



## 89 **Welcome and Apologies for Absence**

89.1 The Chairman welcomed everyone to the meeting.

89.2 Apologies for absence had been received from Pete Banford, Pete Carty, George Chancellor, Janet Cobb, Adrian Cullis, Rob Harris, Cllr Heather Kidd, Sue Lee, Cllr Dan Morris and Cllr Cecilia Motley.

## 90 **Minutes of the last meeting**

### 90.1 **RESOLVED:**

That the minutes of the meeting of the AONB Partnership held on 23 March 2023 be approved as a true record.

90.2 The AONB Partnership Manager advised the meeting that Janet Cobb had expressed an interest in the vacancy for a trustee for the Shropshire Hills AONB Trust and that he would be meeting her later in the week to discuss this further. He reminded the meeting that there was still one vacancy and asked members to let him know of anyone that may be interested.

## 91 **National Landscapes Rebranding**

91.1 Members received the report of the AONB Partnership Manager which set out some background on the national rebranding initiative for AONBs to become known as National Landscapes. He also gave a presentation which gave further details of the options that had been considered.

91.2 Members generally welcomed the new logo.

91.3 In response to a query regarding whether the colour palette had been tested to ensure that it was visible by those with visual impairments the AONB Partnership Manager commented that he thought it had but would check.

## 92 **AONB Management Plan Review**

92.1 Members received the report of the AONB Partnership Manager which introduced a workshop session to be held at the meeting to start generating a new Management Plan vision.

92.2 The AONB Partnership Manager reminded the meeting that the vision contained in the management plan had been developed for the 2009-14 plan and that it was felt that it needed updating for the review of the plan due to be carried out.

92.3 Members then went into a workshop session to consider what should be included in the vision.

**93 Review of Sustainable Tourism Strategy**

93.1 Members received the report of the Sustainable Tourism Officer which set out the background to the review of the Sustainable Tourism Strategy.

93.2 Members were advised that the current strategy was coming to an end and the AONB were currently starting a review to produce a new 5-year strategy which would be used to support the reapplication for the Europarc Federation Sustainable Tourism Charter, and also feed into the county wide Destination Management Plan.

93.3 Members then split up for a workshop session to identify the issues facing tourism in the area and the objective of the strategy.

**94 Brief Update on other AONB Partnership team and NAAONB activities**

94.1 Members received the report of the AONB Partnership Manager which brief updates on activity of the team and of the National Association for AONBs.

94.2 The AONB Partnership Manager advised members of the following: -

- Farming in Protected Landscapes – uptake has increased with 80% of the grant budget for 2023/24 being allocated. An administrator for the scheme was currently being recruited.
- Two of the Young Rangers had attended the International Junior Ranger Camp in Denmark.
- The new shuttle routes had started in May and were being reasonably well used.
- The Biennial appointment of Individual and Parish Council members on the Partnership would take place later in the summer to allow for the newly appointed members to attend the next meeting in November.
- The Partnership was hosting a national NAAONB/NFU liaison meeting part of which would be a farm visit.

94.3 It was agreed that an update would be given on the Shuttle buses at the next meeting.

**95 Updates from Partners**

95.1 Members received a presentation from Leo Smith on the work he was doing with various organisations regarding conservation of Curlews in the AONB.

**96 Date of Next Meeting**

96.1 Members were reminded that the next meeting of the Partnership would be held on Thursday 23<sup>rd</sup> November 2023 at 9.30am

Signed ..... (Chairman)

Date: