7	Continue to promote and develop the Shropshire Hills Discovery Centre as a focus for formal and informal learning, enjoyment and cultural activity related to the Shropshire Hills area. Continue rebranding to lower the profile of the 'Secret Hills' name. Develop a 'compact' or agreement outlining links between the Centre and the AONB.	/	/			/	Ongoing role	SCC, AONB	2009-14	Support	Phil Holden
OBJECTIVE 28 To strengthen communities and build their capacity and cohesion by broadening participation in community activity.											
28.1	Increase coverage of Parish Plans, and include landscape and sustainability issues.	/	/	/	/	/	In progress	PPSGs, CCS, PCs, AONB	2009-14	Support	Cath Landles
28.2	Seek to repeat Down to Earth approaches through LEADER.	/	/		/	/	Aspiration	AONB, CCS, LAs	2009-14	Lead	Pete Banford
28.3	Support community groups and projects and co-ordinate funding and services available.		/		/	/	Ongoing role	CCS, CVS, AONB, LAs	2009-14	Support	Cath Landles
OBJECTIVE 29 To maximise health and wellbeing benefits from access to the countryside.											
29.1	Expand the capacity and uptake of Health Walking schemes in and around the AONB.		/			/	In progress	SCC, PCT	2009-14	Support	Clare Fildes
29.2	Use Quality of Life indicators for evaluating more formal events to provide evidence on wellbeing benefits.		/			/	In progress	LAs, AONB, CGs	2009-14	Support	Clare Fildes
OBJECTIVE 30 To broaden participation in the countryside from a wider cross-section of society, targeting under-represented groups such as the young, elderly and less able.											
30.1	Develop opportunities to engage young people through the LEADER programme.	/	/		/	/	Aspiration	AONB, YF, LAs,	2009-14	Enable	Pete Banford
30.2	Conduct an Equalities Impact Assessment for the operation of the AONB Partnership and take priority actions identified.		/		/	/	Aspiration	AONB, SCC	2009-10	Lead	Phil Holden

Ref.	Action (High priority actions shown with shaded background)	(High)					Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
		Conserve & enhance	Keep thriving	Low carbon	Adapt for future	Help people connect					
OBJECTIVE 31 To encourage understanding and knowledge of Shropshire Hills, especially through schools and further and higher education.											
31.1	Continue to provide and improve field activities for schools and support for in-school activities. Seek to develop relevant local links to develop sense of place and reduce travel.	/	/	/	/	/	Ongoing role	NT, SWT, LAs	2009-14	Support	Cath Landles
31.2	Develop links with Higher & Further Education establishments	/	/	/	/	/	In progress	AONB, WNSC, HAUC	2009-14	Lead	Phil Holden
OBJECTIVE 32 To increase active involvement with the AONB's countryside, including through volunteering and opportunities to support the AONB directly.											
32.1	Support the development of existing and new opportunities for volunteering through the LEADER programme.		/			/	Aspiration	AONB, SCC	2009-13	Lead	Pete Banford
32.2	Increase the coverage and activity of Parish Paths Partnership (P3) groups operating within or partly within the AONB.	/	/			/	Ongoing role	SCC, PCs	2009-14	Support	Cath Landles
32.3	Support the development of the Tree Wardens network and community wildlife groups.	/				/	In progress	AONB, SWT	2009-14	Support	Ian Dormor/ Cath Landles
32.4	Develop community archaeology projects including Acton Scott, Rectory Wood and Lost Communities of the Stiperstones.	/				/	In progress	SCC, NE, CGs, AONB	2009-12	Support	Ian Dormor
OBJECTIVE 33 To develop sense of place and community pride around the Shropshire Hills, and strengthen the 'Shropshire Hills' identity, especially in visitor and tourism promotion material.											
33.1	Improve the countryside content and profile of the Shropshire Hills in tourism promotion, and outline sustainable ways of enjoying the AONB.	/	/	/		/	In progress	SSTA, LAs, AONB	2009-14	Support	Stephanie Hayes
33.2	Develop sense of place and awareness of the AONB through enhanced signage on key routes into the AONB and where appropriate on town and village signs.	/				/	In progress	AONB	2009-11	Lead	Stephanie Hayes
33.4	Develop the 'Friends of the Shropshire Hills' group.	/	/			/	In progress	AONB	2009-14	Lead	Clare Fildes
	<i>See also community and awareness raising actions.</i>										

Ref.	Action (High priority actions shown with shaded background)	Conserve & enhance	Keep thriving	Low carbon	Adapt for future	Help people connect	Status	Lead and key partners	Target timescale	AONB Partnership role	AONB lead or link officer
OBJECTIVE 34 To build the AONB Partnership as an inclusive structure with sound governance and strong partnership relations and communication.											
34.1	Maintain good links between partners and the AONB Team, ideally through at least one bilateral meeting per year.	/				/	Ongoing	AONB	2009-14	Lead	Phil Holden
34.2	Review AONB Partnership governance to integrate LEADER requirements and adapt to unitary local authority.	/				/	In progress	AONB, LAs	2009	Lead	Phil Holden
34.3	Agree new Memorandum of Understanding between Natural England and local authority funders.	/				/	Preliminary discussions	NE, AONB, LAs	2009	Lead	Phil Holden
34.4	Establish clear and balanced relationship between AONB Partnership and new unitary Shropshire Council as host authority.	/				/	Preliminary discussions	AONB, LAs	2008-9	Lead	Phil Holden
34.5	Support the National Association for AONBs, West Midlands Protected Landscapes Forum and the Europarc Federation and raise the profile of and involvement with their work among partners.	/				/	Ongoing	AONB	2009-10	Lead	Phil Holden
OBJECTIVE 35 To monitor and report on progress with the Management Plan and condition of the AONB.											
35.1	Undertake monitoring on implementation by public bodies of their S85 duty to have regard to the AONB.	/				/	In progress	AONB	2009-14	Lead	Phil Holden
35.2	Publish an annual progress report and update of the Management Plan Actions.	/				/	In progress	AONB	2009-14	Lead	Phil Holden

Abbreviation	AONB Partnership member?	Full Name
AONB		Area of Outstanding Natural Beauty Partnership
AWM	✓	Advantage West Midlands (Regional Development Agency)
BL		Business Link
CCS		Community Council of Shropshire
CGs		Community groups
CLA	✓	Country Land & Business Association
CN		Central Networks (electricity distributor)
CSATG		Church Stretton Area Tourism Group
CVS		Community & Volunteer Service
EA	✓	Environment Agency
EH	✓	English Heritage
FC	✓	Forestry Commission
FMs		Farmers Markets
FWAG	✓	Farming and Wildlife Advisory Group
GWC		Green Wood Centre
HA		Highways Agency
HAUC	✓	Harper Adams University College
HC		Herefordshire Council
LAs	✓	Local authorities
LDBA	✓	Long Mynd and District Bridleways Association
LEAF		Linking Environment & Farming
LLL		Land,Life & Livelihoods
LOs		Land owners
LSC		Learning & Skills Council
LSPs		Local strategic partnerships
L21		Ludlow 21
NE	✓	Natural England
NFU	✓	National Farmers Union
NT	✓	National Trust
PCs	✓	Parish Councils

Abbreviation	AONB Partnership member?	Full Name
PCC		Powys County Council
PGs		Producer Groups
PPSGs		Parish Plan Steering Groups
RA	✓	Ramblers Association
RGs		Recording Groups
RH		Rural Hub
SAP		Shropshire Access Partnership
SASTAK	✓	Shropshire Machinery Ring
SCC	✓	Shropshire County Council
SGS	✓	Shropshire Geological Society
SWT	✓	Shropshire Wildlife Trust
ST		Shropshire Tourism
STW		Severn Trent Water
TC		Town Council
TGs		Tourism Groups
UCL		University College Lancaster
UOWG	✓	Upper Onny Wildlife Group
UCCWG		Upper Clun Community Wildlife Group
WAG		Welsh Assembly Government
WGs		Wildlife Groups
WMRO		West Midlands Regional Observatory
WNSC	✓	Walford & North Shropshire College
WT		Woodland Trust
YF		Youth Forum