

## Press Release

13th October 2006

### **Sharing best practice: The Experience of Blue Remembered Hills.**

Over 50 people from across the country are coming to Craven Arms Community Centre on Friday 20th October to hear about the key lessons learnt from the Blue Remembered Hills Project.

2007 is the final year of this five year Landscape Partnership Scheme, which has been funded by the Heritage Lottery Fund and delivered through the Shropshire Hills AONB Partnership.

Delegates are meeting in Craven Arms to hear 'straight from the horse's mouth' the views from landowners and community groups who have been involved in the project, and to visit a number of local sites which have had support from the project.

The overall aim of the Blue Remembered Hills Project was to encourage local people and visitors to discover, enthuse about, conserve and sustain the natural beauty of the Shropshire Hills. The event will cover each of these aspects from enthusing the community to engaging farmers and landowners, and encouraging public access, education and interpretation. The event will also focus on 'on the ground' partnership working and how projects can add value to Agri-environment schemes.

James Dennis and Adrian Phillips, Heritage Lottery Fund monitors, will introduce the event and talk about the Landscape Partnerships Schemes from a national context as well as the successes of the Blue Remembered Hills Project.

For more information on the Blue Remembered Hills project, please contact Clare Fildes, project manager on 01588 674090.

**ENDS**

Editors Notes:

For further information contact Clare Fildes, Blue Remembered Hills project manager, Shropshire Hills AONB Partnership, Shrewsbury Road, Craven Arms SY7 9NZ Tel: 01588 674090. E mail [SHAONBO@shropshire-cc.gov.uk](mailto:SHAONBO@shropshire-cc.gov.uk) [www.shropshirehillsaonb.co.uk](http://www.shropshirehillsaonb.co.uk)

The Blue Remembered Hills project, developed by the Shropshire Hills AONB Partnership, is a major 5 year Heritage Lottery project to involve people in protecting key landscape features in and around the Shropshire Hills AONB.

The Shropshire Hills Area of Outstanding Natural Beauty (AONB) is one of 41 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.

The management of the AONB is guided by a statutory Management Plan produced by the Shropshire Hills AONB Partnership which comprises 5 local authorities, 31 other organisations and independent community members. The AONB staff team are funded by the Countryside Agency and the local authorities, and work with others to implement the AONB Management Plan. Shropshire County Council manages the AONB Office.

