

Ref	Action <i>Detailed suggestions from Strategy shown in italics, high priority actions shaded</i>	Key agencies	Progress 2011-16	Status	Priority for 2017-
1 RAISING AWARENESS					
1.1	Agree core destination values and messages. <i>Use these consistently in destination promotion and encourage businesses to take up and add their own stories.</i>	DDP, AONB, SHT	Destination values and messages agreed and adopted into Marketing Strategy Feb 2012. Briefing note on Shropshire Hills identity revised and circulated.	complete	Continue to disseminate
1.2	Agree and disseminate a visual identity and supporting text. <i>Include guidelines for use.</i>	DDP, AONB, SHT	New logo agreed. Guidelines and licencing of destination logo agreed and rolled out, including to SHT website and various towns, with advice on consistent use of identity and wording.	complete	Logo has been dropped on new SHT website and should be reinstated
1.3	Assemble a good photo collection. <i>Collect new photos reflecting themes of core values, including ones with people in, seasonal shots and conveying sense of place.</i>	DDP, AONB, SC, ST	Shropshire Tourism image library available FOC to members and press. 11 professional photographs purchased through SC/AONB 2013 and well used. SHT photo competition 2016.	limited progress	Opportunities through EU funded project? Make more use of video
1.4	Improve the branding and performance of the visitshropshirehills website to operate as a high profile website for the destination. <i>Consistent use of Shropshire Hills, improve links, prominence in searches, booking facility?, up to date content / news, user generated content, better social media links.</i>	SHT, DDP, AONB, ST	Improvements made winter 11/12. Destination logo added spring 2014. New website 2016. Shropshire Hills Tourism blog.	some progress	Opportunities through EU funded project. Rework of landscape area pages needed.
1.5	Develop and implement an online marketing strategy. <i>Link other online channels with destination website, develop social media, ambassadors, monitoring & response mechanisms.</i>	DDP, SHT, ST	Marketing Strategy (all aspects, not just online) completed Feb 2012. Limited online marketing activity at destination level due to lack of resources. Shropshire Hills AONB Facebook and Twitter accounts now have over 1,600 likes and 2,800 followers. Review of websites through Walking with Offa contract. SHT Facebook and Twitter. AONB TripAdvisor page in place with good reviews but few in number.	some progress	Encourage all partners to align marketing activity with strategy recommendations. Develop through EU funded project.
1.6	Maintain a suite of key destination print. <i>Maintain main brochure and distribute. Additional material on towns, outdoor activities, etc and saleable items - guidebooks, postcards, etc</i>	DDP, AONB, SHT, ST,	Accommodation Brochure & Events guide produced annually, merged in 2015 alongside Discovery Map. Rationalised to new 'Great Days in the Shropshire Hills' leaflet in 2016. Printed guides also still produced for Church Stretton, Bishop's Castle and Ludlow.	good progress	Reduced role for print but still important and intention to repeat Great Days in 2017
1.7	Pursue an active PR campaign. <i>Generate coverage in travel media and news, new story lines reflecting values and themes, mechanisms to convert interest into enquiries/purchases.</i>	DDP, AONB, SHT, SC, ST, VE	Strong content on Wenlock Olympic connections in 2012, with walking/cycling links. PR contract through Discover Local. Press visits to Ludlow, Acton Scott, Much Wenlock, museums & Walking with Offa. AONB Partnership press releases. Walking with Offa co-operation project generated £66k worth of PR. Outdoor Writers & Photographers Guild weekend 2013. National TV programmes filmed at Acton Scott Historic Working Farm. Good media coverage in 2016.	good progress	Limited capacity but opportunities through EU funded project

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1.8	<p>Establish and maintain a presence in Shropshire promotions. <i>Stronger coverage of Shropshire Hills & Ludlow, joint marketing with neighbouring destinations.</i></p>	DDP, ST, SC	<p>Opportunities to strengthen coverage and align with area Strategy. Joined up approach along the border with 'Irresistible Offa' strapline. Co-ordination at county level has gone backwards with launch of a Ludlow and South Shropshire website. Shropshire Hills AONB featured on home page of Shropshire's Great Outdoors website. Links maintained with Shrewsbury and Wellington as 'gateways'. Links with Rural Concierge based in Herefordshire.</p>	limited progress	<p>Improve prominence of and links to Shropshire Hills & Ludlow, phasing out references to South Shropshire. Improve links with Ironbridge.</p>
1.9	<p>Pursue opportunities in selected target markets. <i>e.g. Year round breaks to West Midlands markets, family outdoor activities, niche markets - food, walking, cycling, geology, railways.</i></p>	DDP, AONB, SHT, ST, VE	<p>Walking with Offa activity. New 'Things to Do' pages on AONB website. Joint 'Walkers Are Welcome' towns publication. 50 Things to Do Before You're 11 ¾ campaign from National Trust. Wild child and adventure trail. Advertising with coach tour companies (Ludlow Town Council). New 'Shropshire's Great Outdoors' website with Top Experiences and searchable walking routes. Improved visitor pages on AONB website, including 50 hills to encourage exploration.</p>	some progress	<p>Develop walking and cycling activity through EU funded project.</p>

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2 DELIVERING THE HILLS EXPERIENCE					
2.1	<p>Give priority to maintaining a high quality landscape as a primary resource of sustainable tourism. <i>Prevent unsightly development, maintain clean tranquil environment & dark skies, continue land management practices which maintain landscape quality, conserve and restore landscape and biodiversity.</i></p>	AONB, SC, CBs, NT, FC	<p>Many activities by a variety of organisations contribute to this action. Planning representations from AONB Partnership and wider community e.g. Church Stretton housing proposals. Shropshire Hills Farming Project helped farmers access agri-environment grants. NT has purchased three hay meadows at Jinlye. Planning pressures remain high.</p>	some progress	Continue to raise profile of value of tourism at strategic level and in planning consultation responses
2.2	<p>Provide and promote opportunities to experience the distinctive landscapes and heritage of the four areas - Wenlock Edge & The Wrekin, Clun Forest & Valley, Long Mynd & Stiperstones, Cleve Hills & Corvedale. <i>Improve experience of the Wrekin, enhance visitor interest in Cleve Hill, bring out heritage interest in Stiperstones area, make more of woodlands including Wenlock Edge.</i></p>	AONB, SC, CBs, NT, FC	<p>Area initiatives in progress at the Wrekin, Stiperstones & Corndon, and Cleve Hill. Use of four main areas for promotion in print and on web. Events guide split into area sections. Stiperstones and Corndon Landscape Partnership Scheme heritage and access developments. Development of resources at The Bog Centre: HLF grant 'All Our Stories'. Walks leaflets available for Shropshire Way sections across the Wrekin. Wellington 360 walks developed.</p>	some progress	Much potential to develop this further.
2.3	<p>Maintain and promote a range of high quality, varied walking experiences available all year. <i>Link walks to area themes - heritage, wildlife etc, ensure good maintenance of routes, provide more guided walks, promote easy access routes, support walking festivals, help businesses link to walking, support Walkers Are Welcome towns.</i></p>	SC, AONB, CBs, NT, FC	<p>Walking with Offa project added to opportunities available. Collaborative promotion by Walkers Are Welcome towns - Church Stretton, Much Wenlock, Bishop's Castle, Clun, Ludlow and Cleobury Mortimer. Walking festivals at Bishop's Castle, Church Stretton, Cleobury Mortimer and Wellington. Shropshire Way improvements complete and on website, with added circular routes. 18 Walking with Offa walks. Magnalona and Ludlow Food Walk. P3 Groups throughout the area helping maintain ROW. Shropshire walking website promoting walking across the county. Much Wenlock, Pontesbury and Minsterley have new town walks. Holiday Property Bond have a pack of 15 walks. AONB volunteer led walks programme until 2015. New walking routes and interpretation at CMV and all ability trail to Pole Bank. Ludlow 21 train and bus walks. World War I walks series. '50 Shropshire Hills' web page published to encourage exploration. Discussions about Heart of Wales route.</p>	good progress	Develop through EU funded project

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2.4	Maintain and promote a range of cycling and mountain biking opportunities, for access and enjoyment. <i>Encourage businesses to provide for cyclists, promote existing routes, including easier ones, support cycle hire, develop traffic-free strategic routes, manage mountain biking, encourage longer stays.</i>	SC, AONB, NT, FC	New cycling web page on AONB website. Mountain bike route map for the Long Mynd. MTB and Plush Hill Cycles and Wheely Wonderful bike tour promotion. Challenge events organised on the Long Mynd. Cycling page on AONB website and a wide range of cycling routes are searchable on the Shropshire's Great Outdoors website. Cycle parking at the Bog Centre. New all ability cycle route being developed at the Shropshire Hills Discovery Centre. A number of cyclo-sportive and mountain biking events are now held in the area.	some progress	Opportunities through EU funded project. Opportunities to target keen road cyclist markets with challenging rides
2.5	Further develop and promote the potential of the area for horse riding. <i>Improve infrastructure, routes & missing links, improve long distance routes, promote equine tourism.</i>	SC, AONB, NT, FC	New Humphrey Kynaston Way bridleway completed from Church Stretton to Grinshill. Shropshire's Great Outdoors website promotes routes, as do Shropshire Hills Tourism, Shropshire Tourism and AONB websites.	some progress	Continue promotion
2.6	Facilitate pre-booked and on-demand access to a range of outdoor experiences. <i>Improve knowledge of accommodation providers, encourage co-operation between activity providers, centralised booking facility?, promote through PR, extend range of activities, e.g. rowing boats on River Teme at Ludlow.</i>	PS, AONB, DDP	Info added on new Activities page on AONB website. Need to work out how to improve co-ordination. Range of activity promoted on AONB, Shropshire Hills Tourism and Shropshire's Great Outdoors websites.	limited progress	Opportunities through EU funded project
2.7	Provide opportunities to experience and understand the area's geology and wildlife. <i>More themed guided and self-guided walks, improve knowledge of accommodation hosts on wildlife, develop 'dark skies' activity, develop potential of Wenlock Edge.</i>	AONB, CBs, NT, HBs	Wide variety of action by many organisations. Scope for more co-ordination. Bird watching hides at Polemere and Carding Mill Valley. Dark Skies project developed for Long Mynd. Dawn Chorus events. Range of wildlife and geology events and guided walks advertised through Shropshire Hills Events Guide. Geology and wildlife promoted on AONB, NT, Church Stretton websites. Red Kite observation site planned for Discovery Centre. Top Experiences section on Shropshire's Great Outdoors highlights seasonal opportunities to experience wildlife.	some progress	Develop volunteer-led guided walks programme. Support Dark Skies initiative.
2.8	Promote opportunities to engage creatively and practically in rural and cultural heritage themes and activities linked to the landscape. <i>Promote centres of national importance - Arvon Centre, Westhope College, Acton Scott Historic Working Farm, collective promotion of creative breaks?, develop conservation skills courses, open studios trail, comprehensive web presence with bookable product.</i>	PS, AONB, DDP, NY, HBs	Discover Local events. Events for National Heritage Open Days (Church Stretton & others). Wild play and adventure trail for young people at Carding Mill Valley. Moor Hall and the Gleanings. LPS training and events planned around traditional skills. Some crafts and activities promoted through the Shropshire Hills Buy Local scheme. Shropshire Hills Arts Week organised 2014-16.	good progress	Discuss collective promotion. Develop Arts Week.

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3 DELIVERING THE MARKET TOWN EXPERIENCE					
3.1	<p>Develop the unique identity of each town in relation to the destination brand. <i>Ensure each town is recognised as part of SH&L destination, develop USPs of each town - individuality with links to wider area, make most of each town's links to key themes - heritage, food & drink, events, walking, etc. Collaborate on good practice, cross-promotion and common approaches.</i></p>	MTs, DDP, SC	<p>Use of Shropshire Hills identity in words and description is good. Family of logos for each town linked to Shropshire Hills agreed and implemented under licence. Limited uptake - used by Bishop's Castle, not on Ludlow or Church Stretton websites. There has been collaboration between Walkers are Welcome towns.</p>	some progress	Pursue uptake of destination logo or develop alternative approach.
3.2	<p>Provide effective information material for each town. <i>To include: pre-visit info, map, 24 hour info display, public transport info, info for limited mobility users, signage.</i></p>	MTs, DDP, SC	<p>This is mostly in place - all towns have websites. Church Stretton is commissioning new maps of local traders. Ludlow have very good town information.</p>	some progress	Identify and support key improvements needed
3.3	<p>Provide a high quality of visitor facilities, services and amenities. <i>Signage and welcoming approaches, well managed public areas, good quality toilets.</i></p>	SC, MTs, PS	<p>Market Towns funding has paid for improvements to town services. The restoration of the Town Hall in Bishop's Castle has helped improve the visitor offer in the town. Development of Ludlow Assembly Rooms and VIC. Ludlow in Bloom.</p>	some progress	Identify and support key improvements needed
3.4	<p>Deliver a creative experience of the town's heritage, through sites, trails and interpretation. <i>Increase access to historic properties, one 'must do' heritage offer for each town, develop Much Wenlock museum, BC town hall, Ludlow Conservation Area revitalisation, develop telling of story of each town, encourage community involvement.</i></p>	MTs, SC, PS, HBs, NT	<p>Town trails. Walking with Offa Days Out. Walkers Are Welcome trails.</p>	some progress	Opportunities through EU funded project?
3.5	<p>Coordinate and promote a programme of events between the towns. <i>Look for events at less busy times of year, collaborate through advance planning, new events around destination strengths - landscape, food & drink, activities.</i></p>	MTs, DDP, AONB, SC, SHT	<p>Town events continue. Shropshire Hills Events Guide. Walking Festivals promoted on Shropshire's Great Outdoors website and through Walkers are Welcome towns.</p>	good progress	Opportunities through EU funded project?
3.6	<p>Encourage and support a distinctive retail experience. <i>Build on Shropshire Hills Buy Local and Local to Ludlow, Business Improvement Districts?, web listings, markets & independent shops.</i></p>	MTs, SC, PS	<p>Buy Local web pages incorporated into AONB website. 'Local to Ludlow' website still in place and now has a shop. Ludlow Food Festival and May event, Local Produce Market, Shropshire Tourism shopping website. Sustainable Business Scheme. Town guides. Ludlow Green Fair. Shropshire Hills Sustainability event. 'Buy From' Shropshire launched.</p>	some progress	Review Buy Local scheme due to reducing involvement.

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3.7	Provide clear access links between the towns and the countryside. <i>Develop at least one easy link to countryside from each town especially Ludlow, promote Shropshire Way, circular walks and cycle rides, promote Shropshire Link bus.</i>	AONB, MTs, SC	Walking with Offa Days Out leaflets linked to towns have helped this. Car free walks on Shropshire's Great Outdoors website. Shropshire Hills Events Guide. Walkers are Welcome circular walks are available in Much Wenlock, Cleobury Mortimer, Church Stretton, Ludlow, Bishop's Castle and Clun. A range of circular walks are now available from Pontesbury and Minsterley. The shuttle buses and train and bus walks encourage people to get into the countryside from the towns.	some progress	
4 DELIVERING THE LOCAL FOOD EXPERIENCE					
4.1	Promote and develop the area's high profile food events, spreading their outreach across the area and the year. <i>Develop & promote a year-round calendar of food events, maximise links with landscape and recreation, new events to target less busy times of year.</i>	SHT, ST, LL, PS, DDP, LEP	Much activity going on. Opportunity to look at co-ordination, seasonal spread, etc. Ludlow Food Festival. Promote food festivals. Ludlow Food Festival invites sent to Shropshire Tourism members. May event and other events in Ludlow spread around the year. Links to events in Shrewsbury.	good progress	
4.2	Maintain and seek to expand the presence of food outlets of national renown. <i>Highlight & showcase top outlets and their local food links.</i>	PS, DDP, SHT, LL, LEP	Media visits to Ludlow Food Centre.	good progress	
4.3	Raise the quality and accessibility of catering available throughout the area for all budgets. <i>Develop hospitality training, promotion scheme for businesses meeting quality and local produce standards, 'Scores on the Doors', use accreditations eg AA, encourage accommodation providers to use and recommend outlets.</i>	PS, DDP, SHT, ST, LL, LEP	Grow, Cook, Share worked with disadvantaged families to encourage growing and cooking.	limited progress	Opportunities through EU funded project? Link accommodation and eating opportunities.
4.4	Promote a range of opportunities for visiting, experiencing and purchasing from local food and drink suppliers. <i>Improve co-ordination with creative promotion and cross-selling, linking to landscape. Optimise potential of Shropshire Hills Buy Local, Open Farm Sunday, Ludlow Food Centre, Farmers' Markets, food & ale trails & events, breweries & beer, local food/drink as gifts.</i>	PS, DDP, AONB, SHT	Buy Local Trade Fair event 2012. Ludlow Food Festival. Open days to food and drink producers, Slow Food group events. Media visits to Ludlow and markets. Shropshire Hills Farmers Market group promotion. Shropshire Hills Buy Local website. Shropshire Tourism and Shropshire Food and Drink websites. Discover Local project profiles and workshops.	good progress	Look at need for co-ordination mechanisms
4.5	Strengthen the availability and creative use of local produce in catering outlets. <i>Meet the Buyer events, link food to outdoors in PR, 'Shropshire Hills Breakfast' scheme?, collection of traditional recipes.</i>	PS, DDP, AONB, SHT, LL, LEP	Discover Local workshops for businesses. Grow, Cook, Learn development at the Discovery Centre- includes market garden and catering. National Trust now selling wild garlic pesto.	some progress	Seek to extend funding support for Buy Local
5 ORIENTATING AND INFORMING VISITORS					

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5.1	Maintain an effective network of VICs, visitor centres and information points across the area. <i>Maintain facilities and opening hours, staff training, support from businesses, visibility, new VIP at Minsterley?, gather feedback from users.</i>	SC, AONB, DDP, MTs	VICs have had resources cut. Assembly Rooms provides small but useful facility at Ludlow. Craven Arms, Church Stretton, Much Wenlock, new Town hall in Bishop's Castle. The National Trust has visitor information at Carding Mill Valley. Shrewsbury Museum has a wide range of visitor information, including about the Shropshire Hills.	some progress	Reach out to bordering places - Shrewsbury, Knighton
5.2	Maintain an effective system of information gathering and dissemination. <i>Co-ordinate systems for sharing info - printed and electronic, events promotion, distribution of material, links to Shrewsbury new VIC.</i>	DDP, SC, ST, SHT, AONB, VE	DDP bulletin issued. SHT and ST newsletters for members. Outdoor activity events are listed on Shropshire's Great Outdoors website and promoted through the Outdoor Partnerships e-newsletter. Need more information gathering. Shropshire Hills Tourism - newsletter on providers, not users.	some progress	
5.3	Maximise on opportunities for visitor orientation and interpretation presented by the Shropshire Hills Discovery Centre. <i>Promotion of centre, improve services eg technology & booking, add to experiences, including Onny Meadows.</i>	SC, AONB	Shropshire Hills Discovery Centre has changed hands to Grow Cook Learn social enterprise, but remains a VIC, with a strong focus on the Shropshire Hills and local food and drink. Good progress towards business sustainability.	good progress	Support continued provision of Shropshire Hills information, and develop links to local food
5.4	Ensure that accommodation hosts are well placed to orientate and assist their visitors. <i>Ambassadors scheme with certification, strengthen knowledge of walking opportunities.</i>	SHT, DDP, PS, AONB, SC	Shropshire Gold meetings and e-mail notifications. Shropshire Tourism and Shropshire Hills Tourism newsletters. Church Stretton town maps and leaflets. Bishop's Castle and Clun leaflets. Range of tourism websites, and social media outlets. Church Stretton e-newsletter update for accommodation businesses.	some progress	
5.5	Strengthen the effectiveness of identity and directional signing. <i>Comprehensive review with list of prioritised action, encourage businesses to improve, better AONB signage.</i>	SC, AONB	Improved signage for Church Stretton with good Shropshire Hills links (at station).	limited progress	Identify how to undertake review
5.6	Expand the use of creative i.t. based information and interpretation tools. <i>Support broadband and 3G provision, develop local apps, walks, itineraries & electronic interpretation.</i>	DDP, AONB, ST	App-based material available through Walking with Offa project. New visitor-oriented Church Stretton town website being continually upgraded. Viewranger used to promote 12 Walking with Offa, Shropshire Way and other walks. Limited coverage in the hills.	some progress	Also promote places with wifi
5.7	Provide for visitors with special information needs. <i>Work with user groups to review existing info, build links to pool of accommodation providers offering good facilities, include low cost activity options and those suited to families with young children.</i>	AONB, MTs, DDP	Some provision made. Good opportunity for review. Podcasts of Walking with Offa and the Shropshire Way. Top experiences on Shropshire's Great Outdoors website. Easy Access walks guide available.	some progress	Focus on family activities in promotion?
6 PROMOTING SUSTAINABLE ACCESS AND MANAGEMENT					

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6.1	<p>Pursue visitor management actions that reflect the AONB Management Plan. <i>Support conservation and low carbon approaches. Encourage distribution of visitors but support careful management of sensitive sites.</i></p>	AONB, SC, NT, FC, CBs, SHT	<p>Many actions contribute to this. e.g. Long Mynd access group. New coach drop-off point in Church Stretton (July 2012). More active management of recreation on Long Mynd by NT. Wrekin web page on AONB website to help address management issues. Signage at Clee Hill Common. AONB visitor web pages provide range of alternatives and information to encourage sensitive approach by visitors, while maintaining a positive voice. Signage at Ludlow station.</p>	some progress	Support careful management of mountain biking. Generate awareness raising material.
6.2	<p>Develop and promote creative day visit and holiday options based on public transport. <i>Encourage well placed businesses to design green days out & promote Slow Travel, support businesses offering low carbon offers, work with train operators, publicise timetable info, promote to NW England and S Wales markets, consider transport hub at Church Stretton.</i></p>	PS, AONB, DDP, SHT, SC	<p>Walking with Offa Days Out. Shuttles days out. Rail walks. Car free walks. Heart of Wales route.</p>	some progress	Showcase businesses who make these links
6.3	<p>Encourage and assist tourism enterprises to promote public transport options to their guests. <i>Provide specific info and suggest days out, promote travel as an experience, discounts for public transport users, events planned for public transport use, offer extra services to make it easy, e.g. cycle hire, taxi pick-ups, food boxes.</i></p>	DDP, SHT, SC, AONB, PS	<p>Shuttles familiarisation trips for businesses. Promotion of sustainable transport options- e.g. HPB, Travel Shropshire website. Walking with Offa public transport connections. Shuttles and rail walks.</p>	some progress	Showcase businesses who make these links
6.4	<p>Maintain, expand and promote the use of the Shropshire Hills shuttle buses. <i>Strengthen brand and promotion, maintain or develop services - Wenlock, Ludlow. Seek to secure long term future.</i></p>	SC, AONB, DDP, SHT	<p>Wenlock Wanderer service in 2012. Castle Connect ran for 3 years. Long Mynd and Stiperstones Shuttle ongoing.</p>	some progress	Seek to secure service
6.5	<p>Pursue other innovative forms of alternative transport provision. <i>e.g. Drop-off or pick-up services, electric bikes.</i></p>	SC, AONB, PS	<p>Shropshire Link promoted through Walking with Offa. Electric bikes available for hire and promoted. Electric car recharging point in Church Stretton.</p>	some progress	
6.6	<p>Expand and support the proportion of enterprises pursuing sustainable tourism management. <i>Develop Sustainable Business Scheme and national Green Tourism Business Scheme, encourage continuous improvement and those making first steps, profile exemplars and demonstration sites.</i></p>	DDP, AONB, SHT, SC, CBs	<p>Shropshire Hills Sustainable Business Scheme continues with annual events, but maintaining memberships and pursuing renewals is an issue.</p>	some progress	Review scheme and different possibilities for business involvement with new AONB Trust charity

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6.7	Pursue options to generate support from visitors and enterprises for conservation. <i>Explore destination-wide visitor giving scheme.</i>	AONB, CBs, DDP, SHT, PS	Income from Walking with Offa activity being reinvested in projects. Information gathered on similar schemes for an area-wide initiative. Donations sought from challenge event competitors on the Long Mynd. Scoping under way for possible 'Caring for Caradoc' project.	limited progress	Draw up proposals for visitor giving scheme
7 SUPPORTING LOCAL ENTERPRISE					
7.1	Raise the quality of service in tourism enterprises. <i>Encourage quality schemes, promote good practice, PR for awards, investment in improvements, training.</i>	DDP, SHT, ST, PS	Training and awards through Sustainable Business Scheme. Business Enterprise Fund grants and funding for training. Shropshire Tourism training and web based information, including B&B start up training. Shropshire Star tourism awards, Visit England awards.	unknown	
7.2	Develop and deliver relevant business advice and skills training. <i>Identify needs & reach new businesses. Address: marketing, Attracting low season business, sense of place, practical aspects of customer service & sustainability, support for pubs & hospitality.</i>	DDP, SHT, ST, LEP	Discover Local events. Sustainable Business Scheme social media training. E-newsletters. Marches LEP business growth hub.	some progress	
7.3	Encourage creative business to business networking. <i>Promote tourism associations & collaborative groups, encourage joint promotion and cross-referrals, social media.</i>	DDP, SHT, ST, LEP	Activity by area tourism groups, Farm Holiday group. Sustainable Business Scheme networking and Awards event. Church Stretton Business Forum. Shropshire Gold, Shropshire Hills Tourism and Shropshire Tourism meetings.	some progress	Opportunities through EU funded project
7.4	Establish positive dialogue between investors and planners. <i>Awareness sessions for planners, tourism businesses & landowners?, encourage early dialogue over particular proposals.</i>	SC, AONB, DDP, SHT, LEP, PS	Policy development on tourism through Site Allocations & Management of Development (SAMDev).	limited progress	
7.5	Encourage investment in innovative tourism products that relate well to the area's character and appeal. <i>e.g. good quality accommodation with excellent environmental performance, camping and eco-self catering, farm-based accommodation, guesthouses, gaps - Cleobury Mortimer, Minsterley, Ludlow B&Bs, diversified pubs, environmental/craft/wellbeing activity centres</i>	PS, SC, AONB, DDP, LEP	HF Holidays investment in Long Mynd Hotel. SDF support for Woods for Wellbeing. Southern Shropshire LEADER Programme investing in some accommodation businesses.	some progress	Support development of sustainable businesses through LEADER.

AONB Shropshire Hills AONB Partnership
 CBs Conservation bodies
 DDP Shropshire Hills and Ludlow DDP
 FC Forestry Commission
 HBs Heritage bodies
 LEP Marches LEP
 MTs Market towns

NT National Trust
 PS Private sector
 SC Shropshire Council
 SHT Shropshire Hills Tourism
 ST Shropshire Tourism
 VE Visit England