

Shropshire Council
Legal and Democratic Services
Shirehall
Abbey Foregate
Shrewsbury
SY2 6ND

Date: Tuesday, 5 November
2024

My Ref:

Your Ref:

Committee:

Shropshire Hills National Landscape Partnership.

Date: Wednesday, 13 November 2024

Time: 9.30 am

**Venue: Shropshire Room, Craven Arms Community Centre, Newington Way,
Craven Arms, Shropshire, SY7 9PS**

You are requested to attend the above meeting.

The Agenda is attached

Tim Collard
Assistant Director - Legal and Governance

Members of Shropshire Hills National Landscape Partnership.

Alex Carson-Taylor (Chairman)

Cecilia Motley (Vice Chairman)

Heather Kidd

Hilary Luff

Dan Morris

Carolyn Healy

Emma Bacon

Alison Caffyn

Rachel Cockett

Adrian Cullis

Sue Manns

Gillian Preece

Francis Acton

Tony Haighway

Ruth Houghton

John Luck

Steve Pennington

Sarah Farquhar

Sarah Bury

Vacancy

Matthew Lawrence

Wayne Barnes

Tim Allen

Robert Harris

Jim Bunce

Sue Lee

Nigel Jackson

Carol Griffiths

Halliwell

Emma Johnson

Charles Edwards

Jenny Rouquette

Nick Read

Vacancy

Leo Smith

Your Committee Officer is:

Tim Ward Committee Officer

Tel: 01743 257713

Email: tim.ward@shropshire.gov.uk

AGENDA

1 Welcome and Apologies for Absence

To receive apologies for absence

2 Minutes of the last meeting (Pages 1 - 4)

The note of the meeting held on 31 July 2024 is attached for confirmation

3 Management Plan Review Update (Pages 5 - 8)

This paper provides updates and material for discussion on the Management Plan review.

4 NLHF Landscape Connections - Brief Update on Proposed Shropshire Hills Bid (Pages 9 - 10)

This paper provides a brief update on progress towards a Shropshire Hills bid to the National Lottery Heritage Fund's Landscape Connections programme

5 Wilder Marches Project

To receive a presentation from Richard Grindle and Renee Wallace - Shropshire Wildlife Trust

6 Progress Report on the First year of the Engagement Ranger Work (Pages 11 - 12)

This paper provides a brief update on work of the new Engagement Ranger post within the Shropshire Hills National Landscape team. This will be supplemented by a short presentation by Joe Penfold

7 Briefing on Environmental Land Management Schemes

To receive a verbal update from Gillian Preece

8 Defra Policy Update

To receive a verbal update from the Chairman

9 Shropshire Hills National Landscape Team Update (Pages 13 - 16)

This paper provides selected brief updates on recent activities of the staff team (this is not a full work programme update – these are made to the Partnership's Strategy & Performance Committee)

10 Progress with Sustainable Tourism Strategy (Pages 17 - 18)

This paper provides a brief update on actions implementing the Sustainable Tourism Strategy for 2024-29 adopted last December.

11 Dates of Future Meetings

Future meetings of the Partnership will be held on: -

Tues 4th Feb – additional meeting to consider Management Plan draft

Tues 18th March

Thurs 31st July

Thurs 13th Nov



Shropshire Hills
National Landscape
Partnership.

13 November 2024

9.30 am

Item

Public

**MINUTES OF THE SHROPSHIRE HILLS NATIONAL LANDSCAPE PARTNERSHIP.
MEETING HELD ON 31 JULY 2024
9.30 AM - 12.10 PM**

Responsible Officer: Tim Ward

Email: tim.ward@shropshire.gov.uk

Tel: 01743 257713

Present

Local Authorities

Shropshire Council

Cllr Heather Kidd

Cllr Cecilia Motley (Vice Chair)

Statutory/Voluntary Agencies & Individual members

Individual Member

Individual Member

Individual Member

Town & Parish Council representative

Town & Parish Council representative

Town & Parish Council representative

Country Land & Business Association

Environment Agency

Longmynd Adventure Camp

Long Mynd & District Bridleways Association

Middle Marches Community Land Trust

National Farmers Union

National Trust

Ramblers Association

Shropshire Good Food Partnership

South Shropshire Climate Action

Upper Onny Wildlife Group

Alison Caffyn

Rachel Cockett

Adrian Cullis

Francis Acton

Tony Haighway

Ruth Houghton

Alex Carson-Taylor (Chair)

Matt Lawrence

Jim Bunce

Sue Lee

Nigel Jackson

Carol Griffiths

Charlie Bell

Charles Edwards

Jenny Rouquette

Nick Read

Leo Smith

Observers/Officers

National Lottery Heritage Fund Shropshire Hills National Landscape Team	Emma Birks Phil Holden (Team Manager) Alison Kay (Administrator) Nigel McDonald (Sustainable Tourism Officer) Dougald Purce (Woodland Project Officer)
Telford & Wrekin Council	Ben Holloway (Biodiversity Technician)

22 Welcome and Apologies for Absence

22.1 The Chairman welcomed everyone to the meeting.

22.2 Apologies for absence had been received from Cllr Hilary Luff, Cllr Dan Morris, Rob Harris, Richard Grindle, Gillian Preece and John Luck.

23 Minutes of the last meeting

23.1 RESOLVED:

That the minutes of the meeting of the National Landscape Partnership held on 19 March 2024 be approved as a true record.

23.2 There were no comments.

24 National Lottery Heritage Fund

24.1 Members received a presentation from the representative of the National Lottery Heritage Fund.

24.2 Members asked questions and it was confirmed that the slides of the presentation on new funding opportunities will be circulated together with details of grants to private land owners.

24.3 The National Lottery Heritage Fund representative confirmed that they were available to attend meetings of partner organisations and that their contact information would be supplied to partners by the National Landscape Team Manager.

25 Ancient Woodland Restoration Project

25.1 Members received a presentation of the Woodland Project Officer.

25.2 Discussion took place and it was confirmed that the presentation slides, with the addition of the sites map, would be circulated.

26 Update on Defra Policy and Developments

26.1 Members received the verbal report of the Chair.

26.2 It was advised that there was a new ministerial team in place with Mary Creagh MP holding a dedicated portfolio for Nature - <https://www.gov.uk/government/ministers/parliamentary-under-secretary-of-state--278> It was confirmed that the National Landscapes Association will engage with relevant Defra ministers.

26.3 Discussion took place and members requested a future agenda item on the state of rivers in the area.

27 Brief Updates on Shropshire Hills National Landscape Team Activity

27.1 Members received the report of the National Landscape Team Manager which gave brief updates on activity of the team and of the National Landscapes Association.

27.2 The chair advised that he had received very good feedback from attendees at the Shropshire Hills Summer Forum.

28 Management Plan Review - Progress Update and Discussion

28.1 Members receive a presentation from the National Landscape Team Manager covering use of the Doughnut Economics model, highlights from the public survey and top priorities submitted by partners.

28.2 Discussion took place and it was confirmed that the presentation slides would be circulated.

29 Updates from Partners

29.1 The National Trust representative gave a brief update on the Stepping Stones project, but time constraints did not allow them to deliver their planned presentation.

29.2 Rachel Cockett was introduced as the new Chair of the Shropshire Hills Landscape Trust. She confirmed that £20,000 had been granted to 14 projects and that information on these projects would be circulated.

29.4 The NFU representative brought attention to the current concerns of their members.

29.5 It was confirmed that the Shropshire Good Food Partnership's Good Food Trail was now live and that 50% of the required £120k funding had been raised by MMCLT for their latest project.

30 Date of Next meeting

30.1 Members were reminded that the next meeting of the Partnership would be held on Wednesday 13th November 2024 at 9.30am.

Signed (Chairman)

Date:



**Shropshire
Hills
National
Landscape**

Committee and Date
Shropshire Hills National Landscape Partnership
13 th November 2024

Item
3

MANAGEMENT PLAN REVIEW - UPDATE

Responsible Officer Phil Holden, National Landscape Team Manager
e-mail: phil.holden@shropshire.gov.uk Tel: 01743 254741

Summary

This paper provides updates and material for discussion on the Management Plan review.

Recommendation

The Partnership is recommended to comment on the issues raised.

Background

Progress, timetable and stages

The Plan review process remains challenging for the team, in a year where additional funding has opened up new areas of work such as the capital programmes. We are now moving from the stages of gathering information and people's views into actual drafting. The target timetable to bring a full draft to a Partnership meeting and then go out to public consultation is now March. As outlined in a recent email to members, we plan to hold an extra Partnership meeting in February focusing on a draft of the Management Plan. This should help enable members to input in a more meaningful way, followed by endorsement from the Partnership in March to go out to public consultation.

'State of the Shropshire Hills' report

Taking advantage of our uplift in Defra core funding this year, we have let a contract to an experienced consultant to produce a 'State of the Shropshire Hills' report by the end of March. The report will contain text, tables, graphs, diagrams and maps, setting out a detailed profile of relevant aspects of the landscape as well as looking at change and trends across relevant environmental factors and socio-economic influences. The report will incorporate the new Protected Landscapes Targets and Outcomes Framework and take account of good practice in such reports around the family of National Landscapes. Ideally this would have been produced earlier in the plan review process, but it will nevertheless be very useful.

Use of Doughnut Economics model

Phil presented at a recent Protected Landscapes Partnership national webinar on Doughnut Economics, along with representatives from Bannau Brycheiniog National Park and Tamar Valley National Landscape. A three minute video has also been made about our use of the model for the global networking event of the Doughnut Economics Action Lab from 6th – 9th November. At a time when unqualified economic growth is

being pushed as an end itself rather than in a more considered way as a means to achieve better wellbeing for people, the model is a valuable reminder of the need for a 'quality check' on economic policy. This applies equally in and outside protected landscapes.

Proposed title and headlines for the Plan

It is intended to use a short expressive title to be more engaging than 'Shropshire Hills National Landscape Management Plan' (though this will feature too, more as a sub-title). The short title would be trying to convey the positive vision of the Plan, linking to the goal of meeting people's needs within environmental boundaries, and the balance needed of productive farming and nature and sustainability which is probably at the heart of current issues for the Shropshire Hills.

Suggestions for the title are:

Thriving in balance with nature

or

People Thriving in Harmony with Nature

For headings/headlines, we propose to add to the four established Defra headlines of Nature, Climate, People and Place, with Water and Land. These can be used as standalone words to convey the scope of the plan, as part of short straplines as suggested below, or with fuller narratives.

- Restoring our **NATURE** and regenerating natural processes
- Building **CLIMATE** resilience and decarbonising urgently
- Managing and looking after our **WATER** – which supports all life
- Nurturing our **LAND** and living healthy soil – so it can sustain us
- Healthy **PEOPLE** connected to nature – in vibrant communities and as welcome visitors
- Valuing and caring for the Shropshire Hills as a special **PLACE**

Members' comments are welcome and valued on all of this.

Climate Change adaptation

As part of the Protected Landscape Targets and Outcomes Framework, and linked to the government's Adaptation Reporting Programme (ARP), there is a requirement to have Climate Adaptation Plans embedded within our Management Plans by 2028. The current round of Management Plans also needs also to address this important topic.

Warmer wetter winters, increased severity of storms, and hotter drier summers are symptoms of a changing climate. These impacts are already being felt and will increasingly affect the special qualities and ecosystem services of our landscapes. National Landscapes can play a vital role in adapting to climate change and building resilient landscapes for future generations. Climate adaptation reporting provides an opportunity to identify relevant climate risks, incorporate them into management processes, and inform engagement with stakeholders to address climate challenges. The kinds of topics covered include Landscape; Natural Environment; Historic Environment; Farming, Forestry & Land management; Built Environment; Community & Economy; Recreation & Tourism; and Business Continuity.

The National Landscapes Association have developed some guidelines as part of a climate adaptation framework. The first step in the process is identifying risks, estimating the seriousness of the impact and what steps can be put in place to address them.

As part of collective reporting for protected landscapes this year we have recently submitted a case study based on our soil and hydrology surveying in the River Clun headwaters, which is given in Appendix 1.

List of Background Papers None
Human Rights Act Appraisal The information in this report is compatible with the Human Rights Act 1998.
Environmental Appraisal The recommendation in this paper will contribute to the conservation of protected landscapes.
Risk Management Appraisal Risk management has been appraised as part of the considerations of this report.
Community / Consultations Appraisal The topics raised in this paper have been the subject of earlier consultations with Partnership members.
Appendices Appendix 1 Climate Change Adaptation case study on soil and hydrology surveying in the River Clun headwaters to inform work to re-naturalise hydrology

Appendix 1 to item 3

Shropshire Hills case study on Climate Change Adaptation, October 2024

Soil and hydrology surveying in the River Clun headwaters to inform work to re-naturalise hydrology

Detailed eco-hydrology survey work in the upper Clun catchment of 900ha of land mapped as shallow peat, including farmland, forestry and nature reserves. The survey has made recommendations for enhancing environmental benefits by re-naturalising hydrology in the headwaters.

This project has been carried out in two phases between 2022 and 2025, with partners Shropshire Hills National Landscape Team, Shropshire Wildlife Trust and Natural England working collaboratively throughout. The Shropshire Hills National Landscape Team are leading on the second phase of this work, which is part of Natural England's Clun Protected Site Strategy (PSS) pilot.

The primary theme in relation to climate adaptation is water management, especially in relation to flooding and drought. The project also has links to restoring soil condition, improving habitat networks and ecological resilience, adaptation of farming, green finance and adapting the rural economy.

The importance of high-functioning natural processes in headwater areas is key in climate change resilience. The soils, rich in organic matter and in places peaty, are important for water regulation as well as storing carbon and maintaining water quality. Hydrology in the Clun catchment is quite highly modified. Gaining detailed site-specific information about hydrology and habitats is seen as key to informing and encouraging land management centred on restoring natural hydrology.

Aims and objectives

To understand existing soils and hydrology to inform future management to re-naturalise hydrology. Specifically it includes:

- Peat soil survey (presence, depth, condition & extent) to ground-truth existing maps of shallow peat
- Vegetation surveys to understand plant communities and links between peaty soils, vegetation diversity and roughness, and the influence on hydrology.
- Eco-hydrology surveys to identify natural and human influences on water and its movement (surface water flows, ground water and streams)

Outcomes

Across the two project phases, 900 ha of land has been surveyed. Less peat was found than expected, however the areas are nevertheless important high organic matter soils with localised peat, and re-naturalising their hydrology will significantly improve delivery of ecosystem services. Partners have discussed the findings individually with landowners as well as holding meetings. Shropshire Wildlife Trust and Natural Resources Wales will be taking further practical measures on their holdings.

Impacts

The project has worked with 17 landowners across 900ha of land, and results are still being disseminated and discussed. The project has not included work on the ground but it is hoped this will follow on through a variety of mechanisms.

For further information contact Rachel Glover rachel.glover@shropshire.gov.uk 01743 255231 or see <https://www.shropshirehills-nl.org.uk/our-work/projects/clun-headwaters>.



Looking at shallow peat at Rhos Fiddle SWT nature reserve



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**Shropshire
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Committee and Date

Shropshire Hills National Landscape
Partnership

13th November 2024

Item

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NLHF LANDSCAPE CONNECTIONS - BRIEF UPDATE ON PROPOSED SHROPSHIRE HILLS BID

Responsible Officer Phil Holden, National Landscape Team Manager
e-mail: phil.holden@shropshire.gov.uk Tel: 01743 254741

Summary

This paper provides a brief update on progress towards a Shropshire Hills bid to the National Lottery Heritage Fund's Landscape Connections programme.

Recommendation

The Partnership is recommended to comment on the information provided.

Background

A project bidding to Landscape Connections needs to be ambitious and deliver transformative action for nature and people, and it requires a long-term commitment of 10+ years from partners. The Shropshire Hills National Landscape Team will not be able to be the lead applicant for a bid, as Shropshire Council will not take on this commitment at the current time without recovery of back-office costs (and NLHF do not allow this for local authorities).

The team believe the best chance of securing a project for the Shropshire Hills in this competitive programme lies with an application led by the National Trust. The Trust have run an internal process nationally to decide which project bids they would prioritise for being the applicant and lead partner – the Shropshire Hills proposed bid is one of two currently approved nationally, which is an important endorsement and step for us. The National Landscape Team need to be a significant partner and could perhaps be a joint applicant, though with the National Trust as the sole accountable body.

A project application is likely to be focussed on the Long Mynd – Stiperstones area, which can build on the recent work of the Stepping Stones project. For the application however, we do need to frame a 'new' project, not just continuation of existing activity, which Lottery will not fund. Following Lottery guidance the project would be called 'Shropshire Hills Landscape Connections', so it would not and could not be just more of the Stepping Stones project, and should not be thought of in this way.

The geographical area of a project could be different from that of Stepping Stones currently, and the boundary of a new project will be discussed. An application will need to be able to justify why a given boundary has been chosen in relation to the project's

proposed activities. There are clearly some strengths of the Stepping Stones area in terms of the data and evidence gathered, and engagement to date. This area is unquestionably the most important part of the Shropshire Hills National Landscape for nature.

Work is progressing to frame a new project proposal and will involve local partners who wish to participate. The first formal stage is submission of a brief written Expression of Interest with a target of the end of December, and there is a planned timeline for a full Stage 1 submission in summer 2025 for the two year development phase funding.

List of Background Papers None
Human Rights Act Appraisal The information in this report is compatible with the Human Rights Act 1998.
Environmental Appraisal The recommendation in this paper will contribute to the conservation of protected landscapes.
Risk Management Appraisal Risk management has been appraised as part of the considerations of this report.
Community / Consultations Appraisal The topics raised in this paper have been the subject of earlier consultations with Partnership members.
Appendices None



**Shropshire
Hills
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Committee and Date
Shropshire Hills National Landscape Partnership
13 th November 2024

Item
6

PROGRESS REPORT ON FIRST YEAR OF ENGAGEMENT RANGER WORK

Responsible Officer Joe Penfold, Engagement Ranger

e-mail: joe.penfold@shropshire.gov.uk

Tel: 01743 250629

Summary

This paper provides a brief update on work of the new Engagement Ranger post within the Shropshire Hills National Landscape team. This will be supplemented by a short presentation by Joe Penfold.

Recommendation

The Partnership is recommended to comment on the information provided.

Background

Since coming into post in the new Engagement Ranger role in January this year, Joe has focussed work on three main areas: continuation of Young Rangers beyond the completed three years of Heritage Lottery Funding; management of our Defra Access for All project funding; and new outreach and engagement work with underserved communities.

Young Rangers has been running since 2020 and continues to attract a small but loyal group of young people, including some new recruits referred recently through Social Prescribing. 13 sessions have been delivered this year to 26 young people. The nationwide Generation Green project, of which the Shropshire Hills National Landscape team is a delivery partner, targets young people from disadvantaged socio-economic backgrounds. Under the scheme, a further 24 young people from ethnic minorities and from areas of social deprivation have been provided with 'night under the stars' experiences, educational farm visits, and conservation work parties.

Defra Access for All funding has been used to provide greater physical and intellectual access to the Shropshire Hills, working with partners including Shropshire Council Outdoor Partnerships, Shropshire Wildlife Trust, Shropshire Hills Discovery Centre, a private landowner and two local charities. The £70k budget has been allocated across seven project sites and works are under way on footpath improvements, interpretation and the provision of improved signage and outdoor seating.

Outreach and engagement work with underserved communities has complemented these other activities. The Engagement Ranger has collaborated with groups including Telford Sight Loss, Shropshire Supports Refugees and Parkinson's UK providing

information, practical support and needs-led activities to facilitate access to the Shropshire Hills. 20 outreach and engagement events have been delivered to 185 attendees. These included walks and talks in the Shropshire Hills and countryside crafts such as willow weaving and coppice crafts. The latter were made possible via a small grant from Vibrant Shropshire: a Cultural Compact, a scheme to help deliver the Shropshire Cultural Strategy, and which addresses the 'community and place' priority of the UK Shared Prosperity Fund.

The above work has enabled us to implement some of the recommendations from the 2022 report commissioned from Curious Birds consultants to promote greater equality, diversity and inclusion within the Shropshire Hills National Landscape. The scale of our direct provision of visits is modest, but through these we are gaining valuable first-hand insights into the needs of different groups. This will enable us to help and support people in various ways, and also to support our partners to do this, especially those organisations which are direct providers of countryside sites in the Shropshire Hills.

Joe is also working collaboratively with other team members to embed engagement and inclusion across other areas of our work including strategic work such as the Management Plan, plus our communications and sustainable tourism activity.

The cost of the part-time Engagement Ranger post is under-written for a further Financial Year 2025-26 by our reserves. To continue this important work, the aspiration is to make the post permanent through core funding, dependent of course on financial settlements and contributions from Defra and the local authorities.

List of Background Papers
None
Human Rights Act Appraisal
The information in this report is compatible with the Human Rights Act 1998.
Environmental Appraisal
The recommendation in this paper will contribute to the conservation of protected landscapes.
Risk Management Appraisal
Risk management has been appraised as part of the considerations of this report.
Community / Consultations Appraisal
The topics raised in this paper have been the subject of earlier consultations with Partnership members.
Appendices
None



**Shropshire
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BRIEF UPDATE ON SOME SHROPSHIRE HILLS NATIONAL LANDSCAPE TEAM ACTIVITY

Responsible Officer Phil Holden, National Landscape Team Manager
e-mail: phil.holden@shropshire.gov.uk Tel: 01743 254741

Summary

This paper provides selected brief updates on recent activities of the staff team (this is not a full work programme update – these are made to the Partnership’s Strategy & Performance Committee).

Recommendation

The Partnership is recommended to comment on the information provided.

Background

Farming in Protected Landscapes

In this fourth and final year of the programme we have allocated around £1.3million in grants which is 96% of the available budget. The team will work closely to monitor projects as the end of the Financial Year approaches, in order to make best use of funds where some projects may underspend. The programme as it stands is due to end on 31st March 2025, but Defra have secured funding to extend all FiPL staff roles for a further six months until the end of September 2025, and adviser posts until March 2027. Defra are also bidding within government for budget for continuation of FiPL grants up to March 2027 and we will know about this in the New Year.

Clun Headwaters eco-hydrology survey

Survey work is now complete and results are being discussed with landowners. See Appendix 1 to item 3 for further information on this in the case study.

Sustainable Tourism Charter verification

We have had confirmation that we have been re-awarded the Europarc Charter for Sustainable Tourism in Protected Areas for a further five years. See item 10 for a progress update on implementation of actions in the Sustainable Tourism Strategy.

Capital projects

We are on course to spend all of the Defra capital funding allocated this year, mainly through projects working with partners.

Funding through the broad ‘nature and people’ themed capital budget is being spent through some grants distributed by the Shropshire Hills Landscape Trust, on a number

of sites through our Ancient Woodlands project, and through projects in partnership with Shropshire Wildlife Trust and the Environment Agency.

The 'Access for All' capital funding is being spent at a number of sites including the Shropshire Hills Discovery Centre, Glyn's Garden community site in Church Stretton, Nills Quarry, the Darnford Valley walk, Earl's Hill and Nipstone Rock.

Ancient Woodland restoration project

The project delivered restoration on four sites in the winter of 2023-24 and work is planned on an additional 6 sites in the current winter 2024-25. Getting the work done depends on a lot of variables including weather and contractor availability. The project is to be extended a further two years thanks to a very kind legacy received by the Woodland Trust which will support the project officer post at part time plus a small delivery budget.

'Nature Calling' arts project

Two team members are undergoing training in commissioning arts projects through the National Landscapes Association's Nature Calling project. Nature Calling is a £2M ground-breaking national art programme, funded by Arts Council England (as part of the Lottery funded 'National Significant Project' stream), along with DEFRA and English National Landscape teams. The project has commissioned artists from across a number of media and genres, including rappers OneDa and Still Shadey; artists Rob St John, Blandy and Locke, Matthew Rosier, Becca Gill; writers Louisa Adjoa Parker, Lee Nelson and Ayesha Chouglay; and collectives Sound UK and InStar. The project aims to engage people through arts activities, especially those who haven't previously or normally connected with National Landscapes. See <https://www.naturecalling.org.uk/>.

Landscape Connections

The Team are active in the development of a bid to National Lottery Heritage Fund's Landscape Connections programme (see item 4).

Teme Headwaters

Members of the team are working with partners including Severn Rivers Trust, Natural England, Environment Agency, National Trust and three farm cluster groups, to explore the development of a bid to DEFRA's Landscape Recovery programme, as well as other large scale funds. The proposal centres on the needs and opportunities for ecological recovery hand in hand with support for and evolution of upland farms in the Teme Headwaters, led by the aspirations of those farmers. The result aims to be landscape changes at a pace and scale, and capable of meeting the proposed vision:

- To provide future landscape resilience
- To revitalise our rural businesses/farm landscape
- To tip nature into recovery
- To revive our rivers
- To enhance rural connections

Defra funding

At present the team do not know what Defra funding we will receive for the coming Financial Year starting in March, which makes forward planning very difficult. It appears that the current year's 33% revenue uplift is not certain to continue, so we could be facing a real terms cut in budget.

Meeting with MP

Members of the team along with the Chair and Vice Chair are meeting Stuart Anderson the new South Shropshire MP at our office on 6th December to discuss the National Landscape and the work of the Partnership, Team and Trust.

List of Background Papers None
Human Rights Act Appraisal The information in this report is compatible with the Human Rights Act 1998.
Environmental Appraisal The recommendation in this paper will contribute to the conservation of protected landscapes.
Risk Management Appraisal Risk management has been appraised as part of the considerations of this report.
Community / Consultations Appraisal The topics raised in this paper have been the subject of earlier consultations with Partnership members.
Appendices None

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**Shropshire
Hills
National
Landscape**

<u>Committee and Date</u> Shropshire Hills National Landscape Partnership 13th November 2024

<u>Item</u> 10

PROGRESS WITH SUSTAINABLE TOURISM STRATEGY IMPLEMENTATION

Responsible Officer Nigel McDonald, Sustainable Tourism Officer
e-mail: nigel.mcdonald@shropshire.gov.uk Tel: 01743 254741

Summary

This paper provides a brief update on actions implementing the Sustainable Tourism Strategy for 2024-29 adopted last December.

Recommendation

The Partnership is recommended to comment on the information provided.

Background

Brief updates are shown here under each of the Strategy themes:

Theme 1 Setting an ambitious sustainable vision for tourism and engaging people with this.

- County level liaison and pushing sustainable tourism principles – moving this forward to regenerative principles – tourism which actually makes the place better, not just minimising harm
- Developing ideas and sharing examples on regenerative tourism
- Exploration of the Doughnut Economics model
- Developing a visitor ethic for promotion material
- Seeking funds from tourism bodies for the Conservation Fund

Theme 2 Improving provision of sustainable tourism services which draw on the area's special qualities.

- Success of the Shropshire Hills visitor map and plans to repeat – next year to focus on giving something back and other regenerative activity
- Support to Shropshire Great Outdoors Project – refreshing visitor information
- Participation in Marches Real Food Convergence and development of new Shropshire Hills actions on local food
- Delivery of Access for All capital works funded by Defra at a range of visitor locations
- Hosting European study visit on social inclusion in tourism, focussing on participation by low income groups
- Reaching and engaging new groups through Engagement Ranger work

- Training in arts projects through National Landscapes Association 'Nature Calling' project

Theme 3 Supporting and encouraging environmental practices and behaviours by businesses and visitors.

- Influencing/steering and coordinating an area response to development by Cycling UK of the Marcher Castles Way cycle route (recently launched).
- 2024 Shuttles season – the bus service covered its costs for the first time this year
- New Wrekin Transport Study in progress
- Sustainability messaging in our communications

Theme 4 Managing the effects of localised visitor pressure, mitigating impacts, and sharing economic benefit by promoting visitor activity across the area.

- Liaison with site providers
- Developing work on car parks audit /dispersal activities, encouraging public transport use and car park audit

Theme 5 Co-ordinating and adding value to sustainable tourism delivery.

- Support to set-up of the county Local Visitor Economy Partnership
- Renewal of the Europarc Charter for Sustainable Tourism in Protected Areas
- Supporting FiPL projects focusing on People and Place priorities
- Participation in the Europarc Charter network and taking a lead in National Landscape sustainable tourism networks

List of Background Papers

Shropshire Hills Sustainable Tourism Strategy 2024-29 <https://www.shropshirehills-nl.org.uk/our-work/area-initiatives/sustainable-tourism>

Human Rights Act Appraisal

The information in this report is compatible with the Human Rights Act 1998.

Environmental Appraisal

The recommendation in this paper will contribute to the conservation of protected landscapes.

Risk Management Appraisal

Risk management has been appraised as part of the considerations of this report.

Community / Consultations Appraisal

The topics raised in this paper have been the subject of earlier consultations with Partnership members.

Appendices

None