

Press Release

Wednesday 3rd September 2008



Slow travel event for businesses in the Shropshire Hills

Businesses are invited to an event on Monday 8th September, 1 – 4pm at the Thresholds Centre, Picklescott, to look at 'Slow Travel in the Shropshire Hills' – what it means, why it's an exciting prospect for the economic development of the area and how you can get involved in the promotion.

Clare Fildes, Development Officer for the Shropshire Hills AONB Partnership explained "This is the first of a series of events organised as part of the Shropshire Hills Sustainable Business Scheme, which we launched in the spring. Professor Les Lumsdon, Head of the Institute of Transport and Tourism, University of Lancashire and author of "Walks in the Shropshire Hills", is going to give a presentation on "**Slow Travel**", drawing on his experience from Europe, bring businesses up to date on developments in the Shropshire Hills and we will be able to discuss our aspirations for the future."

Clare continued "Jim Stabler, who is responsible for the current Shropshire Way project will update businesses on developments and how they can get involved in the promotion of the route and be mentioned on the website, while Anne Oakes-Jones, who runs the Thresholds Centre, which is listed in the new Sawdays guide on Slow Travel, will demonstrate what it takes to be a Slow Travel venue."

This event is free to members of the Shropshire Hills Sustainable Business Scheme, or £5 per person. You will also be able to sign up to the Sustainable Business Scheme on the day. Places are limited; bookings should be made through Alison Scimia at the Shropshire Hills AONB Partnership on 01588 674080.

Transport sharing can also be arranged, as can pick up from Church Stretton station, please contact the office with your requirements.

This is the first of a number of events this year which will include a renewable energy tour of Hobsons Brewery, a wildlife gardening visit to Wiggly Wiggles, a day on marketing the sustainability of your business, "Cashing in on the landscape" tour of the Stiperstones and a bit of a knees up at Cardingmill Valley in January. Details for all these events will follow shortly.

ENDS

Editors Notes:

2008 marks the 50th anniversary of the Shropshire Hills Area of Outstanding Natural Beauty

For further information contact Clare Fildes, Shropshire Hills AONB Partnership, Shrewsbury Road, Craven Arms SY7 9NZ Tel: 01588 674094. 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 5 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 County 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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