

| Ref. | Action (High priority actions shown with shaded background) | | | | | | Status | Lead and key partners | Target timescale | AONB Partnership role | AONB lead or link officer |
|--|--|---|---|---|---|---|-------------------|-----------------------|------------------|-----------------------|---------------------------|
| | | | | | | | | | | | |
| <p><i>A number of actions listed below are key delivery mechanisms for the AONB and support many objectives. Other actions may support more than one objective but are listed under the one most relevant.</i></p> | | | | | | | | | | | |
| 0.1 | Continue the Shropshire Hills AONB Sustainable Development Fund, seeking additional sources of funding. | / | / | / | / | / | In progress | AONB, NE, SCC | 2009-14 | Lead | Cath Landles |
| 0.2 | Implement LEADER in the Shropshire Hills, focussing on wellbeing and connections to the landscape. | / | / | / | / | / | Under development | AONB, LAs, AWM | 2009-13 | Lead | Pete Banford |
| 0.3 | Operate agri-environment schemes, targeting particular features and qualities of the AONB, and working with partners to optimise benefits to the AONB. | / | / | / | / | / | In progress | NE, AONB | Ongoing | Support | Phil Holden |
| 0.4 | Operate the English Woodland Grant Scheme, to support the appropriate planting and management of woodlands. | / | / | / | / | / | Ongoing role | FC, NE | 2009-14 | Support | Ian Dormor |
| 0.5 | Develop membership and activities of the Shropshire Hills Sustainable Business Scheme. | / | / | / | / | / | In progress | AONB | 2009-14 | Lead | Clare Fildes |
| <p>OBJECTIVE 1 To co-ordinate among partner organisations the holding, improvement and application of relevant data about the special qualities of the AONB and influences on it.</p> | | | | | | | | | | | |
| 1.1 | Establish annual reporting on headline indicators of AONB condition. | / | | | | | Aspiration | AONB, NE, WMRO | 2009-14 | Lead | Phil Holden |
| 1.2 | Develop the Shropshire Ecological Data Network and public access to information through www.naturalshropshire.co.uk . | / | | | / | / | In progress | SCC, SWT, RGs, AONB | 2009-14 | Support | Phil Holden |
| 1.3 | Ensure mechanisms for keeping data and information on the AONB up to date, integrating with systems of key partners as much as possible. | / | / | | / | | In progress | AONB, SCC, NE | 2009-14 | Lead | Ian Dormor |
| 1.4 | Establish a simple strategy for making data available and disseminating information to partners and wider audiences. | / | / | / | / | / | Aspiration | AONB | 2009 | Lead | Phil Holden |
| 1.5 | Establish a programme of fixed point photography at key locations as a means of monitoring landscape change. | / | | | / | / | Aspiration | AONB | 2009-12 | Lead | Ian Dormor |

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| | | | | | | | | | | | |
| OBJECTIVE 2 To provide information and guidance to land managers on practices which support the special qualities of the AONB. | | | | | | | | | | | |
| 2.1 | Produce guidance and advice leaflets relating to the AONB for target groups, e.g. farmers, smallholders, woodland owners. | / | | | | | Aspiration | AONB, FWAG, NE, SCC, RH | 2009-11 | Lead | Cath Landles |
| 2.2 | Complete and disseminate design guidance for agricultural buildings. | / | / | / | / | / | In progress | AONB, LAs, RH, NFU, CLA | 2009 | Lead | Joy Tetsill |
| 2.3 | Continue and develop provision and integration of farm conservation advice, through one to one visits and Farmers' Den approach, and focusing on upland livestock farmers.. | / | / | / | / | / | In progress | AONB, FWAG, NE, LAs, BL | 2009-14 | Lead | Cath Landles |
| 2.4 | Develop a section on the AONB website on sources of advice. | / | / | / | / | / | Aspiration | AONB | 2009-10 | Lead | Stephanie Hayes |
| OBJECTIVE 3 To set and influence policy and strategy which supports AONB purposes and Management Plan priorities. | | | | | | | | | | | |
| 3.1 | Ensure strong and consistent policies relating to AONB are included in the West Midlands Single Integrated Regional Strategy and in Local Development Framework documents of both authorities. | / | / | / | / | / | In progress | AWM, LAs, AONB | 2009-14 | Support | Joy Tetsill |
| 3.2 | Renew AONB planning protocol outlining basis and procedures for AONB Partnership involvement in planning policy, guidance and casework. | / | / | / | / | / | Aspiration | AONB, LAs | 2009-10 | Lead | Joy Tetsill |
| 3.3 | Explore the development of an Area Action Plan for the AONB within the Shropshire Local Development Framework based on aspects of the AONB Management Plan. | / | / | / | / | / | Aspiration | LAs, AONB | 2009-14 | Support | Joy Tetsill |
| 3.4 | Work co-operatively on production of Supplementary Planning Documents relating to the AONB, including landscape, biodiversity, trees & woodland. | / | | | / | / | Aspiration | LAs, AONB | 2011-14 | Support | Joy Tetsill |
| 3.5 | Establish better links, consultation procedures and awareness of the AONB regarding transport and highways matters. | / | / | / | / | | In progress | SCC, AONB | 2009-14 | Support | Joy Tetsill |
| 3.6 | Consider all purposes of AONB designation and Management Plan priorities in preparing strategies and policies, and consult the AONB Partnership as appropriate. | / | / | / | / | / | Ongoing role | LAs and other especially public bodies | 2009-14 | Support | Phil Holden |
| 3.7 | Input to strategic consultations especially at local and county level, and contribute to national consultations in conjunction with NAAONB. | / | / | / | / | / | Ongoing role | AONB | 2009-14 | Lead | Phil Holden |

| Ref. | Action (High priority actions shown with shaded background) | Conserve & enhance | Keep thriving | Low carbon | Adapt for future | Help people connect | Status | Lead and key partners | Target timescale | AONB Partnership role | AONB lead or link officer |
|---|---|--------------------|---------------|------------|------------------|---------------------|--------------|-------------------------------|------------------|-----------------------|---------------------------|
| 3.8 | Foster close links between the AONB and Local Strategic Partnerships, reflecting this in Sustainable Community Strategies and where possible Local Area Agreements. | / | / | / | / | / | In progress | AONB, LSPs | 2009-14 | Support | Phil Holden |
| 3.9 | Develop a guidance document on management of roads in the AONB including design standards for infrastructure and signage, management of road verges and hedges to optimise conservation value, etc. | / | | | | | Aspiration | AONB, SCC, HA | 2009-10 | Lead | Joy Tetsill |
| 3.10 | Support the development of Village and Parish Design Statements. | / | / | / | / | / | In progress | AONB, LAs, PCs | 2009-14 | Support | Joy Tetsill |
| OBJECTIVE 4 To seek the best protection for the AONB and support for Management Plan priorities from planning decisions. | | | | | | | | | | | |
| 4.1 | Take planning decisions and enforcement action in support of AONB purposes and Management Plan priorities. | / | / | / | / | | Ongoing role | LAs | 2009-14 | Support | Joy Tetsill |
| 4.2 | Organise training relating to the AONB for Planning Officers and Planning Committee members. | / | / | / | / | | Aspiration | AONB, LAs | 2009-10 | Lead | Joy Tetsill |
| 4.3 | Report annually on the number and type of planning applications in the AONB, and on the numbers granted, refused on grounds of the AONB or modified on grounds of the AONB, ideally as part of Annual Monitoring Reports. | / | / | / | / | | Aspiration | LAs, AONB | 2009-14 | Support | Joy Tetsill |
| 4.4 | Seek to establish an AONB Design Award to recognise high quality development. | / | / | / | / | / | Aspiration | AONB, LAs | 2010-12 | Lead | Joy Tetsill |
| OBJECTIVE 5 To optimise the uptake, targeting and effectiveness of agri-environment and woodland grant schemes. | | | | | | | | | | | |
| see also action 0.3 above | | | | | | | | | | | |
| 5.1 | Use local information as well as nationally available datasets to ensure high standard of Farm Environment Plans and appropriate targeting of HLS. (see also Action 7.3) | / | / | | / | / | Aspiration | NE, AONB, SCC, FWAG, SWT, WGs | 2009-14 | Support | Ian Dormor |
| 5.2 | Support high levels of uptake of agri-environment schemes, where possible by extra events and pro-active advisory work. | / | / | / | / | / | In progress | FWAG, AONB, NT, SWT, RH, NE. | 2009-14 | Lead | Cath Landles |
| 5.3 | Monitor implementation of the Long Mynd Common ESA agreement, and on its expiry seek to secure a Higher Level Stewardship agreement. | / | | | / | | In progress | NT, NE | 2009-10 | Support | Ian Dormor |

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| | | | | | | | | | | | |
| 5.4 | Seek to undertake a study of the implications of the end of the Environmentally Sensitive Area scheme, and the implications of transition to Environmental Stewardship. | / | / | / | / | | Aspiration | WNSC, AONB, NE | 2009-10 | Lead | Phil Holden |
| 5.5 | Provide input to consultations on Higher Level Stewardship agreements, Forest Design Plans and Woodland Grant Scheme applications. | / | / | / | / | / | In progress | AONB, NE, FC | 2009-14 | Support | Ian Dormor |
| OBJECTIVE 6 To conserve and enhance existing high quality habitats, preventing loss and improving condition, and conserve and enhance populations of priority species. | | | | | | | | | | | |
| 6.1 | Achieve national target of 95% of Sites of Special Scientific Interest (SSSIs) in favourable condition. Consider possibility of proactive project focussing on smaller SSSIs. | / | | | / | | In progress/ Aspiration | NE, AONB | 2014 | Support | Phil Holden |
| 6.2 | Continue the Shropshire Hills Rivers Project working with land managers to improve habitat and water quality and especially seeking to improve the condition of the River Clun SAC (Freshwater Pearl Mussel site) and River Teme SSSI. | / | | | / | / | In progress | AONB, NE, EA, SWT | 2009-12 | Lead | Mike Kelly |
| 6.3 | Co-ordinate biodiversity action and reporting through the Shropshire Biodiversity Partnership. | / | | | / | | Ongoing role | SCC, SWT, NE | 2009-14 | Support | Phil Holden |
| 6.4 | Establish programme of monitoring of condition of Wildlife Sites, to report on local authority indicator NI 197. | / | | | / | | Aspiration | SCC, SWT, NE | 2009-14 | Support | Phil Holden |
| 6.5 | Manage conservation sites to meet targets of BAP habitat and species action plans. | / | | | / | | Ongoing role | NT, NE, SCC | Ongoing | Support | Phil Holden |
| 6.6 | Establish a dedicated service or network to provide advice to owners of Wildlife Sites in the AONB. | / | | | / | / | Aspiration | AONB, SWT, SCC, NE | 2010-12 | Lead | Clare Fildes |
| 6.7 | Continue targeted survey and monitoring of priority habitats and species. | / | | | / | | In progress | SWT, SCC, NE, RGs, UOWG | Ongoing | Support | Phil Holden |
| 6.8 | Liaise with farmers and farm advisers to promote targeted conservation measures to reverse declines of threatened bird species including Lapwing, Curlew and Snipe, and continue detailed monitoring. | / | | | / | / | In progress | UOWG, FWAG, AONB, SWT | Ongoing | Support | Cath Landles |
| 6.9 | Seek to reduce or remove grazing in upland semi-natural woodlands. | / | | | / | | In progress | FC | Ongoing | Support | Ian Dormor |

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| | | | | | | | | | | | |
| 6.10 | Target reversion to broadleaved cover on Plantations on Ancient Woodland Sites (PAWs) and Plantations on Wood Pasture (PWP). | / | | | / | | In progress | FC, LOs | Ongoing | Support | Ian Dormor |
| 6.11 | Develop a Shropshire Hills AONB Woodlands project, focussing on ancient semi-natural woodland and PAWS and supporting management through advice, small grants and strengthening markets for woodland products. | / | | | / | / | Aspiration | AONB, FC, WT, GWC, NE | 2009-14 | Lead | Clare Fildes |
| <p>N.B. Other actions relating to the AONB are contained in the Shropshire Biodiversity Action Plan, available at http://www.shropshire.gov.uk/sustainability.nsf</p> | | | | | | | | | | | |
| <p>OBJECTIVE 7 To restore and create improved habitat networks at a lanscape scale by enhancing habitats (including heathland, grassland and woodland) especially buffering and linking existing high quality areas.</p> | | | | | | | | | | | |
| 7.1 | Continue to restore heather cover on the Stiperstones ridge (including beyond the NNR) through the 'Back to Purple' project. | / | | | / | / | In progress | NE, SWT , LOs | 2009-14 | Support | Phil Holden |
| 7.2 | Seek to acquire strategically located sites of conservation importance or potential, especially neighbouring existing conservation sites. | / | | | / | / | Ongoing role | NT, SWT, NE | Ongoing | Support | Phil Holden |
| 7.3 | Use all available information to help target Higher Level Stewardship uptake to develop habitat networks, especially in Long Mynd - Stiperstones area. | / | | | / | | In progress | SCC, AONB, FWAG, NE, SWT, UOWG, NT | 2009-14 | Support | Cath Landles |
| 7.4 | Continue to foster community and landowner support for landscape scale conservation, including through the AONB Long Mynd - Stiperstones Group, and exchange ideas with other areas such as the Clun Forest. | / | | | / | / | In progress | AONB, NT, SWT, NE, UOWG, FWAG, SCC | 2009-14 | Lead/ Support | Cath Landles |
| 7.5 | Seek to develop woodland habitat networks, including by restoring to broadleaved cover and planting new adjacent sites, especially along Wenlock Edge. | / | | | / | | In progress | NT, SWT, FC, NE | 2009-14 | Support | Ian Dormor |

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| OBJECTIVE 8 To improve the condition of geological sites and raise awareness of geology and its influences on landscape and human activity. | | | | | | | | | | | |
| 8.1 | Develop a leaflet and model management plan for Regionally Important Geological Sites (RIGS), and raise awareness of RIGS among landowners, parish councils, planners and developers. | / | | | | / | Aspiration | SCC, AONB, SGS, SWT | 2009-10 | Support | Phil Holden |
| 8.2 | Secure resources to raise level of geoconservation action, ideally through a Geodiversity Officer for Shropshire. | / | | | | / | Aspiration | SCC, AONB, SGS, SWT | 2009-11 | Support | Phil Holden |
| 8.3 | Develop interpretation at key geological sites. | / | | | | / | In progress | SGS, SWT, NT, SCC, AONB | 2009-14 | Support | Phil Holden |
| N.B. Other actions relating to the AONB are contained in the Shropshire Geodiversity Action Plan, available at http://www.shropshire.gov.uk/sustainability.nsf | | | | | | | | | | | |
| OBJECTIVE 9 To conserve and manage heritage features and attributes, preventing damage and acting to maintain value where necessary. | | | | | | | | | | | |
| 9.1 | Support and develop proposals for conservation or restoration works at key historic sites (e.g. 31 SAMs at High Risk, 4 Listed Buildings at Risk). | / | | | | | In progress | EH, LAs, NE, AONB | 2009-14 | Support | Ian Dormor |
| 9.2 | Develop a strategic approach to the conservation and stabilisation of vernacular farm buildings, identifying which buildings are most at risk and seeking funding for conservation works. | / | / | | | | In progress | LAs, EH, AONB | 2009-11 | Support | Ian Dormor |
| 9.3 | Put in place structures and resources for new local authority heritage responsibilities. | / | | | | | In progress | SCC, EH | 2009 | Support | Ian Dormor |
| 9.4 | Develop a new project focused on historic features which have so far received little attention, e.g. water meadows and willow pollards. | / | | | | / | Aspiration | AONB, EH, LAs, CGs | 2009-11 | Lead | Ian Dormor |
| OBJECTIVE 10 To improve water quality, especially through reducing diffuse pollution, to reach requirements of the EU Water Framework Directive. | | | | | | | | | | | |
| 10.1 | Improve water quality through improvements in sewage treatment infrastructure and drainage systems, focusing especially on problems in the River Kemp. | / | / | | | / | In progress | STW, EA | 2009-14 | Support | Mike Kelly |
| 10.2 | Continue to implement the River Teme Catchment Sensitive Farming Initiative, aiming to reduce diffuse pollution including through improved land management. | / | / | | | / | In progress | NE, EA | 2009-10 | Support | Mike Kelly |

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| OBJECTIVE 11 To ameliorate where possible eyesores in the landscape and existing inappropriate development. | | | | | | | | | | | |
| 11.1 | Implement a programme of undergrounding of electricity cables, prioritised according to landscape impact. | / | | | | / | In progress | CN, AONB | 2009-12 | Support | Ian Dormor |
| OBJECTIVE 12 To retain tranquillity, gather more information and raise the profile of this quality. | | | | | | | | | | | |
| 12.1 | Undertake surveys of perception of tranquillity. | / | | | | / | Aspiration | AONB | 2009-14 | Lead | Ian Dormor |
| OBJECTIVE 13 To improve integration of environmental practices and farm conservation with business development (such as product differentiation, direct local selling and diversification), especially in the Less Favoured Areas. | | | | | | | | | | | |
| 13.1 | Implement economic and social aspects of the Rural Development Programme for England 2007-13, maintaining integration between axes. | / | / | / | / | / | In progress | AWM, NE | 2009-13 | Support | Clare Fildes |
| 13.2 | Evaluate farm advice pilot project focusing on livestock farmers in LFA areas and consider further development. (See also 2.3). | / | / | / | / | / | Aspiration | AONB, BL, DG, AWM | 2009 | Support | Clare Fildes |
| 13.3 | Undertake a programme of one to one visits and talks to groups to create better links between the AONB and the farming community. | / | / | / | / | / | In progress | AONB | 2009-11 | Lead | Cath Landles |
| 13.4 | Support the establishment of a demonstration farm (or farms) in the AONB, e.g. through the LEAF (Linking Environment & Farming) scheme. | / | / | / | / | / | Aspiration | LEAF, NE, FWAG, NFU, AONB, RH | 2009-14 | Encourage | Cath Landles |
| OBJECTIVE 14 To maintain food production by environmentally sustainable means and maintain long term capacity to continue to produce food, by promoting farm support networks, encouraging succession and retaining and developing skills. | | | | | | | | | | | |
| 14.1 | Develop farmer networks and training opportunities through the Shropshire Rural Hub, including improved involvement in the south of the county. | / | / | / | / | / | In progress | RH, AWM, LLL | 2009-14 | Encourage | Cath Landles |
| 14.2 | Seek to encourage succession in farming and support continuity of skills and knowledge. | / | / | / | / | / | In progress | WNCS, RH | 2009-14 | Encourage | Cath Landles |
| 14.3 | Continue the Clun Forest 'Land, Life & Livelihoods' project and seek to apply this experience elsewhere in the AONB. | / | / | / | / | / | In progress | LLL, AONB | 2009-14 | Support | Cath Landles |

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| | | | | | | | | | | | | |
| OBJECTIVE 15 To increase the local supply of food, especially meat from grazing animals, through improving supply chains and expanding from niche markets, e.g. into tourism and public sector procurement. | | | | | | | | | | | | |
| 15.1 | Establish new business operation for Bishop's Castle abattoir and develop red meat marketing initiative. | / | / | / | / | / | / | In progress | SASTAK, AWM, AONB, LAs, LLL, NT | 2009-11 | Support | Cath Landles |
| 15.2 | Seek to develop a distribution hub for local food products, to improve market penetration. | / | / | / | / | / | / | Aspiration | RH, L21, LAs, AONB | 2009-10 | Support | Clare Fildes |
| 15.3 | Consider red meat marketing initiative for Shropshire Hills lamb and beef, with Protected Geographic Indicator or other status. | / | / | / | / | / | / | Aspiration | SASTAK, AWM, AONB, LAs, LLL, NT | 2009-14 | Support | Clare Fildes |
| OBJECTIVE 16 To increase the local supply of wood and wood products, especially woodfuel. | | | | | | | | | | | | |
| 16.1 | Where possible focus activities of the Heartwoods initiative in the Shropshire Hills to promote management of broadleaved woods and uptake and supply chain development of woodfuel. | / | / | / | / | / | / | In progress | GWC, FC, AWM | 2009-10 | Support | Mike Kelly |
| 16.2 | Develop a sub-regional initiative on coppice woods to improve woodland management and improve the supply of material to local greenwood craftsmen. | / | / | / | / | / | / | In progress | GWC, AONB, SWT, LOs | 2009-10 | Support | Mike Kelly |
| OBJECTIVE 17 To stimulate local demand by raising awareness among consumers of food and other local products, and their connections with the landscape. | | | | | | | | | | | | |
| 17.1 | Continue to undertake publicity and promotion on local food by a variety of means including press, leaflets, exhibitions and events such as food fairs, farm walks, schools activities. | / | / | / | / | / | / | In progress | LAs, RH, PGs, AONB | 2009-14 | Support | Clare Fildes |
| 17.2 | Continue to support the development of the Shropshire Hills Farmers Markets, and collaboration with promotion. | / | / | / | / | / | / | In progress | FMs, AONB | 2009-14 | Support | Clare Fildes |
| 17.3 | Continue to develop opportunities for public sector procurement of local food. | / | / | / | / | / | / | In progress | LAs | 2009-14 | Support | Clare Fildes |
| 17.4 | Develop the 'Made in Shropshire' project promoting local products. | / | / | / | / | / | / | In progress | RH | 2009-14 | Support | Clare Fildes |

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| | | | | | | | | | | | | |
| OBJECTIVE 18 To develop and support sustainable tourism strongly linked to the landscape of the Shropshire Hills, including policy, facilities and services and approaches to marketing. | | | | | | | | | | | | |
| 18.1 | Target farm-based accommodation for involvement in the Sustainable Business Scheme, and develop the links between farm tourism, local foods and conservation of the landscape. | / | / | / | / | / | / | In progress | AONB | 2009-12 | Lead | Clare Fildes |
| 18.2 | Implement actions from the Church Stretton Sustainable Tourism Strategy | / | / | / | / | / | / | In progress | CSATG, TC, LA, AONB | 2009-13 | Support | Clare Fildes |
| 18.3 | Complete a Sustainable Tourism Strategy for the Shropshire Hills, and consider the European Charter for Sustainable Tourism in Protected Areas. | / | / | / | / | / | / | Aspiration | AONB, LAs, SSTA, ST, DMP | 2009-12 | Lead | Clare Fildes |
| 18.4 | Consider establishing a visitor payback scheme. | / | / | / | / | / | / | Aspiration | AONB | 2010-12 | Lead | Clare Fildes |
| 18.5 | Continue training related to sustainable tourism and the AONB for front-line staff and volunteers e.g. at Visitor Information Centres and walks leaders. | / | / | / | / | / | / | In progress | LAs, L21, AONB | 2009-14 | Enable | Clare Fildes |
| 18.6 | Develop an 'Offa's Dyke Country' regeneration project linked to sustainable tourism and transport. | / | / | / | / | / | / | In progress | AONB, AWM, UCL, SCC, HC, PCC, NE, WAG | 2009- | Enable | Clare Fildes |
| OBJECTIVE 19 To reduce energy use by households, services, farms and businesses, including through energy conservation and efficiency. | | | | | | | | | | | | |
| 19.1 | Develop initiatives involving businesses and the community to reduce the carbon footprint of human activity in the AONB. | / | / | / | / | / | / | In progress | MEA, CGs, LAs, BL, AONB, NT | 2009-14 | Support | Phil Holden |
| OBJECTIVE 20 To increase local production of renewable energy in ways compatible with the AONB. | | | | | | | | | | | | |
| 20.1 | Continue to develop guidance on how renewable energy can be developed in the area with minimum impact on the AONB's special qualities. | / | / | / | / | / | / | In progress | LAs, AONB, MEA | 2009-10 | Enable | Phil Holden |
| OBJECTIVE 21 To integrate affordable housing of high design and environmental standards in appropriate locations. | | | | | | | | | | | | |

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| | | | | | | | | | | | |
| 21.1 | Work pro-actively together and ensure early consultation to ensure that Housing Association schemes are developed in keeping with the AONB's aims. | / | | | | | Aspiration | HAs, AONB, LAs | 2009-12 | Enable | Joy Tetsill |
| OBJECTIVE 22 To promote relevant training to maintain and develop skills to support AONB priorities, including land management and traditional crafts, sustainable business and environmental knowledge. | | | | | | | | | | | |
| 22.1 | Establish current activity, gaps and development needs in training and skills related to conserving the AONB's special qualities. | / | / | / | / | / | Aspiration | AONB, LSC, LAs, WNSC, HAUC, LSPs | 2009-12 | Support | Pete Banford |
| 22.2 | Promote and develop training opportunities which support conservation land management, including Farming Focus programme. | / | / | / | / | / | In progress | WNSC, HAUC, RH, NE, LSC, FWAG | Ongoing | Support | Cath Landles |
| 22.3 | Develop at Acton Scott Historic Working Farm new training facilities and programmes for traditional skills, and seek to maximise relevance to landscape management. | / | / | / | / | / | In progress | SCC, AONB | 2009-14 | Support | Cath Landles |
| OBJECTIVE 23 To improve land management for flood alleviation. | | | | | | | | | | | |
| 23.1 | Develop understanding and promote principles of land management for flood alleviation. | / | / | / | / | / | In progress | EA, LAs, AONB, NE | 2009-14 | Support | Phil Holden |
| | <i>N.B. Other actions listed will also contribute to this objective.</i> | | | | | | | | | | |
| OBJECTIVE 24 To reduce greenhouse gas emissions from land management and increase carbon sequestration including through soils and trees. | | | | | | | | | | | |
| 24.1 | Develop understanding and promote principles of land management for carbon sequestration. | / | / | / | / | / | In progress | LAs, NE, AONB | 2009-14 | Support | Phil Holden |
| | <i>N.B. Other actions listed will also contribute to this objective.</i> | | | | | | | | | | |
| OBJECTIVE 25 To reduce car dependency and optimise provision and use of public transport. | | | | | | | | | | | |
| 25.1 | Continue to operate and promote the Shropshire Hills Shuttles service, and make best use of public transport for visitors, e.g. through promotion for walks, linking events. | / | / | / | | | In progress | AONB, LAs, NT, NE | 2009-14 | Lead | Clare Fildes |
| 25.2 | Develop and support business and community initiatives to reduce car dependency, e.g. green travel plans, car sharing and pool schemes. | / | / | / | | | Ongoing role | LAs, AONB | 2009-14 | Encourage | Stephanie Hayes |

| Ref. | Action (High priority actions shown with shaded background) | Conserve & enhance | Keep thriving | Low carbon | Adapt for future | Help people connect | Status | Lead and key partners | Target timescale | AONB Partnership role | AONB lead or link officer |
|--|---|--------------------|---------------|------------|------------------|---------------------|--------------|--------------------------------|------------------|-----------------------|---------------------------|
| OBJECTIVE 26 To promote and support environmentally sound leisure and recreation activities. | | | | | | | | | | | |
| 26.1 | Continue to develop facilities and promotion of the Shropshire Hills for walking, on and off-road cycling and for horse riding. Develop Walking Festivals and 'Walkers Are Welcome' initiative. | / | / | / | / | / | Ongoing role | SCC, AONB, NT, NE, FC, RA, TGs | 2009-14 | Support | Stephanie Hayes |
| 26.2 | Seek to raise standards on public rights of way, and maximise potential of other access including open access land, agri-environment agreements, forestry land and countryside sites. | | | | | / | Ongoing role | SCC, LOs, NE, FC, SWT | 2009-14 | Support | Phil Holden |
| 26.3 | Promote long distance recreational routes eg. Offa's Dyke National Trail, as a sustainable tourism resource, and encourage local businesses to link to them. | | / | | | / | Ongoing role | SCC, NE, LAs | 2009-14 | Support | Stephanie Hayes |
| 26.4 | Upgrade the standard of the Shropshire Way, and develop linked short walks, including linear walks accessible by public transport. | | / | / | | / | In progress | SCC | 2009-10 | Support | Stephanie Hayes |
| 26.5 | Develop a strategic approach to managing access at popular conservation sites, e.g. Long Mynd, Stiperstones. | / | | | | / | Aspiration | AONB, NT, NE, SCC, RA, LDBA | 2009-10 | Lead | Phil Holden |
| 26.6 | Develop links with outdoor activity providers, e.g. providing talks and information on special qualities of the AONB and good environmental practice. | / | | / | | / | Aspiration | AONB | 2009-14 | Lead | Stephanie Hayes |
| N.B. Other actions relating to the AONB are contained in the Shropshire Countryside Access Strategy, available at http://www.shropshire.gov.uk/countryside.nsf. | | | | | | | | | | | |
| OBJECTIVE 27 To raise public awareness of the special qualities of the Shropshire Hills and of the AONB and its management. | | | | | | | | | | | |
| 27.1 | Improve information on the AONB and its special qualities for other organisations to use in promotion and interpretation. | / | | | | / | In progress | AONB | 2009-10 | Lead | Stephanie Hayes |
| 27.2 | Continue to produce and refine AONB publicity material including publications, website, press releases, talks, etc. | / | / | / | / | / | Ongoing role | AONB | 2009-14 | Lead | Stephanie Hayes |
| 27.3 | Seek to raise the profile of the AONB and the Shropshire Hills within the county and especially in Shrewsbury. | / | / | / | | / | In progress | AONB, LAs | 2009-14 | Lead | Stephanie Hayes |
| 27.4 | Make appropriate reference and links to the AONB and its special qualities in the interpretation facilities in the area, e.g. Bog Centre, FC and NT land, SWT reserves. | / | | | | / | Ongoing role | SCC, FC, NT, SWT, AONB | 2009-14 | Support | Stephanie Hayes |

| Ref. | Action (High priority actions shown with shaded background) | Conserve & enhance | Keep thriving | Low carbon | Adapt for future | Help people connect | Status | Lead and key partners | Target timescale | AONB Partnership role | AONB lead or link officer |
|--|---|--------------------|---------------|------------|------------------|---------------------|--------------|-----------------------|------------------|-----------------------|---------------------------|
| 27.5 | Co-ordinate provision and promotion of Shropshire Hills events from a number of providers. Seek to develop guided walks programmes and promote appropriately to demand. | / | / | / | / | / | In progress | AONB, SCC, NT, NE | 2009-12 | Enable | Stephanie Hayes |
| 27.6 | Develop a co-ordinated interpretation plan for the Stiperstones area, linking with Shrewsbury, Powys and the Long Mynd. | / | / | / | / | / | Aspiration | SWT, SCC, AONB, NE | 2009-11 | Support | Clare Fildes |
| 27.7 | Continue to promote and develop the Shropshire Hills Discovery Centre as a focus for formal and informal learning, enjoyment and cultural activity related to the Shropshire Hills area. Continue rebranding to lower the profile of the 'Secret Hills' name. Develop a 'compact' or agreement outlining links between the Centre and the AONB. | / | / | / | / | / | Ongoing role | SCC, AONB | 2009-14 | Support | Phil Holden |
| OBJECTIVE 28 To strengthen communities and build their capacity and cohesion by broadening participation in community activity. | | | | | | | | | | | |
| 28.1 | Increase coverage of Parish Plans, and include landscape and sustainability issues. | / | / | / | / | / | In progress | PPSGs, CCS, PCs, AONB | 2009-14 | Support | Cath Landles |
| 28.2 | Seek to repeat Down to Earth approaches through LEADER. | / | / | / | / | / | Aspiration | AONB, CCS, LAs | 2009-14 | Lead | Pete Banford |
| 28.3 | Support community groups and projects and co-ordinate funding and services available. | / | / | / | / | / | Ongoing role | CCS, CVS, AONB, LAs | 2009-14 | Support | Cath Landles |

| Ref. | Action (High priority actions shown with shaded background) | Conserve & enhance | Keep thriving | Low carbon | Adapt for future | Help people connect | Status | Lead and key partners | Target timescale | AONB Partnership role | AONB lead or link officer |
|---|--|--------------------|---------------|------------|------------------|---------------------|--------------|-----------------------|------------------|-----------------------|-----------------------------|
| OBJECTIVE 29 To maximise health and wellbeing benefits from access to the countryside. | | | | | | | | | | | |
| 29.1 | Expand the capacity and uptake of Health Walking schemes in and around the AONB. | / | / | / | / | / | In progress | SCC, PCT | 2009-14 | Support | Clare Fildes |
| 29.2 | Use Quality of Life indicators for evaluating more formal events to provide evidence on wellbeing benefits. | / | / | / | / | / | In progress | LAs, AONB, CGs | 2009-14 | Support | Clare Fildes |
| OBJECTIVE 30 To broaden participation in the countryside from a wider cross-section of society, targeting under-represented groups such as the young, elderly and less able. | | | | | | | | | | | |
| 30.1 | Develop opportunities to engage young people through the LEADER programme. | / | / | / | / | / | Aspiration | AONB, YF, LAs, | 2009-14 | Enable | Pete Banford |
| 30.2 | Conduct an Equalities Impact Assessment for the operation of the AONB Partnership and take priority actions identified. | / | / | / | / | / | Aspiration | AONB, SCC | 2009-10 | Lead | Phil Holden |
| OBJECTIVE 31 To encourage understanding and knowledge of Shropshire Hills, especially through schools and further and higher education. | | | | | | | | | | | |
| 31.1 | Continue to provide and improve field activities for schools and support for in-school activities. Seek to develop relevant local links to develop sense of place and reduce travel. | / | / | / | / | / | Ongoing role | NT, SWT, LAs | 2009-14 | Support | Cath Landles |
| 31.2 | Develop links with Higher & Further Education establishments | / | / | / | / | / | In progress | AONB, WNSC, HAUC | 2009-14 | Lead | Phil Holden |
| OBJECTIVE 32 To increase active involvement with the AONB's countryside, including through volunteering and opportunities to support the AONB directly. | | | | | | | | | | | |
| 32.1 | Support the development of existing and new opportunities for volunteering through the LEADER programme. | / | / | / | / | / | Aspiration | AONB, SCC | 2009-13 | Lead | Pete Banford |
| 32.2 | Increase the coverage and activity of Parish Paths Partnership (P3) groups operating within or partly within the AONB. | / | / | / | / | / | Ongoing role | SCC, PCs | 2009-14 | Support | Cath Landles |
| 32.3 | Support the development of the Tree Wardens network and community wildlife groups. | / | / | / | / | / | In progress | AONB, SWT | 2009-14 | Support | Ian Dormor/ Cath Landles |
| 32.4 | Develop community archaeology projects including Acton Scott, Rectory Wood and Lost Communities of the Stiperstones. | / | / | / | / | / | In progress | SCC, NE, CGs, AONB | 2009-12 | Support | Ian Dormor |

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|--|---|---|--------------------|---------------|------------|------------------|---------------------|-------------------------|-----------------------|------------------|-----------------------|---------------------------|
| | | | | | | | | | | | | |
| OBJECTIVE 33 To develop sense of place and community pride around the Shropshire Hills, and strengthen the 'Shropshire Hills' identity, especially in visitor and tourism promotion material. | | | | | | | | | | | | |
| 33.1 | Improve the countryside content and profile of the Shropshire Hills in tourism promotion, and outline sustainable ways of enjoying the AONB. | / | / | / | / | | | In progress | SSTA, LAs, AONB | 2009-14 | Support | Stephanie Hayes |
| 33.2 | Develop sense of place and awareness of the AONB through enhanced signage on key routes into the AONB and where appropriate on town and village signs. | / | | | | | / | In progress | AONB | 2009-11 | Lead | Stephanie Hayes |
| 33.4 | Develop the 'Friends of the Shropshire Hills' group. | / | / | | | | / | In progress | AONB | 2009-14 | Lead | Clare Fildes |
| | <i>See also community and awareness raising actions.</i> | | | | | | | | | | | |
| OBJECTIVE 34 To build the AONB Partnership as an inclusive structure with sound governance and strong partnership relations and communication. | | | | | | | | | | | | |
| 34.1 | Maintain good links between partners and the AONB Team, ideally through at least one bilateral meeting per year. | / | | | | | / | Ongoing | AONB | 2009-14 | Lead | Phil Holden |
| 34.2 | Review AONB Partnership governance to integrate LEADER requirements and adapt to unitary local authority. | / | | | | | / | In progress | AONB, LAs | 2009 | Lead | Phil Holden |
| 34.3 | Agree new Memorandum of Understanding between Natural England and local authority funders. | / | | | | | / | Preliminary discussions | NE, AONB, LAs | 2009 | Lead | Phil Holden |
| 34.4 | Establish clear and balanced relationship between AONB Partnership and new unitary Shropshire Council as host authority. | / | | | | | / | Preliminary discussions | AONB, LAs | 2008-9 | Lead | Phil Holden |
| 34.5 | Support the National Association for AONBs, West Midlands Protected Landscapes Forum and the Europarc Federation and raise the profile of and involvement with their work among partners. | / | | | | | / | Ongoing | AONB | 2009-10 | Lead | Phil Holden |
| OBJECTIVE 35 To monitor and report on progress with the Management Plan and condition of the AONB. | | | | | | | | | | | | |
| 35.1 | Undertake monitoring on implementation by public bodies of their S85 duty to have regard to the AONB. | / | | | | | / | In progress | AONB | 2009-14 | Lead | Phil Holden |
| 35.2 | Publish an annual progress report and update of the Management Plan Actions. | / | | | | | / | In progress | AONB | 2009-14 | Lead | Phil Holden |