

Shropshire Hills AONB Management Plan 2019-24 Actions

(sorted by AONB Partnership-led actions at the top and high priority actions first)

LM - Land Management Supporting Landscape and Natural Beauty

PL - Planning for a Sustainable Economy and Communities

EC- People Enjoying and Caring About the Landscape

Ref	Action	Type	Lead & partners	2019-2021 aspiration/ next steps	Who
Actions led by AONB Partnership - High priority					
LM5	Continue to improve habitat and water quality in the River Clun for Freshwater pearl mussel	Ongoing	AONB, EA, NE, SRT	Complete two year contracted delivery for EA Unmuddying the Waters project. Plan further work following this.	Alison J, Mike
PL5	Continue to foster links and understanding between Partnership and planning officers and committee members	Ongoing	AONB, LAs	Increase level of direct communication.	Phil +
PL6	Support activities contributing to a low carbon Shropshire Hills, compatible with the AONB's special qualities	Ongoing	AONB, LAs	Use this as a key strand of communication, especially for tourism and land management	All
EC2	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	Vary format and location of DP meetings to encourage attendance, engage with redevelopment of a Shropshire DMO	Nigel, Phil
EC5	Continue to operate Shropshire Hills Shuttles, seeking new funding and refining service	Ongoing	AONB, SC, NT	Seek funding to enable 2020 and 2021 service to go ahead.	Nigel, Steph
LM1	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	Engage with Defra development of ELMS, including through Stepping Stones test/trial.	Phil, Mike, Cath
LM8	Establish a large programme of planting of trees outside woodlands, partly to help offset losses from Ash dieback disease	New action	AONB, WT & partners	Work with Woodland Trust to submit NLHF application for a Trees Outside Woods project.	Mike
LM11	Develop a 'Monumental Volunteers' project for management of historic sites	New action	AONB, HE	Resolve priorities with Historic England and submit project funding application.	Joy
PL2	Expand capacity within the AONB team for work on planning consultations	New action	AONB	Cost options for a new post within the team and for hiring in specialist support for key cases.	Phil
PL3	Develop Design Guidance and a checklist for domestic development	New action	AONB, LAs	Develop a project brief and scope when Landscape Guidance is completed.	Phil
PL4	Develop a Landscape Guidance document	New action	AONB, LAs, NE	Complete external contract and promote, use and disseminate guidelines document. Seek to develop interactive on-line version.	Phil
EC1	Develop a youth engagement project incorporating the John Muir Award, Young Rangers, and traineeships	New action	AONB and partners	Submit project funding application.	Joy
LM3	Implement 'Our Common Cause' upland commons project with local and national partners (subject to delivery phase approval)	In progress	AONB, FCL, NT, NE	Support submission of Stage 2 funding application, and if successful bid for Area Co-ordinator contract for Delivery phase.	Cath
LM2	Develop further web-based guidance material for land managers – about landscape features and about utilising environmental assets sustainably	Aspiration	AONB	Scope this out in consultation with land managers once new website is in place.	Phil, Mike
PL1	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	Case made through input to Glover Review. Continue to encourage where opportunities arise.	Phil
new	Adopt and implement recommendations from the Glover Review, and encourage implementation of actions led by others, e.g. government, local authorities.				Phil
Other actions led by AONB Partnership - <u>not</u> highest priority					
PL13	Demonstrate value of landscape to economy through tourism	Ongoing/Aspiration	AONB, LAs		Nigel
LM15	Support actions to manage hay meadows, species-rich grassland	Ongoing	AONB, SWT, NE		Mike, Joy
LM16	Expand and support community projects managing road verges for biodiversity	Ongoing	AONB, SWT, SC		Mike, Joy
LM18	Promote training for land management and conservation, and seek to address gaps in provision where identified	Ongoing	AONB, NE, NT, HE		Joy, Cath
LM21	Continue network of Shropshire Hills Uplands Forum linking with national Uplands Alliance	Ongoing	AONB and partners		Phil, Cath
LM22	Collate environmental data relevant to the AONB	Ongoing	AONB, NE, SC		Mike
PL8	Continue to foster stronger links with other relevant planning consultees – including Natural England, CPRE and other Council departments	Ongoing	AONB		Phil
PL9	Support new Community Led Plans to take the AONB fully into account	Ongoing	AONB		Cath
EC4	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		Nigel
EC16	Expand membership of Friends of the Shropshire Hills AONB	Ongoing	AONB & Trust		All
LM7	Work with landowners through the Water Environment Grant (subject to funding approval)	New action	AONB, SRT		Mike, Phil
LM12	Work with landowners on restorative management of Plantations on Ancient Woodland sites (PAWS)	New action	AONB, WT, FC		Mike
PL10	Make the case for an Article 4 Direction to remove permitted development rights for motorsports in the AONB	New action	AONB		Phil
EC6	Establish a new sustainable tourism business network for the Shropshire Hills	New action	AONB, SHT		Nigel

Ref	Action	Type	Lead & partners	2019-2021 aspiration/ next steps	Who
EC13	Repeat five yearly visitor survey	New action	AONB, SHT		Nigel
EC15	Promote the area's best qualities to the business community and encourage an 'ambassador' approach	New action	AONB, SHT		Nigel
EC20	Improve roadside signage marking AONB at entry points	New action	AONB, LAs		Steph
EC21	Foster links with the Shrewsbury University Centre and other HE and FE institutions	New action	AONB		All?
EC22	Improve links with Duke of Edinburgh Award and other outdoor activity providers to raise awareness of the AONB	New action	AONB and partners		Nigel, Steph
EC12	Pursue 'Caering for Caradoc' fund-raising appeal and explore possibilities to replicate this, perhaps at the Wrekin	In progress	AONB & Trust		Nigel
LM10	Develop an Upper Teme project – including expanding tree and woodland cover and enhancing the river SSSI	Aspiration	AONB, NE, SRT, EA, NRW		Mike
LM13	Develop a social forestry project with funded officer capacity, and a hub linking service providers and users	Aspiration	AONB and partners		Mike, Cath
PL11	Develop guidance on management and design of roads in the AONB	Aspiration	AONB, LAs		Phil
PL12	Undertake work to identify key viewpoints within the AONB, and looking into it from surrounding areas	Aspiration	AONB and partners		Phil
EC23	Demonstrate value of landscape to health and wellbeing	Aspiration	AONB, LAs		All
EC24	Develop an interpretation plan for the AONB	Aspiration	AONB & partners		Nigel
	Actions led by others:				Lead for team support role
EC7	Support visitor centres – Cardingmill Valley, Discovery Centre, Bog Centre, Acton Scott, Much Wenlock, Bishop's Castle Town Hall	Ongoing	SHT, AONB, LAs		Nigel, Steph
EC8	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		Nigel, Steph
LM4	Develop the Stepping Stones project into a long-term delivery initiative for the Long Mynd – Stiperstones area.	In progress	NT, AONB, NE, SWT		Phil, Cath, Mike
LM6	Co-ordinate catchment management through the Teme Partnership and Clun Catchment Partnership	Ongoing	SRT, AONB & partners		Mike
LM9	Support well planned woodland creation to enhance landscape, biodiversity and resource protection	Ongoing	FC, WT		Mike
LM17	Support continued understanding of the geology of the AONB and the conservation and management of geological and geomorphological sites	Ongoing	SGS, NE, AONB		Phil, Mike
LM19	Work with landowners regarding management of county Wildlife Sites	Ongoing	SWT		Mike
LM20	Seek opportunities to improve co-ordination of farm and conservation advice, and address gaps if possible	Ongoing	NE, AONB, SWT		Mike, Cath, Phil
EC3	Promote less well known locations in the AONB in order to spread the load and benefits of visitors	Ongoing	SHT and partners		Nigel, Steph
EC9	Support places within the AONB to develop and promote their walking offer	Ongoing	LAs, AONB		Nigel, Steph
EC10	Continue support for Parish Paths groups and Volunteer Rangers	Ongoing	LAs		Nigel, Steph
EC11	Improve provision and promotion for cycling of different kinds and levels	Ongoing	LAs, AONB and partners		Nigel, Steph
EC14	Continue to link Shropshire Hills Discovery Centre with AONB landscape and as an orientation centre for visitors to the area	Ongoing	GCL		Nigel, Steph
EC17	Develop and promote a varied programme of events and optimise relevance to the AONB	Ongoing	All		Steph, Nigel
LM14	Support management of trees and woodlands along with natural flood management in the Wenlock Edge area, and look at potential for an integrated area project	New action	NT, SWT, AONB, NE, FC		Mike
EC18	Develop the annual leaflet swap event into a sustainable tourism conference	New action	SHT, AONB		Nigel
PL7	Monitor and report on planning applications in the AONB	Aspiration	LAs		Phil
EC19	Seek to develop conservation holidays involving practical volunteering	Aspiration	NT, SWT?		Nigel

Organisations listed in Actions tables

AONB	Shropshire Hills AONB Partnership	NRW	Natural Resources Wales
CLA	Country Land & Business Association	NT	National Trust
EA	Environment Agency	SC	Shropshire Council
FC	Forestry Commission	SGS	Shropshire Geological Society
FCL	Foundation for Common Land	SHT	Shropshire Hills Tourism
GCL	Grow Cook Learn	SRT	Severn Rivers Trust
HE	Historic England	SWT	Shropshire Wildlife Trust
LAs	Local Authorities	Trust	Shropshire Hills AONB Trust
NE	Natural England	WT	Woodland Trust
NFU	National Farmers Union		