

Key areas of work	Key actions and targets
Take and co-ordinate action to conserve and enhance natural beauty; promote enjoyment and understanding, and further sustainable development.	
Shropshire Hills AONB Conservation Fund	Give grants and support projects with available funding. Support establishment of the Fund as a registered charity.
Stiperstones & Corndon Hill Country Landscape Partnership Scheme	Deliver agreed outputs for year 4 of scheme (see http://www.stiperstonesandcorndon.co.uk/)
Clun catchment	Continue four year River Clun Recovery Project (WREN funded) and deliver year 2 outputs: 2,000m riparian buffer strip created, 5 willows pollarded, 100m revetment, riverbed restoration, 1,000 trees planted, 1 livestock watering system installed, 200m track restored, 8 gateways surfaced, 4 sediment traps installed, 1 watercourse crossing. Continue to lead Clun Catchment Partnership and input to Teme Partnership and other Clun steering groups.
Sustainable Tourism	Support operation of the Shropshire Hills Destination Partnership . Update Shropshire Hills Sustainable Tourism Strategy . Renew Charter for Sustainable Tourism in Protected Areas . Continue operation of Shropshire Hills Sustainable Business Network . Organise networking events and streamline administration. Manage 2016 Long Mynd – Stiperstones Shuttles bus service.
Promotion	Continue to update websites and social media. Publish 15 press releases, 3 E-newsletters, Annual Review and joint Events guide. Give 12 talks.
'Our Common Cause' Upland Commons project	Support Foundation for Common Land with development of stage 2 bid (subject to HLF approval of Stage 1)
Support initiatives led by others	Support at least 15 conservation/ recreation/ promotion projects. Respond to requests for information.
Project development	With partners, pursue development of Stepping Stones project (Long Mynd – Stiperstones) and other opportunities as arising.
Develop policy and strategy for the area through the AONB Management Plan, and influence the policies and strategies of others.	
AONB Management Plan	Promote the approved AONB Management Plan 2014-19. Continue delivery priorities for the team and with key partners.
Planning	Comment on relevant LDF documents and planning applications. Maintain close links with local authority planning staff and members.
Other strategies & schemes	Provide strong input to new Wrekin Forest Plan. Provide input to at least 4 strategic consultations (non-planning). Comment on non-planning casework such as agri-environment schemes.
Local authorities and Partnerships	Maintain links with relevant departments of each local authority. Input to Local Nature Partnership and other groups.
Monitoring	Collate data as part of Management Plan monitoring framework.
Guidance & strategy	Develop guidance page(s) on AONB website. Progress development of AONB specific planning guidance. Input to development of Council Supplementary Planning Documents.
Develop the AONB Partnership as an inclusive and effective organisation.	
AONB Partnership and sub-groups	Hold 20 meetings of 10 groups in the AONB Partnership structure.
Local partnership working	Operate and support local partnership structures including Wrekin Forest, Clee Hill, Clun Catchment, Stiperstones & Corndon Hill Country Landscape Partnership Scheme Board.
AONB Team	Hold monthly team meetings, complete performance reviews and training.
Business Planning	Continue to diversify sources of income.
National Association	Active involvement with NAAONB and other relevant networks.
Support the involvement of the community in the management of the AONB (cross-cutting above).	
Friends	Increase membership of Friends of the Shropshire Hills AONB.
Support for groups	Support 30 community groups in total (includes through activities above).
Schools	4 schools involved with AONB related activity, including John Muir Award.
Volunteering	Involve 300 volunteers through AONB-led and supported activities.