

Draft Shropshire Hills AONB Management Plan 2019-24 - ACTIONS

Actions – Land Management Supporting Landscape and Natural Beauty

Action	Type	Lead & partners	Priority
Work with Defra, NAAONB and local partners to ensure new Environmental Land Management Schemes deliver Management Plan priorities in the AONB	New action	AONB, NE, NT, SWT, NFU, CLA	High
Develop further web-based guidance material for land managers – about landscape features and about utilising environmental assets sustainably	Aspiration	AONB	High
Implement 'Our Common Cause' upland commons project with local and national partners (subject to delivery phase approval)	In progress	AONB, FCL, NT, NE	High
Develop the Stepping Stones project into a long-term delivery initiative for the Long Mynd – Stiperstones area.	In progress	NT, AONB, NE, SWT	High
Continue to improve habitat and water quality in the River Clun for Freshwater pearl mussel	Ongoing	AONB, EA, NE, SRT	High
Co-ordinate catchment management through the Teme Partnership and Clun Catchment Partnership	Ongoing	SRT, AONB & partners	
Work with landowners through the Water Environment Grant (subject to funding approval)	New action	AONB, SRT	
Establish a large programme of planting of trees outside woodlands, partly to help offset losses from Ash dieback disease	New action	AONB, WT & partners	High
Support well planned woodland creation to enhance landscape, biodiversity and resource protection	Ongoing	FC, WT	
Develop an Upper Teme project – including expanding tree and woodland cover and enhancing the river SSSI	Aspiration	AONB, NE, SRT, EA, NRW	
Develop a 'Monumental Volunteers' project for management of historic sites	New action	AONB, HE	High
Work with landowners on restorative management of Plantations on Ancient Woodland sites (PAWS)	New action	AONB, WT, FC	
Develop a social forestry project with funded officer capacity, and a hub linking service providers and users	Aspiration	AONB and partners	
Support management of trees and woodlands along with natural flood management in the Wenlock Edge area,	New action	NT, SWT, AONB, NE, FC	

Action	Type	Lead & partners	Priority
and look at potential for an integrated area project			
Support actions to manage hay meadows, species-rich grassland	Ongoing	AONB, SWT, NE	
Expand and support community projects managing road verges for biodiversity	Ongoing	AONB, SWT, SC	
Support continued understanding of the geology of the AONB and the conservation and management of geological and geomorphological sites	Ongoing	SGS, NE, AONB	
Promote training for land management and conservation, and seek to address gaps in provision where identified	Ongoing	AONB, NE, NT, HE	
Work with landowners regarding management of county Wildlife Sites	Ongoing	SWT	
Seek opportunities to improve co-ordination of farm and conservation advice, and address gaps if possible	Ongoing	NE, AONB, SWT	
Continue network of Shropshire Hills Uplands Forum linking with national Uplands Alliance	Ongoing	AONB and partners	
Collate environmental data relevant to the AONB	Ongoing	AONB, NE, SC	

Actions – Planning for a Sustainable Economy and Communities

Action	Type	Lead & partners	Priority
Press for stronger status for AONB structures as a statutory consultee in planning and the necessary resources to fulfil duties which go with this	Aspiration	AONB, NAAONB, NE, LAs	High
Expand capacity within the AONB team for work on planning consultations	New action	AONB	High
Develop Design Guidance and a checklist for domestic development	New action	AONB, LAs	High
Develop a Landscape Guidance document	New action	AONB, LAs, NE	High
Continue to foster links and understanding between Partnership and planning officers and committee members	Ongoing	AONB, LAs	High
Support activities contributing to a low carbon Shropshire Hills, compatible with the AONB's special qualities	Ongoing	AONB, LAs	High
Monitor and report on planning applications in the AONB	Aspiration	LAs	
Continue to foster stronger links with other relevant planning consultees –	Ongoing	AONB	

including Natural England, CPRE and other Council departments			
Support new Community Led Plans to take the AONB fully into account	Ongoing	AONB	
Make the case for an Article 4 Direction to remove permitted development rights for motorsports in the AONB	New action	AONB	
Develop guidance on management and design of roads in the AONB	Aspiration	AONB, LAs	
Undertake work to identify key viewpoints within the AONB, and looking into it from surrounding areas	Aspiration	AONB and partners	
Demonstrate value of landscape to economy through tourism	Ongoing/Aspiration	AONB, LAs	

Actions - People Enjoying and Caring About the Landscape

Action	Type	Lead & partners	Priority
Develop a youth engagement project incorporating the John Muir Award, Young Rangers, and traineeships	New action	AONB and partners	High
Actively engage partners to develop the role and influence of the Destination Partnership, especially to oversee implementation of the Sustainable Tourism Strategy	Ongoing	AONB, SHT and partners	High
Promote less well known locations in the AONB in order to spread the load and benefits of visitors	Ongoing	SHT and partners	
Publicise the European Charter for Sustainable Tourism in Protected Areas and use it as tool for engagement, including possible Charter Part II with businesses	Ongoing	AONB, SHT and partners	
Continue to operate Shropshire Hills Shuttles, seeking new funding and refining service	Ongoing	AONB, SC, NT	High
Establish a new sustainable tourism business network for the Shropshire Hills	New action	AONB, SHT	
Support visitor centres – Cardingmill Valley, Discovery Centre, Bog Centre, Acton Scott, Much Wenlock, Bishop's Castle Town Hall	Ongoing	SHT, AONB, LAs	High
Maintain rights of way and promoted walking routes to a good standard, especially prime routes such as Offa's Dyke Path and the Shropshire Way	Ongoing	LAs	High
Support places within the AONB to develop and promote their walking offer	Ongoing	LAs, AONB	

Action	Type	Lead & partners	Priority
Continue support for Parish Paths groups and Volunteer Rangers	Ongoing	LAs	
Improve provision and promotion for cycling of different kinds and levels	Ongoing	LAs, AONB and partners	
Pursue 'Caering for Caradoc' fund-raising appeal and explore possibilities to replicate this, perhaps at the Wrekin	In progress	AONB & Trust	
Repeat five yearly visitor survey	New action	AONB, SHT	
Continue to link Shropshire Hills Discovery Centre with AONB landscape and as an orientation centre for visitors to the area	Ongoing	GCL	
Promote the area's best qualities to the business community and encourage an 'ambassador' approach	New action	AONB, SHT	
Expand membership of Friends of the Shropshire Hills AONB	Ongoing	AONB & Trust	
Develop and promote a varied programme of events and optimise relevance to the AONB	Ongoing	All	
Develop the annual leaflet swap event into a sustainable tourism conference	New action	SHT, AONB	
Seek to develop conservation holidays involving practical volunteering	Aspiration	NT, SWT?	
Improve roadside signage marking AONB at entry points	New action	AONB, LAs	
Foster links with the Shrewsbury University Centre and other HE and FE institutions	New action	AONB	
Improve links with Duke of Edinburgh Award and other outdoor activity providers to raise awareness of the AONB	New action	AONB and partners	
Demonstrate value of landscape to health and wellbeing	Aspiration	AONB, LAs	
Develop an interpretation plan for the AONB	Aspiration	AONB & partners	