

Appendix 1 to item 3 Shropshire Hills AONB Partnership Team Work Programme 2014 -15 Summary

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	Develop and submit new Local Development Strategy for LEADER 2015-2020, with partner involvement and consultation, by 5 Sept 2014. Decide on local delivery structure for LEADER 2015-2020 and prepare for delivery.
Sustainable Development Fund	Give grants and support projects with available funding.
Stiperstones & Corndon Landscape Partnership Scheme	Deliver agreed outputs for year 2 of scheme.
Rivers Project	Complete remaining practical work for 3 rd (final) year of SITA funded project. Deliver outputs for Natural England funding agreement (not confirmed). Develop new externally funded projects, as decided. Continue Clun Catchment Partnership and public engagement.
'Buy Local'	Increase membership of businesses in Sustainable Business Scheme by 20, deliver SBS Awards event and business networking. Maintain and promote www.shropshirehills-buylocal.co.uk/ directory.
Sustainable Tourism Strategy	Continue to implement Sustainable Tourism Strategy with Shropshire Hills & Ludlow Destination Development Partnership. Complete mid-term review.
Shropshire Hills Shuttles	Manage 2014 Long Mynd – Stiperstones and Castle Connect Shuttles bus services, and plan for 2015.
Promotion	Continue to update websites and social media. Publish 15 press releases, 3 E-newsletters, Annual Review and joint Events guide. Give 12 talks.
Walking with Offa	With partners, develop follow-up activity to LEADER co-operation project. Continue to distribute walks leaflets/booklet and promotional merchandise.
Clee Hill Heritage Project	Commence HLF funded development phase (subject to agreement of partners and approval of Stage 1 bid).
Support initiatives led by others	Support at least 15 conservation/ economic / recreation/ promotion projects. Respond to requests for information.
Project development	Develop project proposals for EU funding programme, including tourism delivery. Continue to develop successor to Farming Project with partners.
Develop policy and strategy for the area through the AONB Management Plan, and influence the policies and strategies of others.	
Management Plan	Publish and distribute the approved AONB Management Plan 2014-19. Establish delivery priorities and mechanisms for the team and with key partners.
Planning	Develop new mechanisms for input to planning by a range of team members, and 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	Gather and interpret data as part of Management Plan monitoring framework.
Guidance & strategy	Develop guidance page(s) on AONB website. Progress development of AONB specific planning guidance. Input to development of Council Supplementary Planning Documents.
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.
Local partnership working	Operate and support local partnership structures including Wrekin Forest, Clee Hill, Clun Catchment, Stiperstones & Corndon Landscape Partnership Board.
AONB Team	Hold monthly team meetings, complete performance reviews and training.
Business Planning	Continue to diversify sources of income.
Wider networks	Continue involvement with NAAONB, LEADER and other relevant networks.
Support the involvement of the community in the management of the AONB (cross-cutting above).	
Friends	Develop Friends of the Shropshire Hills AONB, and increase membership.
Support for groups	Support 30 community groups in total (includes SDF, LEADER, etc above).
Schools	4 schools involved with AONB related activity.
Volunteering	Involve 300 volunteers through AONB-led and supported activities.