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Press Release

Date: 18 December 2009

Subject: Shropshire Hills AONB Partnership signs up to 10:10 carbon campaign

The Shropshire Hills AONB Partnership has pledged to reduce its carbon emissions by 10% during 2010, as part of a national campaign.

The Partnership is responsible for guiding the management of the Shropshire Hills Area of Outstanding Natural Beauty, covering a quarter of Shropshire. The Management Plan for the AONB recognises climate change as the key long term threat and defines 'Shifting to Low Carbon' as one of five strategic priorities.

Phil Holden, AONB Partnership Manager said "The pledge is about the carbon footprint of our own organisation, estimated at around 40 tonnes per year. This includes gas and electricity use at the office, business travel and staff commute, plus travel of partners to meetings. We are taking a variety of steps to achieve the 10% target, including switching off and turning down energy uses, draughtproofing, low energy lighting, energy efficient electrical equipment and promotion of car sharing."

10:10 is a national initiative, the brainchild of Franny Armstrong, creator of the seminal climate change film 'Age of Stupid', which stars Pete Postlethwaite, a resident of the Shropshire Hills AONB. Individuals and all kinds of organisations can sign up – see 1010uk.org.

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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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