

Key areas of work	Key actions and targets
Take and co-ordinate action to conserve and enhance natural beauty; promote wellbeing, enjoyment and understanding, and further sustainable development.	
LEADER in the Shropshire Hills	Award grants for remaining budget, in line with Local Development Strategy. Support projects with delivery, grant admin & claims, collaboration and publicity. Develop ideas for next LEADER round through new LEADER Development Group.
Sustainable Development Fund	Give grants and support projects with limited available funding.
Stiperstones & Corndon Landscape Partnership Scheme	Prepare Landscape Conservation Action Plan and submit as Stage 2 HLF bid. Develop community involvement, Landscape Partnership Board and other advisory groups.
Rivers Project	Complete riparian management at agreed sites for SITA funded project. Continue public engagement with issues in the River Clun catchment, develop Clun Catchment Partnership to co-ordinate funding and project opportunities with partners, and aim to approve Catchment Management Plan.
Farming Project	Meetings with 100 farmers, 4 farmer events, 4 workshops. Work with 7 schools, 6 farm tours and 6 presentations to community groups.
Woodlands Project	Advise owners of 25 woodland sites. Complete 10 Management Plans and bring 15 sites into active management. Support woodfuel opportunities. Complete partnership project with Heartwoods and seek to secure new funding.
'Buy Local'	Implement 11 events for Discover Local Project. Maintain membership of at least 40 businesses in Sustainable Business Scheme. Maintain and promote www.shropshirehills-buylocal.co.uk/ directory.
Sustainable Tourism Strategy	Implement Sustainable Tourism Strategy with Shropshire Hills & Ludlow Destination Development Partnership, and develop Europarc Charter activity.
Shropshire Hills Shuttles	Manage 2012 Shropshire Hills Shuttles bus service, including new 'Wenlock Wanderer' service, and plan for 2013.
Promotion	Improve websites and social media interaction. Publish 15 press releases, 4 E-newsletters, Annual Review and joint Events guide. Give 12 talks.
Walking for Wellbeing	Complete agreed actions from Walking Action Plan for the Shropshire Hills. Operate walking steering group and hold relevant events & training sessions.
Walking with Offa	Participate in Walking with Offa LEADER co-operation project with 7 other LAGs.
Support initiatives led by others	Support at least 15 conservation/ economic / recreation/ promotion projects. Respond to requests for information.
Develop policy and strategy for the area through the AONB Management Plan, and influence the policies and strategies of others.	
Management Plan	Produce annual Update of Management Plan Actions with progress. Establish and begin process of review of AONB Management Plan.
Planning	Comment on relevant LDF documents and planning applications. Maintain close links with local authority planning staff and members.
Other strategies & schemes	Provide input to at least 4 strategic consultations (non-planning). Comment on non-planning casework such as agri-environment schemes.
Local authorities and Partnerships	Establish and maintain links with relevant departments of each local authority. Input to Local Nature Partnership and Marches Local Enterprise Partnership.
Monitoring	Update framework for monitoring and data in line with national guidance.
Guidance & strategy	Identify opportunities to develop pro-active guidance on AONB related topics.
Develop the AONB Partnership as an inclusive and effective organisation.	
AONB Partnership and sub-groups	Hold 20 meetings of 10 groups in the AONB Partnership structure. Provide training/ briefing session for Partnership members.
Local partnership working	Operate and support local partnership structures including Wrekin Forest Partnership, Clee Hill Partnership, Clun Catchment Partnership, LPS Board, etc.
AONB Team	Hold monthly team meetings, complete appraisals and relevant staff training.
Business Planning	Undertake review of alternative structures, and diversify sources of income.
Wider networks	Continue involvement with NAAONB, LEADER & RDPE networks.
Support the involvement of the community in the management of the AONB (cross-cutting above).	
Friends	Develop 'Friends of the Shropshire Hills' group, and increase membership.
Support for groups	Support 30 community groups in total (includes SDF, LEADER, etc above).
Schools	8 schools involved with AONB related activity
Volunteering	Involve 300 volunteers through AONB-led and supported activities.