

## Sustainability Policy and Action Plan

The core purpose of the AONB is environmental (to conserve and enhance natural beauty), and while the Partnership's work is focussed on the landscape it is important that this is carried out in a manner which is sustainable in relation to other environmental aspects such as energy and use of resources, and to the local economy and community. An explicit subsidiary purpose of the AONB is to promote sustainable development, which stresses balancing economic, social and environmental factors and taking a long term view of the needs of future generations. Climate change rightly has come to have a high profile recently, but is only one of a range of crucial issues about how we can live in balance with our environment – including food, water, population and levels of consumption, and our reliance on oil. The Shropshire Hills AONB Partnership is committed to keeping this wider environmental, economic and social context at the heart of our work to conserve the area. The Partnership will pursue sustainability both through managing our own resources and through influencing others.

### Managing our own resources

The resources the AONB Partnership controls are modest – a small rented office, two cars, and limited procurement of materials. The finances and property of the Partnership are held by Shropshire Council as the host authority, which has its own corporate sustainability policy.

#### The AONB Partnership undertakes to:

- **Manage its own resources to minimise environmental impact and optimise local economic and community benefit.**
- **Measure and monitor key impacts in order to maintain focus on more important issues, and reduce CO<sub>2</sub> emissions from its direct activities by 25% by 2015 from a baseline figure established in 2006.**
- **Publicise the actions it is taking in order to encourage others.**

### Influencing others

Given the way the AONB Partnership works, it has the greatest capacity to support sustainability through influencing others.

#### The AONB Partnership undertakes to:

- **Include broader sustainability issues in its work, and show how these relate to the primary landscape conservation purpose of the AONB.**
- **Promote and support policies and strategies affecting the AONB which support sustainability.**
- **Use its influence through distribution of grants, especially the Sustainable Development Fund, to support the achievement of real improvements in sustainability in the area.**
- **Encourage and support action by individuals and organisations in the community in and around the AONB to reduce CO<sub>2</sub> emissions, especially through energy efficiency and the appropriate development of renewable energy.**

Approved by the AONB Partnership 9 February 2010

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## Shropshire Hills AONB Partnership – Sustainability Action Plan based on checklist of some key aspects of sustainability

	Managing our own resources		Influencing others	
	Current activity	Priority for action	Current activity	Priority for action
<b>ENVIRONMENTAL</b>				
Energy use and carbon footprint (including energy efficiency, transport, renewables)	Efficient use of electrical equipment, switch off policy Car sharing & public transport Designated Green Office champion	Low energy lighting tubes Turn down heating thermostat Further draughtproofing/ insulation	Website info – links and case studies Provision of Shuttles bus service Management Plan & advocacy work	More on Low Carbon & Resilience Fund energy projects & work on greenhouse gas emissions from land management
Waste reduction, recycling, minimising pollution	Office & kitchen recycling Use of recycled printer paper	Reduce non- environmentally friendly chemicals e.g. cleaning	Business waste & recycling project Rivers project with water quality focus	Continue
Resources – reducing, re-using, recycling. Local and sustainable procurement.	Duplex printing Optimise use of electronic storage	Work to reduce/ minimise printing	Sustainable Business Scheme (SBS) (relevant also to other headings)	Develop Sustainable Business Scheme
Wildlife and landscape	(no direct control of wildlife/ landscape resources)	-	This is the key focus of our core and project delivery work – many areas of activity	Landscape scale activity, especially Long Mynd – Stiperstones, Clun catchment
Raising environmental awareness	Posters & material in office for staff & visitors on energy & recycling Publicity for 10:10 campaign	Collate 10:10 information and promote	Promotion work – publications, web, events, etc	Improve effectiveness through new Communications Strategy
<b>SOCIAL</b>				
Community participation – involvement, consultation, under-represented groups	Involvement of Team and Partnership members in sustainability issues	-	Support for community projects, SDF, LEADER, Friends of Shropshire Hills, events, Youthful Landscapes project	Support new groups and develop full potential of LEADER Encourage new applicants to SDF
Community benefits – local structures, skills, capacity, quality of life	Wide involvement of local people in AONB Partnership, 39 members Links with Craven Arms including through Discovery Centre	Continue	Support for community projects as above Land, Life & Livelihoods project	Develop full potential of LEADER LEADER wellbeing toolkit
Cultural heritage	Maintenance of tenanted Listed Building as office	Continue	Some project work	Develop/ support new initiatives
<b>ECONOMIC</b>				
Local economy – goods & services	Use of local caterers and venues	Seek to optimise local procurement	Management Plan & advocacy work Buy Local work, Farmers Markets, etc	Seek greater economic focus from SDF
Employment	Externally funded projects have created 3 new jobs in last 2 years Hosting business advice clinics	Continue	Promotion of environmental economy approaches Work on sustainable tourism	Continue and build up evidence base
Support for rural industries of the Shropshire Hills	(see project work influencing others)	-	Farmers' Dens and advice clinics Woodlands project - supply chain Management Plan & advocacy work	Expand project work, including farmer engagement project
Value for money – cost effectiveness, varied sources of funding	Natural England funding, local authorities, LEADER and others	Seek sponsorship funding for SDF	Grants given encourage others to source further match funding Ensure high standards of projects given grant support	Continue