

	Who	When	Priority	Dir cost (Est)	2018	2019	2020
Objective 1: To orientate and spread visitors across the area and through the season							
Review and improve destination signage							
Work with partners to ensure our signage is fit for purpose	DP, DT, DL, ST, SHT, AONB, NT +	2018	Medium	£ 5,000.00		£ 2,500.00	£ 2,500.00
Work with the business community, attractions and visitor information centres to help orientate visitors	SHT, AONB, DL, TCs, DT, ST	Annually	High	£ -			
Promote greener ways to travel							
Promote the Shropshire Hills Shuttles to our businesses and visitors	SHT, AONB, NE, NT, SWT, ST	Annually	High	£ 2,225.00	£ 2,225.00	£ 2,225.00	£ 2,225.00
Work with transport partners and providers to encourage greater use of public transport	AONB, SC, NT, TCs	Annually	High	£ -			
Promote Co Wheels and other car sharing schemes	SHT, TCs, LCG, DL, DT, ST	Annually	Medium	£ -			
Promote cycling and walking holidays	SHT	Annually	High	£ -			
Promote the bus and train network as an alternative to using cars for exploring the area wherever possible.	SHT, AONB, SCOP, SCT, DL,	Annually	High	£ -			
Promote the use of hybrid and electric vehicles and greener fuel options	AONB, SCT, TCs, LCGs	As developed	Medium	£ -			
Support the installation of EV charging points	AONB, TCs, SCT	As required	Medium	£ -			
Develop relationships with green businesses, green technology advisers and local interest groups such as Stretton Climate Care and Green Shropshire Xchange	AONB, SHT	2018 -	Medium	£ 300.00	£ 150.00	£ 150.00	
Promote year round activities and events							
Develop and promote a year round calendar of events and activities through print, digital and social media	DP, DT, ST, SHT, DL	Annually	High	£ -			
Spread visits across the area and through the seasons							
Work to put the promotional spotlight on less known locations and iconic, characterful places, celebrating the diversity of the landscape and its characterful historic market towns, whilst helping to protect the better-known locations	AONB, SHT, SCOP, DL, DT, ST, TCs	Annually	High	£ -			
Maintain web and print media designed to help visitors navigate, orientate and be inspired by our harder to reach places	SHT, AONB, NT, NE, SCOP	Annually	High	£ 12,500.00	£ 2,500.00	£ 2,500.00	£ 2,500.00
Promote activities and events of communities across the destination	SHT, AONB, SCOP, TCs	Annually	High	£ -			
				£ 20,025.00	£ 4,875.00	£ 7,375.00	£ 7,225.00

2021	2022	Lead partner
		AONB
		SHT
£ 2,225.00	£ 2,225.00	AONB
		AONB
		SHT
		SHT
		SHT
		SCT
		AONB
		AONB
		SHT
		AONB
£ 2,500.00	£ 2,500.00	SHT
		SHT
£ 4,725.00	£ 4,725.00	