

Key areas of work	Key actions and targets
Develop policy and strategy for the area through the AONB Management Plan, and influence the policies and strategies of others.	
AONB Management Plan	Finalise formal approval if not complete by end March 2009. Print and circulate final Management Plan, disseminate and promote. Produce annual Update of Management Plan Actions with progress. Produce annual update on headline indicators of AONB condition.
Planning	Comment on relevant LDF documents and planning applications. Provide training session on the AONB for Development Control staff.
Other strategies	Provide input to at least 4 consultations.
Local authorities and LSPs	Establish/maintain links with relevant departments of each local authority. Input to Shropshire Partnership & Southern Shropshire Partnership.
Guidance & strategy	Work proactively to develop strategic thinking especially on sustainable rural development, Low Carbon and climate change adaptation.
Take and co-ordinate action to conserve and enhance natural beauty, to promote wellbeing, enjoyment and understanding and to further sustainable development.	
Support / advise projects	At least 6 landscape/ conservation/ farming projects. At least 6 access/ tourism/ interpretation projects.
Sustainable Development Fund	Give grants and support projects to fully allocate fund (c£53k).
LEADER	Develop systems for grant applicants, undertake training. Start distributing grants (c£200k/yr). Participate in West Midlands LEADER network.
'Buy Local'	Maintain and promote www.shropshirehills-buylocal.co.uk/ directory. Recruit 30 businesses to Sustainable Business Scheme and hold 4 events.
Rivers Project	Co-ordinate habitat management at 10 sites linked to Catchment Sensitive Farming Initiative and agri-environment schemes. Continue awareness raising on Freshwater Pearl Mussel.
Farm advice	Continue with partners to develop co-ordinated services.
Offa's Dyke Country	Complete feasibility study for regeneration project. Make funding bids.
Woodlands Project	Seek to recruit Project Officer for new project aimed at Plantations on Ancient Woodland Sites.
Shuttles	Manage 2009 Shropshire Hills Shuttles bus service, and plan for 2010.
Promotion	12 talks to partner organisations, education or community groups. 15 press releases, 4 E-bulletins, improvements to websites. Publish 2008-9 Annual Review. Prepare joint Shropshire Hills events programme/ visitor guide for 2010.
Develop the AONB Partnership as an inclusive and effective organisation.	
AONB Partnership and sub-groups	Hold 15 meetings of 7 groups in the AONB Partnership structure. Complete update of governance with new Terms of Reference approved and new funding Memorandum of Agreement in place. Recruit new Chair and possibly Vice Chairs; undertake training. Maintain strong involvement with Wrekin Forest Partnership.
AONB Team	Hold monthly team meetings and at least one team training day.
Wider networks	Provide Charing role for West Midlands Protected Landscapes Forum. Raise involvement with National Association for AONBs.
Support the involvement of the community in the management of the AONB (also a cross-cutting theme in some items above).	
Support for groups	Develop 'Friends of the Shropshire Hills' group, raise membership to 150. Support 6 parish planning groups – with plans or actions arising. Support 25 community groups in total (includes SDF, LEADER, etc above).
Support for volunteering	Involve 300 volunteers through AONB-led and supported activities. Support volunteer activity, including through Tree Wardens.