

## Press Release

16th October 2009

### Free minibus on offer to sheep farmers for event

On Tuesday 20th October, 7.30pm at the Royal Oak Hotel, Leominster, an event is being held for sheep farmers to discuss implementing electronic identification of sheep (EID).

Sheep farmers are being urged to attend these meetings to discuss the individual recording and Electronic Identification of sheep (EID) and how it will affect them. New regulations come into force in January 2010.

The Shropshire Hills AONB Partnership is putting on a free minibus to this evening event which is being organised by the National Farmers Union. Pick ups will be at 6pm at Newcastle and 6.30pm at the AONB office, Craven Arms.

A similar event will take place at Ludlow Market on Wednesday 11th November at 7pm.

Booking is essential. Please call Cath Landles, Shropshire Hills AONB Partnership, on 01588 674084 or email [cath.landles@shropshire.gov.uk](mailto:cath.landles@shropshire.gov.uk)

**ENDS**

#### Editors Notes:

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The Shropshire Hills Area of Outstanding Natural Beauty (AONB) is one of 40 AONBs in England & Wales. This designation is recognition of the national value of the area's landscape, and brings duties on local authorities to conserve and enhance its natural beauty. Covering 23% of the county, the Shropshire Hills AONB extends from the Wrekin to the Clun Forest and from the Stiperstones to the Clee Hills. It is a diverse and tranquil area, with rugged hills, rolling pastoral fields, woods and meadows, picturesque villages and historic buildings, hillforts and ancient monuments.

The management of the AONB is guided by a statutory Management Plan produced by the Shropshire Hills AONB Partnership which comprises two local authorities, 31 other organisations and independent community members. The AONB staff team are funded by Natural England and the local authorities, and work with others to implement the AONB Management Plan. Shropshire Council acts as host authority for the AONB Partnership. The Shropshire Hills AONB Partnership plays three main roles:

- To develop policy and strategy for the area especially through the AONB Management Plan, and 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.
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