

## Shropshire's Great Outdoors 2018-28

### Appendix 4- Strategic Fit

Strategy	Organisation	Aims	Relevant objectives/ actions	Shropshire's Great Outdoors Strategy aspirations and opportunities
25 Year Environment Plan	Defra	Using and managing land sustainably	<p>Embedding an 'environmental net gain' principle for development, including housing and infrastructure.</p> <p>Producing stronger new standards for green infrastructure.</p>	<p>Working with Shropshire Council's Planning Policy team to strengthen the provision of meaningful greenspace and better non-motorised access in new housing and commercial developments through the Local Plan.</p>
		Recovering nature and enhancing the beauty of landscapes	<p>Protecting and recovering nature</p> <p>i. Publishing a strategy for nature</p> <p>ii. Developing a Nature Recovery Network</p> <p>Through changes in the way we manage our land, we will develop a Nature Recovery Network providing 500,000 hectares of additional wildlife habitat, more effectively linking existing protected sites and landscapes, as well as urban green and blue infrastructure.</p>	<p>Consideration of biodiversity enhancement in existing and new greenspace and delivery of the Environmental Networks map, utilising Rights of Way and verges where appropriate.</p>
		Connecting people with the environment to improve health and wellbeing	<p>Considering how landscape-scale restoration of wildflower-rich grassland, meadows and heathlands could be part of the Nature Recovery Network to provide better access for people alongside improved habitat for pollinating insects. Through existing commitments made in Sporting Future – a New Strategy for an Active Nation, and in line with our ambition to reduce childhood obesity, the Government supports programmes that encourage physical activity, including in outdoor settings.</p> <p>We will scope out how we could connect people more systematically with green space to improve mental health, using the natural environment as a resource for preventative and therapeutic purposes. This will be in line with the Prevention</p>	<p>Continue and develop initiatives that help link health and the Great Outdoors, such as Walking for Health and Shropshire Wild Teams. Work with health sector to identify new opportunities to work with those most in need.</p> <p>Continue to develop schools packages to encourage schools to visit countryside sites and learn about the natural environment.</p> <p>Young Rangers programme.</p> <p>Development of 'Daily Miles' on relevant countryside sites.</p>

Concordat for Better Mental Health and support the Government's new commitments on children's mental health.

Our ambition includes encouraging mental health service providers to explore the potential offered by environmental therapies and doing more to spread the word about the benefits of nature. The Government will promote collaboration between the health and environment sectors, at national and local level.

1. Helping people improve their health and wellbeing by using green spaces

ii. Promoting health and wellbeing through the natural environment

We will launch a three-year 'Natural Environment for Health and Wellbeing' programme, focused on supporting local authorities, health organisations, health professionals, teachers and planners in promoting the natural environment as a pathway to good health and wellbeing. Mental health problems and early interventions will be an initial area of interest, however the programme will be charged with considering other health issues, such as obesity, where children and adults would benefit from better access to nature. To make sure that it reaches as many people as possible, we would welcome the programme being replicated at local level. Ideally, we would like access to the natural environment put at the heart of all local Health and Wellbeing Board strategies. Page 74

2. Encouraging children to be close to nature, in and out of school

Playing and learning outside is a fundamental part of childhood, and helps children grow up healthy. Some children are lucky enough to have a family

Work with schools to develop more wildlife friendly grounds and outdoor classrooms.

Develop projects with colleges and universities to encourage better use of the outdoors.

Encourage the adoption of national framework of green infrastructure standards through the Local Plan and Supplementary Planning Guidance.

Develop a series of activities to celebrate the Year of Action for the Environment 2019, including micro-volunteering opportunities.

Raise awareness of the economic benefits of the environment and the contribution of natural capital.

garden; others will not and it is important that we find other ways to give them better access to the great outdoors. We know that regular contact with green spaces, such as the local park, lake, or playground, can have a beneficial impact on children's physical and mental health.

- i. Helping primary schools create nature-friendly grounds
- ii. Supporting more pupil contact with local natural spaces

### 3. Greening our towns and cities

- i. Creating more green infrastructure

Our aim is to improve existing green infrastructure by encouraging more investment while making sure there is a presumption for sustainable development. Initially, we will focus on areas where we know that there is not enough accessible green infrastructure, or that what is there is of poor quality.

We will draw up a national framework of green infrastructure standards, ensuring that new developments include accessible green spaces and that any area with little or no green space can be improved for the benefit of the community.

- ii. Planting more trees in and around our towns and cities

### 4. Making 2019 a Year of Action for the environment

- i. Helping children and young people from all backgrounds to engage with nature and improve the environment.
- ii. Supporting the 2019 Year of Green Action
- iv. Exploring how to give individuals and organisations the chance to deliver lasting conservation

		Funding, financing and incentivising improvement in natural capital	We now have strong evidence on how natural capital underpins the economy, supports long-term growth and benefits human health and wellbeing. We know carefully-planned investments in natural capital assets can deliver significant value for money and generate economic returns that rank favourably with those generated by more traditional infrastructure investments. When the NCC examined a range of natural capital investment types in their third report to government, it found that the benefit: cost ratios ranged from 3:1 to 9:142. In other words, for every pound spent, the nation received £3 to £9 back in economic value.	
Everybody Active, Every Day- Oct 2014	Public Health England	Active society Moving professionals Active environments Moving at scale		<p>Accessible Rights of Way and green space network</p> <p>Least restrictive principle</p> <p>Promoted walks, all ability walks, cycle and horse riding routes with gaps or accessible gates</p> <p>More multi-user routes</p> <p>Better signage of RoW and access on sites</p> <p>Improvements to RoW from urban centres</p> <p>Increased access provision in new developments</p> <p>Active volunteering, Walking for Health and Shropshire Wild Teams</p> <p>School visits to green space, scout and cub groups</p> <p>Healthy Outdoors for Schools initiative encouraging the Daily Mile and other walking initiatives</p> <p>New recreational country parks</p>
Towards an Active Nation 2016-2022	Sport England	Tackling inactivity Children and Young People Volunteering Taking sport and activity into the mass market Supporting sport's core market	<p>KPI 1: Increase in the percentage of the population taking part in sport and physical activity at least twice in the last month</p> <p>KPI 2: Decrease in the percentage of people physically inactive</p> <p>KPI 3: Increase in the percentage of adults utilising outdoor space for exercise/health reasons</p> <p>KPI 4: Increase in the percentage of children achieving physical literacy</p>	<p>Active volunteering, Walking for Health and Shropshire Wild Teams</p> <p>School visits to green space, scout and cub groups</p> <p>Healthy Outdoors for Schools initiative encouraging the Daily Mile and other walking initiatives</p> <p>Challenge events on Country Parks</p> <p>New recreational country parks</p>

			<p>KPI 6: An increase in the percentage of young people (11–18) with a positive attitude towards sport and being active</p> <p>KPI 7: Increase in the number of people volunteering in sport at least twice in the last year.</p> <p>KPI 8: The demographics of volunteers in sport to become more representative of society as a whole</p>	
<b>The Culture White Paper 2016</b>	DCMS	<p>"Culture has the potential to transform communities". The role of government is to enable great culture and creativity to flourish and to ensure that everyone can have access to it.</p>	<p>Government will put in place measures to increase participation in culture, especially among those currently excluded, in particular children and young people from disadvantaged backgrounds.</p> <p>Greater local and national partnerships are necessary to develop the role of culture in place-making. Better collaboration between the cultural sectors, between cultural organisations and their partners at local, regional and national level.</p>	<p>Development of Young Rangers programme.</p> <p>Introduction of 'Daily Miles' on key sites.</p> <p>Talks and events focused on heritage.</p> <p>Training on heritage issues.</p>
<b>Creating a Great Place for Living 2016- 2020</b>	Defra	<p>A cleaner, healthier environment, benefiting people and the economy</p> <p>A thriving rural economy, contributing to national prosperity and wellbeing</p>	<p>Increased biodiversity, improved habitat and expanded woodland areas</p> <p>Cleaner air</p> <p>Cleaner water and sustainable usage</p> <p>Cleaner and healthier seas</p> <p>Productive land and soils</p> <p>Conserved and enhanced landscapes</p> <p>Maintained protection of designated sites</p> <p>Reduced waste and waste crime</p> <p>Greater enjoyment of the natural environment</p> <p>Faster growth in productivity and living standards in rural areas in England</p> <p>Rural areas are fully connected to the wider economy</p> <p>A highly skilled rural workforce</p> <p>Strong conditions for rural business growth</p> <p>Living and working in rural areas made easier</p> <p>Greater local control of decisions affecting rural areas</p>	<p>Management and conservation of the green space network, verges and green corridors</p> <p>Maintenance and improvement of the Right of Way network and canals</p> <p>Increased understanding of the Natural Capital of publically accessible green space</p> <p>Active volunteering, Walking for Health and the Wild Teams, including local decision making</p> <p>Marketing of the accessible outdoor network</p> <p>Development of opportunities for apprenticeships and student placements.</p> <p>Working more closely with colleges and Universities.</p> <p>Work with Town and Parish Councils on relevant planning developments.</p>

<b>Industrial Strategy</b>	Department for Business, Energy & Industrial Strategy	<p>The UK to be the world's most innovative economy, with good jobs and greater earning power for all;</p> <ul style="list-style-type: none"> <li>• A major upgrade to the UK's infrastructure;</li> <li>• The UK to be the best place to start and grow a business; and</li> <li>• Prosperous communities across the UK.</li> </ul>	<p>We will introduce Local Industrial Strategies and further strengthen local leadership through Local Enterprise Partnerships and Mayoral Combined Authorities.</p> <p>We will also introduce new policies to improve skills in all parts of the country, create more connected infrastructure, back innovation strengths, ensure land is available for housing growth, and strengthen our cultural assets.</p> <p>Strong local economies around the world tend to have some key attributes. They have a good supply of skilled labour; they are well connected and have land available for homes, offices and factories; and they have rich innovation ecosystems, often built around a university. They have an attractive cultural environment.</p> <p>Following the UK's departure from the European Union, we will launch the UK Shared Prosperity Fund.</p> <p>We are investing £2m in place-based cultural development to continue to support the role culture can play in regeneration.</p>	<p>Better joint working between Local Nature and Local Enterprise Partnerships.</p> <p>Development of opportunities for apprenticeships and student placements.</p> <p>Working more closely with colleges and Universities.</p> <p>Incorporation of green infrastructure and outdoor space in new housing and commercial developments.</p> <p>Encouraging the recognition of the network of outdoor assets as a key infrastructure for economic development.</p>
<b>Midlands Engine Strategy 2017</b>	DCLG	Making the Midlands a powerful engine for economic growth.	<p>Key objectives:</p> <ol style="list-style-type: none"> <li>1. Improving connectivity</li> <li>2. Strengthening skills</li> <li>3. Supporting enterprise and innovation,</li> <li>4. Promoting the Midlands nationally and internationally</li> <li>5. Enhancing the quality of life</li> </ol> <p>The strategy details how the cultural sector, including walking and cycling infrastructure will be enhanced for economic benefit.</p>	<p>Enhancing and promoting the reputation of Shropshire for Quality of Life connected with the high quality landscape and access to the outdoors.</p> <p>Offer student placements and learning opportunities.</p> <p>Working with businesses to enhance the outdoor activity offer.</p>
<b>Strategic Enterprise Plan</b>	Marches Local Enterprise Partnership	Our vision for the Marches is of a strong, diverse and enterprising business base, operating in an exceptional and	We will create an exceptional business support environment for aspiring growth businesses through access to finance and incentives to innovate. We will promote the Marches as a business investment location.	A high quality, accessible outdoor offer in outstanding countryside, will help promote Shropshire as a business investment opportunity, building on individuals' quality of life, staff wellbeing and company reputation.

		connected environment, where the transfer of technology and skills foster innovation, investment and economic growth.	<p>We will provide a compelling business investment offer with a progressive planning framework and infrastructure fit for tomorrow's business needs.</p> <p>We will support socially excluded and marginalised groups by removing barriers to their participation in activities that will improve their economic well-being.</p>	<p>For the visitor economy, infrastructure is more than good roads and connectivity. This strategy addresses much of accessible outdoor infrastructure that is available to visitors and on which those businesses that rely on this infrastructure can build and market their company. It will complement the Cultural Strategy in developing the visitor infrastructure across the county.</p> <p>Active volunteering in the outdoors helps unemployed people and those with specific mental or physical health issues build confidence, reduce anxiety and become work ready.</p>
North Wales and Borders Waterway Partnership 10 year Strategic Plan- Sept 2014	Canal & River Trust	Living waterways transform places and enrich lives	<p>To enrich people's lives</p> <p>To protect and improve accessibility, usability and resilience of our assets and their heritage, for people to use and enjoy now and in the future</p> <p>To provide special places that people value, sustainable environments and routes</p> <p>To yield economic benefits for local communities and the nation</p>	<p>Improvement of tow paths as multi-user routes</p> <p>Include tow paths as part of access infrastructure mapping in discussions on planning and new developments</p> <p>Work with CRT to develop volunteering opportunities</p>
Shropshire's Economic Growth Strategy	Shropshire Council	To be the best place to do business and invest, renowned for its pool of local talent and expertise. We will strive to maximise our economic potential and increase productivity by fully utilising the benefits of our special environment and high quality assets.	<p>Assist the tourism and visitor economy sector partners to promote Shropshire as a destination and maximise the built and natural heritage assets throughout the county.</p> <p>Prepare a coherent visitor economy strategy alongside the sector, including those which provide a heritage based offer, that clearly sets out the ambitions and opportunities and is clear on the Council's role within it.</p> <p>Develop an approach with the agricultural sector in preparation for Brexit and work with the Marches LEP and neighbouring authorities to explore the opportunities to play a key role in influencing Central Government.</p> <p>Strategically understand Shropshire's natural and historic environment assets, knowledge and</p>	<p>Shropshire has the third largest Rights of Way network in England. This means that there are great opportunities to access the countryside for leisure and recreation. A high quality network, along with the many natural and cultural heritage sites, should be highlighted within any Investment Prospectus for Shropshire.</p> <p>Post-Brexit negotiations with landowners are likely to focus on public goods and access to the countryside will be central to this. The Shropshire's Great Outdoors Strategy Board is well placed to help influence and encourage access in Shropshire as part of these negotiations and this will help reinforce the work/life balance available in the county.</p> <p>Walking and cycling to work, alongside recreational outdoor activities bring great physical and mental health benefits and will help keep workforces healthy and reduce illness. Opportunities should be sought to work</p>

			<p>expertise, and the ways in which they can be used as resources.</p> <p>Ongoing business relationship management with our existing companies</p> <p>Produce a responsive and relevant programme of business events, liaising closely with the business community and our key partners.</p> <p>Through the Council's role as planning authority, promote high quality design solutions to underpin the delivery of sustainable new development and seek to address future economic barriers.</p> <p>Consider use of our own assets, services and skills in ways that continue to support place making and deliver economic growth.</p> <p>Work with the community and voluntary sector and public service partners to understand the volunteering capacities and opportunities and help to facilitate where appropriate.</p> <p>Explore best practice in multi-agency approaches to supporting individuals with health and employment skills needs and align this with the Government's new Work and Health Programme.</p> <p>Raise the awareness of mental health and wellbeing with employers through networks and opportunities for sharing best practice and engaging in key initiatives such as organisational campaigns and support and advice.</p> <p>Prepare an investment proposition for Shropshire based on why people and businesses should invest/locate/work here.</p>	<p>with employees to offer advice on getting their staff more active and on developing off-road routes where possible.</p>
<p><b>Shropshire's Core Strategy</b></p>	<p>Shropshire Council</p>	<p>Support the development of sustainable communities which are thriving, inclusive and safe, ensuring that people in all areas of</p>	<p><b>CS7:</b> 4th bullet point –<i><b>A sustainable pattern of development will be achieved by protecting and enhancing strategic and local cycling, footpath, bridleway and canal networks as local transport routes and for recreation and leisure use</b></i></p> <p><b>CS16:</b> 2<sup>nd</sup> and 3<sup>rd</sup> bullet points</p>	<p>The Shropshire's Great Outdoors Strategy reflects the priorities as set out in the Core Strategy for open space, off-road access and the protection of protected habitats and landscapes.</p> <p>The aspirations to work with planners and developers to maximise green space and off-road access quantity. Quality and connectivity, support a 'master planning'</p>



Shropshire have access to decent affordable homes, jobs, education and training, multifunctional open space and the countryside, healthcare, leisure, cultural, shopping and other facilities and services, and the provision of infrastructure, to meet their needs.

Support the development of sustainable tourism, rural enterprise, broadband connectivity, diversification of the rural economy, and the continued importance of farming and agriculture, ensuring that development proposals are appropriate in their scale and nature with the character and quality of their location. Support the improvement of

***To deliver high quality sustainable tourism and cultural and leisure development, emphasis will be placed on;***

- ***Promoting connections between visitors and Shropshire’s natural, cultural and historic environment, including through active recreation, access to heritage trails and parkland, and an enhanced value of local food, drink and crafts;***
- ***Supporting development that promotes opportunities for accessing, understanding and engaging with Shropshire’s landscape, cultural and historic assets including the Shropshire Hills AONB, rights-of-way network, canals, rivers and meres & mosses***

***CS6: 2nd bullet point – Requires proposals likely to generate significant levels of traffic to be located in accessible locations where opportunities for walking, cycling and use of public transport can be maximised and the need for car based travel to be reduced;***

*5th bullet point –Ensure that all development contributes to the health and wellbeing of communities, including safeguarding residential and local amenity and the achievement of local standards for the provision and quality of open space, sport and recreational facilities*

*8th bullet point –Ensuring that there is capacity and availability of infrastructure to serve any new development.*

approach to significant new developments and input into community-led planning will help ensure compliance to the Core Strategy going forward.

		Shropshire's transport system in a sustainable and integrated way and locate development to improve accessibility by quality public transport, cycling and walking, help reduce car dependency and the impact of traffic on local communities and the environment.		
Site Allocations and Management of Development (SAMDev) Plan. 2015	Shropshire Council	MD2	<p>Development proposals are required to...contribute to and respect locally distinctive or valued character and existing amenity value by:</p> <ul style="list-style-type: none"> <li>• <b>Responding appropriately to the form and layout of existing development</b> and the way it functions, <b>including</b> mixture of uses, streetscape, building heights and lines, scale, density, plot sizes and <b>local patterns of movement;</b></li> </ul> <p><b>Consider design of landscaping and open space holistically</b> as part of the whole development <b>to provide safe, useable and well-connected outdoor spaces</b> which respond to and reinforce the character and context within which it is set</p>	A master planning approach and the adoption of the accessible natural greenspace mapping in appendix 3 will help deliver MD2 within the SAMDev.
Shropshire's Local Plan Review 2016-36 (draft)	Shropshire Council	To make the best use of the strategic advantages of Shropshire's geographic location to support a sustainable pattern of future growth over the period 2016-36	<p>iii. Support the development of sustainable communities which are thriving, inclusive and safe, ensuring that people in all areas of Shropshire have access to decent affordable homes, jobs, education and training and the resources necessary to start well, live well and age well (Core Strategy Objective 1);</p> <p>vii. Support the development of sustainable tourism, rural enterprise, broadband connectivity,</p>	Development of the Local Plan should take into account the importance of the access network and encourage walking and cycling to work, and within and between communities. Protection of existing and development of new Rights of Way should be prioritised to enable this. Major off-road, multi-user routes offer significant business opportunities, as demonstrated elsewhere in the country. The development of these should be a priority.

		<p>and to support the growth aspirations of neighbouring areas, particularly in the north and east of the County. The preferred strategy will help support the 'step change' in economic productivity and quality of employment which is set out in our new Economic Growth Strategy.</p>	<p>diversification of the rural economy, and the continued importance of farming and agriculture (Core Strategy Objective 7). viii. Promote high quality design and ensure that development responds to its local context and creates safe, accessible and attractive places (adapted from Core Strategy Objective 10); ix. Ensure that the character, quality and diversity of Shropshire's built, natural and historic environment are protected, enhanced and, where possible, restored, in a way that respects landscape character, biodiversity, heritage values, and local distinctiveness, and contributes to wider environmental networks across the County(Core Strategy Objective 11); x. Improve the quantity, quality and accessibility of multifunctional open space, rights of way, and sport, recreation and cultural facilities to provide varied opportunities for people of all ages to enjoy physical activity, cultural activities and lifetime learning, helping to improve health and well-being (Core Strategy Objective 12).</p>	<p>The mapping of accessible natural greenspace shown in appendix 3 demonstrates the need for new destination country parks in key areas, especially where significant new housing developments are planned.</p> <p>There is also an opportunity to improve the provision of greenspace associated with new developments in and around market towns. The current greenspace requirement could be amalgamated between a number of developments to form a larger, multi-use park, which would benefit the existing community as well as residents in the new development.</p>
<p><b>Shropshire Health and Wellbeing Strategy 2016</b></p>	<p>Shropshire Health and Wellbeing Board</p>	<p>To improve the population's health and wellbeing; to reduce health inequalities that can cause unfair and avoidable differences in people's health; to help as many people as possible live long, happy and productive lives by promoting health and wellbeing at all stages of life.</p>	<p><b>Health promotion and resilience</b> Focus on prevention and wellbeing. Health promotion and resilience are about encouraging people to make good choices at every stage of life. It is also about making sure that the right support is available when it is needed and that services are there not only to help us to feel better, but to help stop illness of physical difficulty from happening again. <b>Promoting independence at home</b> Focus on home and the community as the first place to look for enabling care and support. A key role of a community is to support itself and its members. <b>Promoting easy to access and joined up care</b></p>	<p>Delivery of Walking for Health and Shropshire Wild Teams specifically targeted at those with physical and mental health issues and to help people remain active for longer. Active volunteering opportunities for everyone but focusing on those people who have retired.</p> <p>These schemes help people to remain at home longer and put less strain on the social care system.</p> <p>Providing services for social prescribing.</p> <p>Development of easier access and all ability routes.</p>

			Commitment to developing better joined up services and better access to services and information through integration.	
<b>Shropshire Children, Young People and Families Plan 2016</b>	Shropshire Council/Shropshire Children's Trust	The Children's Trust wants all children and young people to be happy, healthy and safe and to reach their full potential, supported in a family environment, by their families, friends and the wider community.	The work will mean that children living in Shropshire: Are safe and well looked after in a supportive environment; are resilient with good emotional wellbeing; are healthy and see health inequalities reduced; see the achievement gap in education narrowed and young people are prepared for work. Children's Trust outcomes: A strategic co-ordination of services for children and young people with special educational needs and disabilities; Children, young people and families feel happier, healthier, safer, more valued, more accepted, more responsible for their actions, more positively engaged in their community and successful in achieving their goals.	Healthy Outdoors for Schools programme. Introduction of 'Daily Miles' on key sites. Young Rangers scheme.  Working with schools to develop wildlife-friendly grounds and outdoor classrooms.  There could be opportunities to discuss other initiatives addressing key issues for children and young people.
<b>Energize Draft Strategy 2018</b>	Energize. Shropshire Sports Partnership.	MISSION: Improving Lives through the power of physical activity and sport PURPOSE: Nurturing a culture that gets hearts beating faster	Although will continue to work generally; will focus on 1. Frail / vulnerable people 2. Active Ageing 3. Inactive Families 4. Stabilising Young Lives	Continued development of Walking for Health and Shropshire Wild Teams. Healthy Outdoors for Schools programme. Introduction of 'Daily Miles' on key sites. Young Rangers scheme.
<b>Provisional Shropshire Local Transport Plan 2001-2026</b>	Shropshire Council	Enterprise and growth, with strong market towns and rebalanced rural settlements Responding to climate change and enhancing our natural and built environment Healthy, safe and confident people and communities	Improve connectivity and access, particularly by sustainable transport modes Support growth and ensure new housing and employment areas encourage more sustainable travel behaviour Reduce transport related carbon emissions Minimise the impacts of transport on our local environment and communities Enable older, younger, disabled and other excluded people to more easily access a range of services and facilities Encourage more travel by active modes of foot and cycle	Mapping and prioritisation of walking, cycling and riding routes that connect communities, services and the countryside and the lanes and verges that connect routes Advice on access routes for new developments and their connection with the wider area Promotion and development of all-ability and easy access routes Promotion of walking, cycling, horse riding and carriage driving opportunities. Development of destination Country Parks and urban greenspace as community assets,

Shropshire Cultural Strategy	TBC			
Shropshire Council Corporate Plan 2016/17	Shropshire Council	Working to make Shropshire a great place to live, learn, work and visit	<p>Healthy People- the healthiest population in the country, encouraging people to make the most of a range of outdoor and indoor opportunities for leisure, culture and community volunteering.</p> <p>Resilient Communities- self-sufficient communities who have the resources and capabilities to meet their collective needs and flourish.</p> <p>Prosperous Economy- improving productivity, strengthening our skills base, facilitating and encouraging the conditions for growth, and making the most of our economic potential.</p>	<p>People are more active through better planned development and access to the countryside, and participation in a broad range of outdoor recreational activities and active volunteering.</p> <p>Local access networks are improved for active travel and leisure and local partnership approaches are developed that enable communities to identify and act upon priorities for a high quality outdoor environment and biodiversity.</p> <p>The local economy is supported by developing the extent and quality of the countryside access infrastructure, including parks and sites, and by working with businesses to access Shropshire’s rich and varied natural environment and heritage.</p>
Shropshire Hills AONB Management Plan 2014-19	Shropshire Hills AONB Partnership	<p>Conserving and enhancing our outstanding landscape and its nature</p> <p>Helping our local communities thrive in a more sustainable way</p> <p>Promoting personal enjoyment, understanding and participation</p> <p>Maintaining and enriching the natural services on which we all depend</p>	<p>Improve the countryside content and profile of the Shropshire Hills in tourism promotion and outline sustainable ways of enjoying the AONB. Provide and promote opportunities to experience the distinctive landscapes and heritage of different parts of the Hills. Support and promote walking opportunities.</p> <p>Develop a programme of promotion of cycling opportunities in the Shropshire Hills, linking outside the area as appropriate.</p> <p>Further develop and promote the potential of the area for horse riding and other outdoor activities.</p> <p>Improve opportunities to experience and understand the area’s wildlife and geology.</p> <p>Demonstrate the value of a high quality landscape to economic returns in the visitor economy.</p> <p>Progress feasibility studies and if appropriate implementation of high standard multi-user routes.</p>	<p>Shropshire’s Great Outdoors website promotes walking, cycling and horse-riding in the Shropshire Hills AONB, along with opportunities to experience wildlife and geology.</p> <p>Development of multi-user routes.</p> <p>Increase awareness of the value of the high-quality environment to the local economy.</p> <p>Development of user guide, which outlines responsible use of Rights of Way and understanding of sensitive landscapes.</p> <p>Development of Walking For Health schemes in and around the AONB.</p>

			Expand the capacity and uptake of Health Walking schemes in and around the AONB.	
Living Landscapes	Shropshire Wildlife Trust	<p>Targets landscape-scale conservation efforts to halt the decline of wildlife and restore the natural environment</p> <p>Reconnects people with the natural world and promote the benefits it provides - from the technical and functional, to the spiritual</p> <p>Working closely with local communities to promote the wildlife on their doorstep.</p> <p>Improving access to wildlife and green spaces and provide opportunities for recreation, education and hands-on volunteering</p>	<p>There are several Living Landscape areas in Shropshire:</p> <ul style="list-style-type: none"> <li>• Oswestry Hills- Linking together limestone grassland sites in the Oswestry Hills to establish an ecological network across the area</li> <li>• Meres and Mosses- Improving and protecting core sites, and connecting them by restoring the wetland habitats in and around them</li> <li>• Rhos and Clun Forest- Surveying and recording areas of significant wildlife habitat and mapping the ecological corridors which connect them</li> <li>• Severn and Wye- Restoring the wetlands of the Severn Vale to their former glory, creating a 50-kilometre wetland wildlife highway</li> <li>• The Stiperstones- Removing planted conifers and restoring the natural vegetation of heather and bilberry along a six-mile ridge of heathland</li> <li>• Telford and the Wrekin Forest- Bringing together communities, landowners and land managers to protect this precious greenspace</li> </ul>	<p>Some special habitats within these Living Landscape areas are managed by Shropshire Council, including:</p> <ul style="list-style-type: none"> <li>• Oswestry Old Racecourse</li> <li>• Ifton Meadows</li> <li>• Llanymynech Limeworks</li> <li>• The Mere at Ellesmere</li> <li>• Colemere</li> <li>• Brown Moss</li> <li>• Severn Valley Country Park</li> <li>• The Bog</li> <li>• Snailbeach Mine</li> </ul> <p>The Shropshire's Great Outdoors Strategy will prioritise biodiversity and access improvements that connect key wildlife sites with local communities and each other and minimise disturbance of sensitive habitats.</p>