

Press Release

26th January 2010

Free one to one specialist advice for farmers

Are you a farmer? Is your business farming related? Are you thinking of setting up farming related business? Business Link and Natural England have teamed up to offer free one to one advice on a range of topics.

Business Link advisor, Joe Pell, can provide advice on ways to improve your existing business, diversification opportunities, accessing grants, financial issues and effective marketing.

Natural England Agri-Environment advisor, Gill Meehan, will be able to help with any queries relating to all Environmental Stewardship schemes, including the new Uplands Entry Level Stewardship Scheme.

The next event for farmers and farming-related businesses is being held on Tuesday 9th February from 9.30am to 6.00pm at the Shropshire Hills AONB Partnership offices in Craven Arms.

Booking is essential - to book an appointment, or for more details and dates of other events please contact Catherine Landles, Shropshire Hills AONB Partnership, on 01588 674084.

The business advisory sessions are hosted by the Shropshire Hills AONB Partnership and delivered by Business Link and Natural England.

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Editors Notes:

For further information contact Catherine Landles, Shropshire Hills AONB Partnership, Shrewsbury Road, Craven Arms SY7 9NZ Tel: 01588 674084. E mail SHAONBO@shropshire.gov.uk www.shropshirehillsaonb.co.uk

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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