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Document 2 of 2:  
Appendices to  
Management Plan  
Mid-term Review  
Report

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**Malvern Hills  
AONB  
Partnership**

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Craggatak Consulting  
20 March 2017

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## Document 2: Appendices to Management Plan Mid-term Review Report

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### Introduction

This study is a quick desk-based exercise using only easily available public information secured from websites or the AONB Unit. We searched from the publication of the AONB Management Plan (April 2014) to January 2017. The intent is to give a quick heads-up on the implementation of the management plan; it is not a comprehensive assessment. Analysis is by a simple yes/no test, there is no attempt to weight scores or assess the relative worth of priorities or actions.



### Appendix 1: AONB Policy and Action Table

<b>Key to Action Column</b>	<b>Task completed</b>	<b>Partially complete/Delays</b>	<b>Problems</b>	<b>No Progress</b>	<b>Delays due to a third party</b>	<b>No Action taken</b>
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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED	
Landscape						
LO1	Conserve and enhance the distinctive landscape elements and features of the AONB, particularly those that are most sensitive or have little capacity for change.	LP1	Manage the landscape of the AONB in accordance with key documents such as the AONB Landscape Strategy, Landscape Character Assessments and Historic Landscape Characterisations	Ensure that comments on planning responses incorporate wider landscape issues.	Defra Malvern Hills District Council Natural England	
		LP2	Restore distinctive landscapes and landscape features that have been significantly degraded.	Develop strategic landscape / masterplan principles for Three Counties Showground		Malvern Hills Conservators Malvern Hills District Council
				Introduce three landscape enhancements in accordance with landscape plan for the Three Counties Showground		
				Liaise with WPD and landowners to ensure the completion of two undergrounding schemes		
				Press for development of an updated topo map for the 3 Counties Showground.		
				Revise the Landscape Management Plan for the 3 Counties Showground.		
Work with the Three Counties Agricultural Society to enhance 3						

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OBJECTIVE	POLICY	AONB ACTION	PARTNER SUPPORTED
		landscape elements at the showground. Supervise completion of an Environmental Colour Assessment for the 3 Counties Showground. Ensure that proposals for biodiversity enhancements under BP3 are landscape 'proofed'. Work with landowner and government agencies to improve landscape management at Mathon Court. Liaise with WPD and landowners to ensure the completion of two undergrounding schemes.	
	LP3	Identify and promote opportunities for positive landscape change to landowners, managers, government and all those with an influence over land.  Promote AONB guidance to all interested parties Promote AONB guidance to all interested parties, including new colour guidance. Work with MHC and interests at Coombe Green to secure long-term management of the Commons by grazing. <i>Work with Birtsmorton Parish Council to determine the best way maintaining Coombegreen Common.</i>	Country Land and Business Association Malvern Hills Conservators

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
		LP4	Promote greater awareness and appreciation of the landscape character of the AONB among residents and visitors, providing opportunities for them to be involved in identifying and conserving locally distinctive features, views and landscapes.	Work with Welland Parish Council to develop ideas for local landscape enhancements using S106 monies.	Campaign for Protection of Rural England
		LP5	Undertake surveys and research to better understand and monitor the condition, and rate of change, of landscape character.	Complete a programme of fixed point photographic monitoring in Landscape Description Units.	Natural England
			Produce a '10 years of landscape change' document in the AONB.		
			<i>Scope the distribution and significance of ash trees in the AONB landscape.</i>		
				<i>Re-monitor fixed point photographic locations, analyse relevant data and consider how best to monitor landscape change against a climate of reducing stewardship schemes and data availability.</i>	
LO2	Implement appropriate adaptation and mitigation measures to address climate change.	LP6	Ensure that climate change adaptation and mitigation proposals are consistent with the special qualities of the AONB and minimise any adverse effects on the area.	Input to County Waste and Minerals Plans to ensure that the quest for sustainability does not adversely impact on landscape character.	Country Land and Business Association Defra Forestry Commission
				Propose appropriate sustainable energy policies into NDPs.	

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
					Hereford Council
		LP7	Identify and support appropriate climate change mitigation works, such as new habitat creation, within and adjacent to the AONB.	As required	Malvern Hills Conservators
		LP8	Increase understanding and awareness of possible landscape effects of, and responses to, climate change.		Natural England
Geodiversity					
GO1	Protect important geological and geomorphological sites.	GP1	Conserve the geodiversity resource in line with Geodiversity Action Plans.		Herefordshire and Worcestershire Earth Heritage Trust Natural England
		GP2	Secure best practice in geodiversity management within and adjacent to designated sites.	Support and resource H&WEHT volunteers in managing 4 Local Geological Sites (LGS)	Herefordshire and Worcestershire Earth Heritage Trust Malvern Hills District Council
		GP3	Undertake survey, research and monitoring to secure complete information on the state of the AONB's geodiversity resource, including recording temporary exposures before reburying.	Support the 1000 Years of Building with Stone HLF project in the AONB.	Herefordshire and Worcestershire Earth Heritage Trust

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
		GP4	Promote greater understanding of the geological value of the AONB, its links with the historic environment and the need for its protection and management.	<i>Video and stills put together with permission of EHT to try and recruit more volunteers?</i> <i>Re-monitor fixed point photographic locations, analyse relevant data and consider how best to monitor landscape change against a climate of reducing stewardship schemes and data availability.</i>	Herefordshire and Worcestershire Earth Heritage Trust
Biodiversity					
BO1	Establish and maintain coherent and resilient ecological networks across the AONB and beyond.	BP1	Conserve, enhance and expand key habitats and populations of key species in line with local biodiversity priorities and the England Biodiversity Strategy 2020.	Manage and support a TCTOP Development Officer Deliver year 1 of the TCTOP. Deliver year 2 of the TCTOP Write and submit a Phase 2 bid for the TCTOP Recruit and manage a TCTOP Project Officer <i>Installation of Dormice boxes in West Malvern to monitor populations.</i> Explore a bid for funding to purchase fruit trees for planting within the TCTOP.	Defra Forestry Commission Malvern Hills Conservators Malvern Hills District Council Natural England

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
				<i>Make applications to PTES for trees to gap up TCTOP orchards.</i>	
				Review known condition status of Local Wildlife Sites in AONB	
				Work with local landowners and appropriate bodies to implement a sustainable approach to managing 2 Local Wildlife Sites	
				<i>Work with Severn Rivers Trust and Env Agency on a Signal Crayfish monitoring/eradication programme for the Suckley Brook.</i>	
		BP2	Restore the condition of degraded habitats in line with local and national biodiversity priorities.	29 traditional orchards managed within TCTOP	Natural England
		BP3	Enhance the wildlife value of the countryside and achieve greater buffering and connectivity between key habitats within the AONB and between the AONB and the countryside beyond.	Develop a detailed proposal for a pilot 'landscape scale' biodiversity project East of the Malvern Hills project	
	Implement 2 improvements as part of the 'landscape scale' biodiversity project East of the Malvern Hills project.				
	Explore the creation of a new landscape scale project area in the north of the AONB.				

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
				<i>Liaise with Highways Authority over better approach to manage highway verges in one part of the AONB.</i>	
				<i>Explore an alternative cutting regime for managing grass verges in a pilot area of the AONB.</i>	
		BP4	In exercising development control decisions, secure developer contributions to enhance the natural environment.	Work with local communities in securing relevant developer contributions (as and when development proposals arise)	
				Work with local communities (in particular Welland and Malvern Wells Parish Councils) in securing relevant developer contributions (as and when development proposals arise)	
BO2	Ensure that the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.	BP5	Undertake survey and research to provide decision-makers with accurate and appropriate data.	Collect new data to inform a pilot landscape scale proposal	
				Review current data and (if appropriate) commission new data collection to inform a landscape scale project bid for the north of the AONB	
		BP6	Improve knowledge and understanding of the AONB's biodiversity, to enable evaluation of the effectiveness of policies and actions.		
		BP7	Safeguard biodiversity from potential damaging impacts arising from		

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED	
			development or other activities.			
Historic Environment						
HO1	Conserve and enhance the historic environment and cultural heritage of the AONB through appropriate funding, management and awareness raising.	HP1	Conserve and enhance the historic and cultural environment of the AONB in accordance with key documents such as Historic Landscape Characterisations, Conservation Area Appraisals and English Heritage advice and guidance.	Work with HE, MHDC and others to secure a progressive solution to redevelopment at Hawthorn's Farmyard. This to form a good practice case study on farmstead redevelopment in accordance with county and national guidance	Historic England	
				Begin to use HLC data to inform responses to key planning applications		
				<i>Work with Malvern Wells Parish Council to install new gas lamps.</i>		
				<i>Explore whether old red phone boxes could have an AONB information/interpretation use.</i>		
		HP2	Identify and improve the evidence base of locally important heritage assets of the AONB in order to understand better the significance and condition of the historic environment, which will underpin future policy.	Support communities in the AONB to submit proposals for listing of locally important heritage assets (in Worcestershire part of AONB)		Historic England
				Support Malvern Wells Parish Council to submit proposals for listing of locally important heritage assets		
HP3	Prepare and review appropriate	Undertake HER searches on TCTOP orchards.	Historic England			

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
			management documents for key heritage assets to improve future conservation and enhancement of the historic environment.		
		HP4	Promote greater public understanding of, and engagement with, the historic environment of the AONB.	Complete traditional orchard walks over orchards as part of the TCTOP	Historic England
		HP5	Encourage the sustainable use of historic buildings, particularly those identified as being at risk.	Liaise with owners and LA buildings conservation officers to help restore the condition of two listed buildings	Historic England
				Liaise with owners and LA buildings conservation officers to help restore the condition of 2 listed structures	
Farming and Forestry					
FO1	Ensure that sustainable farming and forestry remain the primary means by which the distinctive landscapes of the AONB are managed.	FP1	Encourage the take-up of grant options and management practices that benefit the distinctive natural and historic environment of the AONB.	Work with FC, NE, WWT and others to organise an event to promote woodland management options in the AONB	Campaign for Protection of Rural England Country Land and Business Association Defra Forestry Commission National Farmers Union Natural England
				Work with x owners to support uptake of new CS grants in the AONB	
		FP2	Bring woodlands, orchards and other	Liaise with owners of PAWS	Campaign for

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OBJECTIVE	POLICY	AONB ACTION	PARTNER SUPPORTED
	characteristic habitats into favourable conservation condition through management regimes that provide an economic return; for example, through the production of timber, wood fuel and other sustainable uses.	<div style="background-color: #ffd700; padding: 2px;">woodlands and work with the WT PAWS Officer to develop restoration plans for 2 AONB woodlands</div> <div style="background-color: #ff0000; padding: 2px;">Liaise with owners of ASNW and PAWS woodlands and develop management plans for 2 AONB woodlands.</div> <div style="background-color: #92d050; padding: 2px;"><i>Silvicultural Work at the Knapp and Papermill</i></div> <div style="background-color: #92d050; padding: 2px;">200m of hedge planting and restocking a traditional orchard.</div> <div style="background-color: #ffd700; padding: 2px;">39 orchards managed through the TCTOP (34 in scheme – 29 actively managed)</div> <div style="background-color: #ffd700; padding: 2px;">Support a biomass study which benefits the AONB</div>	Protection of Rural England Forestry Commission
	FP3	Ensure that all new woodland planting in the AONB is largely of native species; no more than 20% being non-native species.	Forestry Commission
	FP4	Promote targeted native woodland creation in appropriate locations.	<div style="background-color: #cccccc; padding: 2px;">Work with Malvern Community Forest and other partners to identify and promote woodland creation opportunities East of the Malvern Hills</div> <div style="background-color: #ff0000; padding: 2px;">Work with FC and others to identify opportunities to create new woodland within the AONB</div>

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OBJECTIVE	POLICY		AONB ACTION	PARTNER SUPPORTED
	FP5	Support appropriate measures to monitor and control pests, diseases and invasive non-native plant and animal species that damage biodiversity resources.	Support pheasant trapping on MHC land to explore its effect in protecting native wildlife	Defra Forestry Commission Malvern Hills Conservators
	FP6	Promote local and seasonal produce and support the development of local services and markets.		Campaign for Protection of Rural England Defra
	FP7	Identify and promote good agricultural practices that encourage: <ul style="list-style-type: none"> <li>• sustainable utilisation of soil, minimising erosion</li> <li>• effective water catchment management</li> <li>• avoidance of direct pollution and measures to reduce diffuse pollution</li> <li>• farm waste minimisation and recycling</li> </ul>	Work with WWT and EA to identify key land holdings and deliver improvements in land (and water) management	Campaign for Protection of Rural England Defra
			Work with WWT and EA to identify improvements in land (and water) management, with a focus on the Teme Catchment, as part of the Springs of Rivers HLF Landscape Partnership Bid	Natural England Worcestershire County Council
	FP8	Maintain and develop the skills required to manage the landscape and its special qualities.	Provide training in traditional orchard management skills for volunteers as part of TCTOP	Campaign for Protection of Rural England Defra Gloucestershire County Council Hereford Council

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
					Historic England Malvern Hills District Council Visit Herefordshire
Living and Working					
LWO1	Enable vibrant communities to grow sustainably by stimulating economic prosperity while conserving and enhancing the distinctive character of the area.	LWP1	Support the production of community-led plans, strategies and statements (such as Neighbourhood Development Plans) that satisfy the requirements of Section 85 of the CRoW Act 2000, and encourage and maintain the vitality and diversity of rural community life.	Work with at least two Parish Councils to develop Neighbourhood Development Plans in the AONB.	Defra Forest of Dean District Council Herefordshire Association of Local Councils Worcestershire Association of Local Councils
				Work with Colwall PC to complete its NDP.	
				Work with local groups to complete landscape-led NDPs in Wellington Heath, Colwall, Cradley and Little Malvern and Welland	
		LWP2	Support community initiatives that promote the management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling and community transport.	Work with Welland Parish Council and members of the local community to identify habitat enhancements (see BP4 above)	Campaign for Protection of Rural England Gloucestershire County Council Herefordshire Council Malvern Hills District Council
		LWP3	Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services,	Work with local interests in Cradley to establish a local shop/community facility which minimises impact on the	Defra Forest of Dean

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
			for example, through the integration of local service delivery and through the delivery of universal high-speed broadband.	special qualities of the AONB	District Council Gloucestershire County Council Herefordshire Council Malvern Hills District Council Worcestershire County Council
		LWP4	Support the provision of a variety of housing that is appropriate to the character of the area and meets local community needs.	Ensure that, if necessary, the AONB helps to play its part in meeting local housing need.	Forest of Dean District Council Herefordshire Council
				Ensure that, if necessary, the AONB helps to play its part in meeting local housing need	Malvern Hills District Council
Built Development					
BDO1	The distinctive character and natural beauty of the AONB will be fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the AONB, and in decision-making on planning applications for development.	BDP1	Development in the AONB and its setting should be in accordance with approved local design and capacity studies, including the AONB Guidance on Building Design.	Promote AONB Guidance on Building Design, including organising bespoke training for planning authorities	Malvern Hills District Council Natural England
				Promote AONB Guidance on Building Design and Environmental Colour Assessment, including organising bespoke training for planning authorities	
		BDP2	Development proposals should be informed by the need to protect or enhance key views to and from the	Promote the AONB views guidance and ensure that key views are recognised in relevant planning	Campaign for Protection of Rural England

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OBJECTIVE	POLICY		AONB ACTION	PARTNER SUPPORTED
		AONB. The AONB guidance on identifying and grading views and viewpoints should be used in relevant cases.	responses.	
	BDP3	Lighting schemes, particularly in the rural areas of the AONB, should be kept to a minimum and only installed where absolutely necessary. All lighting should accord with good practice in minimising light pollution.	Review current good practice on minimising light pollution and consider how best to promote it.  Explore dark sky status for the AONB.  <i>Work with Herefordshire Council and other local partners to achieve a more environmentally friendly solution to street lighting in the AONB.</i>	Campaign for Protection of Rural England
	BDP4	There should be a presumption against the loss of traditional orchards to development, or changes to other uses.	Promote incorporation of policies to protect traditional orchards within NDPs in the AONB	Campaign for Protection of Rural England
	BDP5	Equestrian development should proceed in accordance with best practice guidelines, including the AONB guidance on keeping horses in the landscape.	Promote good practice guidance on keeping horses, in general and in relation to specific development proposals  Identify a site where good practice can be secured and promote it to others.	
	BDP6	Appropriate scale renewable energy schemes should be encouraged where these support the management of core elements of the AONB landscape and/or where they do not negatively	Promote good practice guidance on keeping horses, in general and in relation to specific development proposals  Finalise and promote good practice	

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OBJECTIVE	POLICY		AONB ACTION	PARTNER SUPPORTED
		affect the distinctive attributes or special qualities of the AONB.	pilot site	
			Support such schemes where they arise.	
	BDP7	Farm-scale polytunnels for commercial use would not normally be an accepted form of development in the AONB. Where there is an essential need for such developments and no other suitable location is available outside the AONB, a whole farm approach should be taken to ensure an acceptable location, design, and scale.		
	BDP8	Support the recycling, re-use and limited extraction of small quantities of locally distinctive building materials, such as Malvern stone, where this is needed to help retain local distinctiveness in the built environment.	Develop proposals and work with industry and local authorities to implement them	
	BDP9	Maintain and promote a programme of guidance on key planning and design issues appropriate to the AONB, aimed at planning authorities, developers and other interested parties, that takes account of the special distinctiveness of the area.	Produce guidance on Environmental Colour Assessment and promote this to planning authorities and local architects	Herefordshire Council
BDP10	Monitor the cumulative impact of small-scale development within the AONB and use data to inform the			

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
			development or revision of relevant policy.		
Tourism					
TO1	To ensure the AONB is widely recognised and valued as a sustainable visitor destination, where local communities benefit, businesses prosper and the environment is well managed.	TP1	Stimulate and support sustainable tourism practices in the AONB	Find three new AONB businesses to include within the 'Our Land' offer	Destination Worcestershire Visit Herefordshire
		TP2	Promote the AONB and adjoining areas as a sustainable destination in its own right.	Find a sustainable way of reprinting the AONB Map and Guide	Destination Worcestershire Forest of Dean District Council Visit Herefordshire
				<i>Use an Unmanned Aerial vehicle (Drone) to record promotional footage of AONB from above</i>	
		TP3	Provide a quality public realm with good access and accessibility to facilities and features that attract tourists.	Assist MHDC in the completion of the Route to the Hills Development phase and the preparation of a Phase 2 funding bid	Destination Worcestershire Forest of Dean District Council
Work with MHDC in the delivery of the Route to the Hills project	Malvern Hills District Council Visit Herefordshire				
TP4	Ensure that the tourism sector recognises the benefits of conserving				

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
			and enhancing the special qualities of the AONB and reflects this in policy and practice.		
		TP5	Develop more collaborative and joined-up working between public, private and voluntary sector tourism organisations across the AONB, enabling greater overall efficiency and use of resources.		
		TP6	Work in partnership to develop the Malverns as an area for showcasing new tourism technologies.	Develop the interactive pilot map for the AONB.	Destination Worcestershire
				Make a film of the AONB using aerial drone footage and make available to TICs, DMPs etc.	Forest of Dean District Council Visit Herefordshire
Transport					
TRO1	To reduce the impact of the private car whilst promoting a more sustainable approach to accessibility management.	TRP1	Highway management and design should be in accordance with the AONB Guidance on Highway Design.	Ensure that highways works in the AONB are in accordance with the design guidance	Campaign for Protection of Rural England
				Promote incorporation of policies within NDPs that promote good practice in highways management	Country Land and Business Association
		TRP2	Restore and maintain tranquillity in the AONB through protection and traffic mitigation and reduction measures.	Incorporate tranquillity issues in responses on planning applications	Campaign for Protection of Rural England
				Review traffic data and data collection in the AONB	
TRP3	Encourage the reuse and refurbishment of appropriate highway				

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
			furniture and fittings to strengthen the special character of the AONB.		
		TRP4	Promote the coordinated planning of integrated passenger transport to, from and within the AONB.	Liaise with bus service to jointly promote the seasonal 44B bus from Worcester to Ledbury	Forest of Dean District Council
		TRP5	Introduce and maintain measures to reduce car movements in the AONB, particularly during major events and at peak times.		Campaign for Protection of Rural England Forest of Dean District Council
		TRP6	Develop dedicated routes for walkers, cyclists and horse riders within the AONB and between the AONB and surrounding areas.	<i>Scope potential for developing a safe cycle route between Malvern town and the Three Counties Showground.</i>	Campaign for Protection of Rural England
				Develop proposals for a cycle route between Peachfield Road and the 3 Counties Showground.	
				Work with Wellington Heath parish Council to develop proposals for a footpath connecting the village with Ledbury	
		TRP7	Develop and promote sustainable transport options to meet local accessibility requirements.	Support the Colwall Car Club	Gloucestershire County Council
Recreation and Access					
RO1	The development and management of recreation in the AONB should respect the	RP1	Pursue appropriate opportunities to spread recreational use to those areas which can sustain it and which will		

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OBJECTIVE	POLICY		AONB ACTION	PARTNER SUPPORTED
character of the area whilst meeting the needs of visitors for quiet informal recreation.		benefit from it, ensuring the provision of suitable infrastructure.		
	RP2	Increase the range of organised activities through which people can learn about the AONB.		
	RP3	Ensure a consistent approach to the development and delivery of access through Rights of Way management and Improvement Plans		Herefordshire Local Access Forum
	RP4	Ensure that the rights of way network and associated infrastructure (signs, gates, etc) do not detract unnecessarily from the special qualities of the landscape.	Establish an up-to-date position on use of signage across the 3 council areas in the AONB	Herefordshire Local Access Forum Natural England Worcestershire County Council
	RP5	Promote a simple and clear message to recreational users about access rights and responsibilities	Cycle leaflet?	Country Land and Business Association Herefordshire Local Access Forum
	RP6	Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.	Make contact with local health and well-being boards relevant to the AONB Develop a programme of potential activities to improve the health of local residents.	Campaign for Protection of Rural England Forest of Dean District Council Gloucestershire

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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
				Implement one activity.	County Council Herefordshire Council Malvern Hills District Council Worcestershire County Council
Information and Interpretation					
IO1	That residents and visitors value the special qualities of the AONB and understand the need to invest in their management.	IP1	Develop a co-ordinated approach to information, interpretation and marketing activity to promote the special qualities of the Malvern Hills area and appropriate behaviour within it.	Develop a Comms Strategy.  Telephone box information points	Destination Worcestershire Visit Herefordshire
				Organise and manage an AONB photography competition.	
		IP2	Form partnerships with the technology and science sectors to develop innovative ways of accessing and using information.	Continue to form part of the Malvern based Tourism and Technology Group  Website 'easy editing 'project.	Malvern Hills District Council
		IP3	Promote and provide clear and simple information on alternative transport modes to the private car for accessing the countryside	Review and update the transport section of the AONB website, providing details of transport options to arrive at and to move around the AONB	Campaign for Protection of Rural England Forest of Dean District Council Gloucestershire County Council

Key to Action Column	Task completed	Partially complete/Delays	Problems	No Progress	Delays due to a third party	No Action taken
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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
		IP4	Promote products and services that support the special qualities of the Malvern Hills	<i>Targeted use of social media – e.g open support of Malvern Hills Car Club and MHC.</i>	Malvern Hills Conservators
		IP5	Raise awareness of ‘being in the Malvern Hills’ as a special place to encourage sustainable activity		
		IP6	Enhance local distinctiveness through the maintenance and restoration of appropriate signs and through sign removal where appropriate		
		IP7	Develop a Malverns area education resource in conjunction with local schools and/or other interested parties.		Herefordshire and Worcestershire Earth Heritage Trust Malvern Hills Conservators
Volunteering					
VO1	To increase significantly public support, commitment and participation in conserving and enhancing the AONB through volunteering.	VP1	Support effective voluntary activity, in all its shapes and forms, that helps deliver the AONB Management Plan.	<i>Develop a film to encourage more EHT volunteers to engage in conservation of Local Sites.</i>	Historic England Malvern Hills District Council
				Funding Geosite Maintenance Volunteers thru SDF	
		VP2	Explore the potential to develop and support a coordinated volunteer network for the whole of the AONB.	Review current volunteer resources in the area and develop an issues and options paper for moving forward	Malvern Hills District Council
		VP3	Develop and support networks of volunteers able to assist in specialist		

<b>Key to Action Column</b>	<b>Task completed</b>	<b>Partially complete/Delays</b>	<b>Problems</b>	<b>No Progress</b>	<b>Delays due to a third party</b>	<b>No Action taken</b>
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OBJECTIVE		POLICY		AONB ACTION	PARTNER SUPPORTED
			data collection.		
		VP4	Encourage Parish Councils to achieve high standards in working closely with voluntary and community groups and meeting local needs and aspirations.		

## Appendix 2: Corporate Priorities of Partners

Malvern Hills Stakeholders	PartnerCorporate Priorities	Timescale	AONB Management Plan Policy
<p>Campaign for Protection of Rural England</p>	<p><b>2026 A Vision for the Countryside, May 2009</b> - The Vision pictures a countryside in 2026 that is used and valued by all as a national asset, helping create a healthier, less stressed nation where people are in tune with the environment and aware of their impact on it.</p> <p>Changing attitudes  <b>There is a new focus on quality of life, embracing beauty, local character and the enjoyment of green, open spaces.</b></p> <p>Better planning  <b>Successful urban regeneration has been crucial in protecting the countryside.</b></p> <p>New life in the countryside  <b>People walk and cycle more, and there has been a revival of rural railways.</b></p> <p>Food and farming  <b>Wild flowers, birds, insects and mammals have returned in a rush of sights, sounds and smells.</b></p> <p>Changing landscapes  <b>Some remote upland areas have been deliberately left to nature, becoming wilder in character.</b></p> <p>Green energy  <b>Rural buildings are more energy efficient and small-scale renewables are common.</b></p> <p>A virtuous circle  <b>The countryside is valued and enjoyed by all as a huge national asset.</b></p> <p><b>landscape</b> We want to see</p> <ul style="list-style-type: none"> <li>stronger and more effective national policies to protect and improve England’s landscapes and the character of England’s landscapes at the heart of local and neighbourhood planning. We want development decisions to work with the landscape not against it</li> <li>new designations for Areas of Outstanding Natural Beauty (AONBs) in the</li> </ul>	<p>By 2026</p>	<p><b>Vision</b>                      RP6 Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.</p> <p><b>Changing attitudes</b>                      BDP2 Development proposals should be informed by the need to protect or enhance key views to and from the AONB. The AONB guidance on identifying and grading views and viewpoints should be used in relevant cases.</p> <p><b>Green energy</b>                      LWP2 Support community initiatives that promote the management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling and community transport.</p> <p><b>Landscape/Tranquillity</b>                      LP4 Promote greater awareness and appreciation of the landscape character of the AONB among residents and visitors, providing opportunities for them to be involved in identifying and conserving locally distinctive features, views and landscapes.                      TRP2 Restore and maintain tranquillity in the AONB through protection and traffic mitigation and reduction measures.</p> <p><b>Dark skies</b>                      BDP3 Lighting schemes, particularly in the rural areas of the AONB, should be kept to a minimum and only installed where absolutely necessary. All lighting should accord with good practice in minimising light pollution.</p> <p><b>Farming</b>                      FP1 Encourage the take-up of grant options and management practices that benefit the distinctive natural and historic</p>

	<p>Forest of Dean, Herefordshire Marches and Yorkshire Wolds</p> <ul style="list-style-type: none"> <li>• a strong Government led 25 year plan for the recovery of our natural environment in a generation</li> <li>• dark skies protected by local councils taking action to control light pollution in their areas by having strong policies to reduce unnecessary light</li> </ul> <p><b>tranquillity</b> We want to see:</p> <ul style="list-style-type: none"> <li>• A clearer definition of tranquillity and better policy guidance to make implementation of tranquillity policy more effective.</li> <li>• The Government produce new tranquillity maps and regularly monitor changes.</li> <li>• The most tranquil areas of countryside protected from development.</li> <li>• New infrastructure, if it is unavoidable, that is well-designed so that it minimises harm to the tranquillity of the countryside.</li> <li>• All local authorities identify and map their locally most tranquil areas, protect them with strong effective policies and promote them to their communities.</li> <li>• Areas of tranquillity valued for positive, natural soundscapes and their contribution to health, well-being and quality of life.</li> <li>• Recognition of the opportunities tranquil places provide for sustainable recreation, tourism and prosperity in rural areas.</li> </ul> <p><b>dark skies</b> We want to see</p> <ul style="list-style-type: none"> <li>• National government commit to monitoring England's dark skies at regular periods, to establish change over time and ensure that national and local policies can be improved as needed.</li> <li>• Local councils developing policies to control light pollution in their local plans and identifying existing dark areas that need protecting. We'd also like to see more councils setting targets for replacing street and road lighting with less light polluting types, such as full cut off flat glass lamps.</li> <li>• Households to consider whether outdoor security lighting is necessary and the potential impact of poorly directed lighting on nearby neighbours.</li> <li>• More areas of rural England working towards Dark Sky Place status, following in the footsteps of Exmoor and Northumberland National Parks, designated for their dark skies in 2011 and 2013 respectively.</li> </ul> <p><b>hedgerows</b> We want to see</p> <ul style="list-style-type: none"> <li>• At the national level, the Government to introduce a landscape criterion to the Hedgerows Regulations – this would give local councils more discretion to protect hedges that are important to local landscape character.</li> </ul>	<p>environment of the AONB.</p> <p>FP2 Bring woodlands, orchards and other characteristic habitats into favourable conservation condition through management regimes that provide an economic return; for example, through the production of timber, wood fuel and other sustainable uses.</p> <p>BDP4 There should be a presumption against the loss of traditional orchards to development, or changes to other uses.</p> <p><b>Local Food</b></p> <p>FP6 Promote local and seasonal produce and support the development of local services and markets. (no action?)</p> <p>FP7 Identify and promote good agricultural practices that encourage:</p> <ul style="list-style-type: none"> <li>• sustainable utilisation of soil, minimising erosion</li> <li>• effective water catchment management</li> <li>• avoidance of direct pollution and measures to reduce diffuse pollution</li> <li>• farm waste minimisation and recycling</li> </ul> <p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p> <p><b>Road network</b></p> <p>TRP1 Highway management and design should be in accordance with the AONB Guidance on Highway Design.</p> <p>TRP5 Introduce and maintain measures to reduce car movements in the AONB, particularly during major events and at peak times. (no action)</p> <p>TRP6 Develop dedicated routes for walkers, cyclists and horse riders within the AONB and between the AONB and surrounding areas.</p> <p>IP3 Promote and provide clear and simple information on alternative transport modes to the private car for accessing the countryside</p>
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	<ul style="list-style-type: none"> <li>• The Government delivering on its manifesto commitment to ‘spend Common Agricultural Policy funding to enhance England’s countryside over the next five years, including protecting [stonewalls and] hedges’.</li> <li>• Local councils taking a plan-based approach to strengthen hedgerow protection in their areas. For example, neighbourhood plans and more detailed landscape character assessments would be a way to identify locally important hedgerows.</li> </ul> <p><b>Farming</b> We want to see the Government:</p> <ul style="list-style-type: none"> <li>• Promote farming which regenerates farmland and helps to restore nature within a generation</li> <li>• Put in place strategic plans for nature and food and farming which are coordinated and ambitious enough to address the scale of the problems</li> <li>• Make the Common Agricultural Policy work for a sustainable farming system by subsidising green farming schemes, and so contributing to soil health, wildlife, water, heritage and landscape</li> <li>• Strengthen planning policies and guidance to stop the best farmland being lost to development and protect it as a strategic asset</li> <li>• Support short, transparent and local food supply chains to pay farmers fairly, to rebuild diversity in the food chain from field to fork, with the public understanding and valuing the people and places producing their food</li> </ul> <p><b>local food</b> We are working to highlight the benefits of buying local food. A thriving local food industry:</p> <ul style="list-style-type: none"> <li>• encourages a varied and seasonal diet of fresh food;</li> <li>• reconnects communities with farmers;</li> <li>• creates jobs and supports local rural economies;</li> <li>• revitalises town centres and high streets;</li> <li>• reduces traffic congestion, noise and pollution from food miles; and</li> <li>• encourages a more sustainable use of land.</li> </ul> <p>a roads network where:</p> <ul style="list-style-type: none"> <li>• the impact of roads on the environment is reduced: road noise is reduced and our roads look more attractive</li> <li>• roads are safer for all, including people walking and cycling</li> <li>• fewer car journeys need to be made, rather than building more roads for more cars</li> </ul> <p><b>litter</b> We want to see:</p>		
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	<ul style="list-style-type: none"> <li>• a strong legal framework that is used consistently by local councils, to stop littering being a consequence-free crime;</li> <li>• a National Litter Action Plan that coordinates the activities of every organisation that works to reduce litter, in order to increase efficiency and save money;</li> <li>• solutions that change people's behaviour by putting a value on resources, such as charges on carrier bags and returnable deposits paid on drinks containers;</li> <li>• better design of products and packaging, such as attaching lids to bottles and providing disposal papers with chewing gum, to reduce the chances of them being littered.</li> </ul>		
<p>Country Land and Business Association</p>	<p>The CLA exists specifically to protect and defend the interests of all landowners in England and Wales.... We will focus on the following objectives.</p> <p><b>Defending private property rights in England and Wales and insisting on compensation when private property rights are diminished in any way:</b> We will work to minimise the impact of statutory public access provisions and promote the benefits of an incentive-led voluntary approach whether this is access to coastal areas, rivers or woodland and we will campaign to secure a reform of existing compulsory purchase law and practice to improve the terms that are offered when land is taken for public purposes.</p> <p><b>Championing the profitability of rural businesses:</b> CLA emphasises to all levels of Government that the basic building block of the rural economy must be profitable farming and forestry and other rural businesses. Many strands of our work have this aim in mind. For example, we seek to maintain the size of the CAP budget, to reduce red tape and to reform the planning and tax regimes so as to stimulate rural economic development.</p> <p><b>Promoting the role of land owners and managers in delivering landscape, biodiversity and mitigating climate change:</b> We will build on our success to date in making the case that only farmers and land managers can provide food while at the same time delivering a healthy and natural environment.</p>		<p><b>Defending private property rights in England and Wales and insisting on compensation when private property rights are diminished in any way:</b></p> <p>RP5 Promote a simple and clear message to recreational users about access rights and responsibilities (little action)</p> <p><b>Championing the profitability of rural businesses:</b></p> <p>FO1 Ensure that sustainable farming and forestry remain the primary means by which the distinctive landscapes of the AONB are managed.</p> <p>TO1 To ensure the AONB is widely recognised and valued as a sustainable visitor destination, where local communities benefit, businesses prosper and the environment is well managed. (limited action)</p> <p><b>Promoting the role of land owners and managers in delivering landscape, biodiversity and mitigating climate change:</b></p> <p>LP6 Ensure that climate change adaptation and mitigation proposals are consistent with the special qualities of the AONB and minimise any adverse effects on the area.</p> <p>FP1 Encourage the take-up of grant options and management practices that benefit the distinctive natural and historic environment of the AONB.</p> <p>LP3 Identify and promote opportunities for positive landscape change to landowners, managers, government and all those with an influence over land.</p>

<p>Defra</p>	<p>Annual Report and Accounts 2015–16</p> <p>Defra’s goals are focused on four impact objectives, which explain ambitious, long term aims, and the positive differences Defra will make to the UK by 2020.</p> <p><b>1 A cleaner, healthier environment benefiting people and the economy.</b></p> <p><b>Increased biodiversity, improved habitat and expanded woodland areas</b></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><b>2 A world-leading food and farming industry.</b></p> <p>More British food sold at home and abroad</p> <p>A world leading brand and reputation for healthy, high quality produce</p> <p>Improved productivity through innovation and enhanced skills</p> <p>More inward investment into our food industry</p> <p>British food industry an exemplar in maintaining consumer confidence</p> <p>A world leader in food chain resilience and integration</p> <p>High standards of animal welfare and delivering for the environment</p> <p>A sustainable fisheries industry</p> <p><b>3 A thriving rural economy, contributing to national prosperity and wellbeing.</b></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><b>4 A nation better protected against floods, animal and plant diseases and other hazards, with strong response and recovery capabilities.</b></p> <p>UK better protected against:</p> <ul style="list-style-type: none"> <li>• flooding and coastal erosion</li> </ul>	<p>By 2020</p>	<p><b>1 A cleaner, healthier environment benefiting people and the economy.</b></p> <p>BO1 Establish and maintain coherent and resilient ecological networks across the AONB and beyond.</p> <p>FP7 Identify and promote good agricultural practices that encourage:</p> <ul style="list-style-type: none"> <li>• sustainable utilisation of soil, minimising erosion</li> <li>• effective water catchment management</li> <li>• avoidance of direct pollution and measures to reduce diffuse pollution</li> <li>• farm waste minimisation and recycling</li> </ul> <p>LO1 Conserve and enhance the distinctive landscape elements and features of the AONB, particularly those that are most sensitive or have little capacity for change.</p> <p><b>2 A world-leading food and farming industry.</b></p> <p>FO1 Ensure that sustainable farming and forestry remain the primary means by which the distinctive landscapes of the AONB are managed.</p> <p>FP6 Promote local and seasonal produce and support the development of local services and markets. (no action)</p> <p>FP8 Promote local and seasonal produce and support the development of local services and markets.</p> <p><b>3 A thriving rural economy, contributing to national prosperity and wellbeing.</b></p> <p>LWO1 Enable vibrant communities to grow sustainably by stimulating economic prosperity while conserving and enhancing the distinctive character of the area.</p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband.</p> <p><b>4 A nation better protected against floods, animal and plant diseases and other hazards, with strong response and recovery capabilities.</b></p> <p>LP6 Ensure that climate change adaptation and mitigation proposals are consistent with the special qualities of the AONB and minimise any adverse effects on the area.</p> <p>FP5 Support appropriate measures to monitor and control</p>
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	<ul style="list-style-type: none"> <li>• animal and plant pests and diseases</li> <li>• invasive non-native species</li> </ul> <p>Enhanced resilience of businesses and individuals to drought and loss of water supply</p> <p>Strong preparedness to respond to emergencies where Defra has lead responsibility</p> <p>Greater resilience to climate change</p>		<p>pests, diseases and invasive non-native plant and animal species that damage biodiversity resources. (little action)</p>
<p>Destination Worcestershire</p>	<p>Destination Management Plan 2012-15</p> <p>The following 'Vision' has been prepared taking into consideration the most important and influential themes providing a statement for the county to aspire to:</p> <p>"Worcestershire will be an iconic cultural destination, a hub for the arts. There will be a growing number of festivals on the international events calendar as well as internationally recognised heritage attractions. The rural landscape will continue to be one of Worcestershire's best assets and sustainable development will be at the county's core."</p> <p>The key objectives are:</p> <p>Strategic Objective One - To increase Worcestershire's share in the global visitor economy</p> <p>Strategic Objective Two - To increase the Visitor Economy - increase visitor spend and employment</p> <p>Strategic Objective Three - To provide a world-class visitor experience</p> <p>Strategic Objective Four - To encourage sustainable development</p> <p><b>Managing the public realm effectively</b></p> <p>Vibrant town and city centres</p> <p>Combat crime</p> <p>Ensure visitors feel safe particularly at night time</p> <p>Sense of pride by local residents</p> <p>Creates a positive experience for visitors</p> <p>Encourages repeat visits</p> <p>Green spaces will be presentable and enjoyable for visitors and residents</p> <p>Provides good quality facilities for healthy outdoor recreation for visitors and local residents</p>		<p>TO1 To ensure the AONB is widely recognised and valued as a sustainable visitor destination, where local communities benefit, businesses prosper and the environment is well managed.</p> <p>TP2 Promote the AONB and adjoining areas as a sustainable destination in its own right.</p> <p>TP6 Work in partnership to develop the Malverns as an area for showcasing new tourism technologies.</p> <p>IP1 Develop a co-ordinated approach to information, interpretation and marketing activity to promote the special qualities of the Malvern Hills area and appropriate behaviour within it.</p> <p>Managing the public realm effectively</p> <p>TP3 Provide a quality public realm with good access and accessibility to facilities and features that attract tourists.</p>

	<p>Encourages spend in local businesses Make town centres vibrant social spaces</p>		
<p>Forest of Dean District Council</p>	<p><b>Corporate Plan - What's planned for 2016/17?</b></p> <p><b>1 Provide value for money services</b></p> <p>Carry out a Boundary Review in preparation for the next district elections in 2019.</p> <p>Complete the refurbishment of Lydney Leisure Centre. Partnership investment will see new fitness changing, makeover of pool and dry side changing areas and refurbishment of the two squash courts.</p> <p>Promote and grow our social media audience.</p> <p>Continue to look at sharing our offices to make the best use of our resources.</p> <p>Carry out a Linkline community alarm service delivery review.</p> <p>Complete the extension of Mile End Cemetery.</p> <p>Market the Lawnstone House site for development.</p> <p>Continue to develop the 2020 Vision Programme working with three other councils to provide shared services to save money, whilst continuing to provide current services locally.</p> <p><b>2 Promote thriving communities</b></p> <p>Continue to work with our partners to secure long term community access to the Five Acres site.</p> <p>Continue positive discussions to find a 'whole site' solution for the Forest High School and Cinderford leisure centre.</p> <p>Train two community volunteers to deliver dementia awareness sessions in the community.</p> <p>Continue to work with health professionals to create healthier lifestyles for residents.</p> <p>Implement a new GP referral cancer rehabilitation scheme in the community.</p> <p>Organise the carol service and launch the Pride of the Forest awards and prepare for the Chairman's Charity Dinner, raising money for two local charities chosen by the chairman, the Dilke Hospital and Lydney Hospital.</p> <p>Allocate Community Grants to community projects.</p> <p>Carry out a consultation with young people to help identify where Youth Activities Funding is most needed.</p> <p><b>3 Encourage a thriving economy</b></p> <p>Continue to work with partners to complete the construction of a new spine road</p>		<p><b>1 Provide value for money services</b></p> <p><b>TP6 Work in partnership to develop the Malverns as an area for showcasing new tourism technologies.</b></p> <p><b>2 Promote thriving communities</b></p> <p>RP6 Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.</p> <p><b>3 Encourage a thriving economy</b></p> <p><b>4 Protect and improve our environment</b></p> <p>LWP1 Support the production of community-led plans, strategies and statements (such as Neighbourhood Development Plans) that satisfy the requirements of Section 85 of the CRoW Act 2000, and encourage and maintain the vitality and diversity of rural community life.</p> <p>STRATEGIC OBJECTIVES</p> <p><b>1 Providing quality environments throughout the district- to protect the environment for the benefit of the community and in order to attract new businesses</b></p> <p>LWP1 Support the production of community-led plans, strategies and statements (such as Neighbourhood Development Plans) that satisfy the requirements of Section 85 of the CRoW Act 2000, and encourage and maintain the vitality and diversity of rural community life.</p> <p><b>2 Develop a more self contained and diverse local economy including tourism- to address out commuting and enable more sustainable transport patterns while providing a greater range and number of jobs, and improving the services and facilities that are accessible</b></p> <p>TP2 Promote the AONB and adjoining areas as a sustainable destination in its own right.</p> <p>TP3 Provide a quality public realm with good access and accessibility to facilities and features that attract tourists.</p>

<p>in Cinderford.</p> <p>Support partners to approve a route, acquire funding and the resources needed to deliver a Lydney to Parkend multi-use track.</p> <p>Work in partnership to deliver the LEADER programme to fund capital projects that are proven to deliver economic growth.</p> <p>Investigate the introduction of the Community Infrastructure Levy following the adoption of the Allocations Plan.</p> <p>Redevelop the Lawnstone site with a view to providing retail units and affordable homes.</p> <p>Continue to work in partnership towards the regeneration of Cinderford and the wider district.</p> <p>Work in partnership to implement Lydney Town Centre Economic Plan and Coastal Community Team Economic Plan, to include the regeneration of Lydney Harbour.</p> <p>Implement the Growing the Economy Action Plan.</p> <p><b>4 Protect and improve our environment</b></p> <p>Work with parish councils to support the implementation of community emergency plans.</p> <p>Prepare plans and raise awareness for the communities at risk of rapid response flooding.</p> <p>Review rest centre plans and documentation to ensure the safety of evacuees in the event of a civil emergency.</p> <p>Work with schools on anti-littering campaigns and continue to organise community litter picks.</p> <p>Implement, launch and deliver a new weekly kerbside recycling service, to include the collection of plastic bottles, cardboard and small electrical items.</p> <p>Implement flood protection measures in Lydney and Newent.</p> <p>Street Wardens to continue to deliver drug and alcohol awareness talks in schools.</p> <p>Adopt and implement the Allocations Plan following approval.</p> <p>Launch a new Environmental and Regulatory shared service to oversee the protection of the environment in three districts (Forest of Dean, Cotswolds and West Oxfordshire).</p> <p><b>Forest of Dean District Council: 23rd February 2012   Core Strategy Adopted Version</b></p> <p><b>CORE STRATEGY VISION</b></p> <p>The Forest of Dean will be a thriving sustainable community with a high quality</p>	<p>TRP4 Promote the coordinated planning of integrated passenger transport to, from and within the AONB.</p> <p>TRP5 Introduce and maintain measures to reduce car movements in the AONB, particularly during major events and at peak times. (no action)</p> <p>IP3 Promote and provide clear and simple information on alternative transport modes to the private car for accessing the countryside</p> <p><b>3 Providing homes including affordable homes- to meet the housing needs of the community</b></p> <p>LWP4 Support the provision of a variety of housing that is appropriate to the character of the area and meets local community needs.</p> <p><b>4 Facilitate regeneration- to support a stronger more sustainable economy in a better quality environment</b></p> <p><b>5 Creating safer communities with better facilities</b></p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband.</p>
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	<p>environment, a developing local economy including tourism, housing which meets the needs of residents (including affordable homes) and safer communities.</p> <ul style="list-style-type: none"> <li>• The existing complementary nature of the three southern forest towns will be reinforced to ensure Coleford, Lydney and Cinderford work together with their hinterlands to provide a more sustainable future.</li> <li>• Much of the planned change will be in the towns, especially Lydney and Cinderford, with improved shopping and services meeting the needs of the existing and new population.</li> <li>• Improved town centres, services and a wider range of employment will reduce commuting and other journeys. Newent will become a more effective local centre through improvements in the centre and additional employment.</li> <li>• The quality of the countryside and the built environment will be maintained through the careful promotion of the economy, and safeguarding of the landscape.</li> </ul> <p><b>STRATEGIC OBJECTIVES</b></p> <p>1 Providing quality environments throughout the district- to protect the environment for the benefit of the community and in order to attract new businesses</p> <p>2 Develop a more self contained and diverse local economy including tourism- to address out commuting and enable more sustainable transport patterns while providing a greater range and number of jobs, and improving the services and facilities that are accessible</p> <p>3 Providing homes including affordable homes- to meet the housing needs of the community</p> <p>4 Facilitate regeneration- to support a stronger more sustainable economy in a better quality environment</p> <p>5 Creating safer communities with better facilities</p>		
Forestry Commission	<p>Everything we do must be focused on meeting the following key objectives (in priority order):</p> <ol style="list-style-type: none"> <li>1. protecting the nation’s trees, woodlands and forests from increasing threats such as pests, diseases and climate change</li> <li>2. improving their resilience to these threats and their contribution to economic growth, people’s lives and nature</li> <li>3. expanding them to further increase their value</li> </ol> <p><b>To drive economic growth, we will:</b></p> <ul style="list-style-type: none"> <li>• Work with landowners and others to increase the amount of actively-</li> </ul>		<p>BP1 Conserve, enhance and expand key habitats and populations of key species in line with local biodiversity priorities and the England Biodiversity Strategy 2020.</p> <p>LP6 Ensure that climate change adaptation and mitigation proposals are consistent with the special qualities of the AONB and minimise any adverse effects on the area.</p> <p>FO1 Ensure that sustainable farming and forestry remain the primary means by which the distinctive landscapes of the AONB are managed.</p> <p>FP2 Bring woodlands, orchards and other characteristic</p>

	<p>managed woodland and review progress in five years,</p> <ul style="list-style-type: none"> <li>• Further reduce unnecessary regulation and red tape affecting the sector,</li> <li>• Support the sector as it develops its new industry-led Action Plan,</li> <li>• Work with the sector to explore the scope for exploiting economic opportunities, such as woodfuel markets and rural tourism,</li> <li>• Encourage, where appropriate, local government and Local Enterprise Partnerships to take advantage of the opportunities provided by Government policies to realise the potential of local woodland assets.</li> </ul> <p><b>To benefit people and communities, we will:</b></p> <ul style="list-style-type: none"> <li>• Work with partners from across the sector to promote community involvement in the management of their local woodlands,</li> <li>• Complete the delivery of the Big Tree Plant and work with the sector in seeking funding for possible future initiatives aimed at developing local access, individual potential and community cohesion through engagement with trees, woods and forests,</li> <li>• Continue to look for ways to improve access to woodlands, particularly in and around our towns and cities.</li> </ul> <p><b>To benefit wildlife and the natural environment, we will:</b></p> <ul style="list-style-type: none"> <li>• Continue to implement the Natural Environment White Paper and Biodiversity 2020,</li> <li>• Work to improve and restore our native and ancient woodlands and open habitats through renewing our commitment to the policies set out in the Open Habitats Policy and Keepers of Time,</li> <li>• Publish an open habitat strategy for the Public Forest Estate,</li> <li>• Encourage, where appropriate, Local Nature Partnerships to identify forestry as a local priority.</li> </ul>		<p>habitats into favourable conservation condition through management regimes that provide an economic return; for example, through the production of timber, wood fuel and other sustainable uses.</p> <p>FP3 Ensure that all new woodland planting in the AONB is largely of native species; no more than 20% being non-native species.</p> <p>FP5 Support appropriate measures to monitor and control pests, diseases and invasive non-native plant and animal species that damage biodiversity resources. (little action)</p>
<p>Gloucestershire County Council</p>	<p><b>Gloucestershire County Council’s Strategy 2015 - 2018 2017/18 update</b></p> <p><b>Active Individuals</b></p> <ul style="list-style-type: none"> <li>• Helping people to make the right life choices like being active and healthy.</li> <li>• Signposting people to what they need within their own communities.</li> <li>• Continue to increase the range of services available over the Council’s website and via social media whilst preserving other channels for those that cannot access services via the internet.</li> <li>• Review all of the information, advice and guidance services that the Council commissions to make sure that they represent the best value for money and</li> </ul>		<p><b>Active Individuals</b></p> <p>RP6 Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.</p> <p>LWP2 Support community initiatives that promote the management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling and community transport.</p> <p>TRP7 Develop and promote sustainable transport options to meet local accessibility requirements.</p> <p>IP3 Promote and provide clear and simple information on</p>

	<p>help to signpost people to appropriate sources of help.</p> <ul style="list-style-type: none"> <li>• Continue to review Council buildings to provide more joined up access to advice, information and services and create opportunities to rationalise properties.</li> <li>• Continue to build on the Council's strong track record of helping people with disabilities into paid employment and suitable accommodation.</li> <li>• Continue to work with public and community transport providers, where necessary, helping them provide transport to essential services for vulnerable and isolated people at a price taxpayers can afford.</li> <li>• Continue to review and refocus all the Council's public health contracts to focus on those which do most to improve the health of our local population and reduce dependence on social care in the long-term.</li> <li>• Continue to improve signposting of services for vulnerable people and their carers, making sure that people have access to good quality information and advice.</li> </ul> <p><b>Active Communities</b></p> <ul style="list-style-type: none"> <li>• Investing in community capacity and building on existing support.</li> <li>• Providing support for people to do more for themselves, their families and their communities.</li> </ul> <ul style="list-style-type: none"> <li>• Continue to encourage and help GPs and other professionals to signpost to sources of help within communities.</li> <li>• Continue to pursue and develop strategies for working with individuals, communities and partners others to relieve the demand on social care services by helping people make the most of other support available to them.</li> <li>• Work jointly with schools, Health, police and other partners to offer flexible, comprehensive, community-based support that targets prevention on those children and families who need it most.</li> <li>• Continue to focus the Fire &amp; Rescue Service on prevention, making our priority preventing emergencies before they happen, helping reduce fires and accidents and making more use of retained and community fire-fighters where possible to build community resilience.</li> <li>• Work jointly with health partners on asset based community models, led by service-users, that build their capacity and give a strong voice to their members.</li> <li>• Expand existing children's centres childcare facilities to meet government proposals to increase the nursery education entitlement to 30 hours a week for 3 and 4 years olds of working parents.</li> </ul>	<p>alternative transport modes to the private car for accessing the countryside</p> <p><b>Active Communities</b></p> <p>RP6 Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.</p> <p>LWP2 Support community initiatives that promote the management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling and community transport</p> <p><b>Getting people back to independence</b></p> <p><b>Providing the Infrastructure for a Thriving Economy</b></p> <p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband.</p>
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	<ul style="list-style-type: none"> <li>• Launch our targeted family support service operating from Children’s Centres, providing preventative help focussed on those areas where children and families most need our support.</li> <li>• Continue to reshape support to vulnerable adults utilising community based support wherever possible.</li> </ul> <p><b>Getting people back to independence</b></p> <ul style="list-style-type: none"> <li>• Providing intensive support for a quick recovery following an accident, illness, injury or crisis.</li> <li>• Effective short-term interventions that let families help themselves.</li> </ul> <ul style="list-style-type: none"> <li>• Extend the provision and speed up the delivery of Telecare technology to promote independence and personal safety.</li> <li>• Reshape reablement to improve performance and provide a stronger focus on helping people back to independence.</li> <li>• Continue to work with schools, health and other partners to establish a clear, comprehensive early help offer for children and families.</li> <li>• Continue to ensure that social workers can focus more on intervention and less on assessment, providing specialist support for those who really need our help.</li> <li>• Complete the roll-out of our new Domiciliary Care contracts.</li> <li>• Wherever possible, continue to move investment away from lengthy placements and into programmes that are proven to help turn children’s and families’ lives around.</li> <li>• Work with our partners in the criminal justice sector to join up public protection and safeguarding practice in order to tackle child sexual exploitation, domestic abuse and sexual violence.</li> <li>• Reduce youth offending and improve services for our care leavers</li> <li>• Work with commissioners and providers across the whole health and social care system to deliver joined up care and contain the costs associated with a rapidly ageing population.</li> <li>• Review all mental health contracts to ensure the right balance between community-based support, short term support and longer term care.</li> <li>• Continue to review and where necessary, recommission public health contracts while ensuring that the remaining investment supports the Council’s priorities within the strategic approach we have agreed with partners.</li> </ul> <p><b>Being where we’re needed most</b></p>		
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	<ul style="list-style-type: none"> <li>• Providing specialist support for those who really need our help.</li> <li>• Targeting long-term care on people with complex needs.</li>   <li>• Invest significant additional resources into Children’s social care in order to achieve better outcomes for children and ensure quality remains high in the face of increased demand.</li> <li>• Develop an Intensive Support &amp; Intervention Service to support and improve outcomes for children coming into care with the most complex needs.</li> <li>• Invest in additional social workers to help those with significant mental health problems.</li> <li>• Continue to make more use of community based care and rely less on residential and nursing care in order to bring us broadly into line with similar areas.</li> <li>• Standardise the way we purchase and provide transport for vulnerable adults in order to get the best possible deal for the Council.</li> <li>• Fully integrate services for children and adults with disabilities into a single, all-age, all disability approach.</li> <li>• Develop the capacity and capability of providers to care for and address the needs of adults, children and young people with challenging behaviour.</li> <li>• Simplify the administration of direct payments across personal social care and health budgets.</li> </ul> <p><b>Providing the Infrastructure for a Thriving Economy</b></p> <ul style="list-style-type: none"> <li>• Continue to work with our partners, including GFirst (Gloucestershire’s Local Economic Partnership), to accelerate economic growth and improve productivity.</li> <li>• Support GFirst to deliver the Strategic Economic Plan</li> <li>• Seek devolved powers over national funding streams for training, skills and apprenticeships in order to target resources more effectively, tackle worklessness and support vulnerable young people into employment by helping them to develop the skills that local employers need and value.</li> <li>• Continue the roll out of next generation broadband across County with the aim that everyone in Gloucestershire will have access to the broadband services they need.</li> <li>• Deliver further transport improvements across Gloucestershire, funded via the Government’s Growth Deal process.</li> <li>• Continue to work with District Councils to reduce and reuse waste, improve recycling rates and stop waste going to landfill</li> </ul>		
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	<ul style="list-style-type: none"> <li>• Use the money available to ensure investment in highways is spent where it's most needed and that we maintain a safe and functioning road network</li> <li>• Maximise resources secured through the planning system for investment in critical infrastructure, such as highways and schools.</li> <li>• Use land the Council owns to create opportunities for economic growth and employment.</li> </ul>		
<p>Herefordshire and Worcestershire Earth Heritage Trust</p>	<p>The Herefordshire &amp; Worcestershire Earth Heritage Trust is a charity that aims to record, protect and promote geology and landscape, and to raise awareness of this <b>Earth Heritage</b> by engaging the public in educational programmes. The great variety of rocks in the two counties yields outstanding fossils and minerals and gives rise to wonderful scenery. The Trust is committed to promoting and safeguarding these assets for all the residents of, and visitors to, Herefordshire and Worcestershire.</p> <p>The primary aim of the Trust is to identify, survey and record, promote and protect the geology and landscape of Herefordshire and Worcestershire. We regularly have consultants and volunteers working in the field surveying any features of interest.</p> <p>One of the biggest tasks undertaken by the Trust is to raise awareness of our Earth Heritage and why it is important. We do this by various means including publishing trail guides and information leaflets, running Rock and Fossil Roadshows, holding open days, organising Fun Days for schools and families and involvement in many other community activities. Promotion of our work is done through this website, radio interviews, newspaper and magazine features as well a regular walks and talks.</p>		<p>GP2 Secure best practice in geodiversity management within and adjacent to designated sites.</p> <p>GP3 Undertake survey, research and monitoring to secure complete information on the state of the AONB's geodiversity resource, including recording temporary exposures before reburying.</p> <p>GP4 Promote greater understanding of the geological value of the AONB, its links with the historic environment and the need for its protection and management.</p> <p>IP7 Develop a Malverns area education resource in conjunction with local schools and/or other interested parties.</p>
<p>Herefordshire Association of Local Councils</p>	<p><b>HALC Membership benefits:</b></p> <ul style="list-style-type: none"> <li>• Indemnified, specialist information and advice for Parish Councils</li> <li>• Legal opinions – unlimited throughout the year</li> <li>• Training/Informal briefings</li> <li>• 24 hour information source via member section of website</li> <li>• Friendly, informal telephone advice for clerks &amp; councillors</li> <li>• Information Corner</li> <li>• Qualified Clerk cover – either in an emergency or pre-booked</li> <li>• Independent support for Neighbourhood Development &amp; Parish Plans</li> </ul> <p>HALC has a wealth of experience in supporting parish councils to undertake parish &amp; neighbourhood plans and is hosting Neighbourhood Development Plan information days with planning consultants during the year.</p>		<p>LWP1 Support the production of community-led plans, strategies and statements (such as Neighbourhood Development Plans) that satisfy the requirements of Section 85 of the CRoW Act 2000, and encourage and maintain the vitality and diversity of rural community life.</p>

<p>Herefordshire Council</p>	<p><b>Corporate Plan 2016-2020</b></p> <p>By the end of the decade we will:</p> <ul style="list-style-type: none"> <li>• Be even more focused on delivering good core services across the children’s wellbeing, adults and wellbeing, and economy, communities and corporate directorates.</li> <li>• Have encouraged and supported even more local services to be run by communities themselves, thereby enhancing community resilience and reduced demand on statutory services.</li> <li>• Have improved skills and educational attainment within our communities to address the problem of low wages in the county.</li> <li>• Have enabled the development of new economic activity and external investment to introduce better and better-paid jobs.</li> <li>• Have delivered new infrastructure to support economic growth and the provision of more good quality affordable homes across the county.</li> <li>• Have delivered high speed broadband to all who need it.</li> <li>• Have worked closely with central government as it transforms the ways in which local authorities are funded.</li> <li>• Have developed and be well on the way to implementing a county wide Economic Masterplan prepared in partnership with business and communities.</li> <li>• Have further embraced digital technology to save costs, to improve mobile-working and to offer residents 24/7 access to always on services</li> </ul> <p><b>Enable residents to live safe, healthy and independent lives</b></p> <p>In the next 4 years we will</p> <p>Improve the provision of good information and signposting to enable people to support themselves and each other, getting the right help at the right time as needs change.</p> <p>Build supportive relationships and resilient communities, acting as a catalyst for communities to become stronger.</p> <p>Build services that help people get back on track after setback or illness and support disabled people to be independent, including through ensuring the provision of good quality housing.</p> <p>Ensure that care and support is personalised, of good quality, that it addresses mental, physical, and other forms of wellbeing and is better joined-up around individual needs and those of their carers.</p> <p>Work with the community to devolve services and assets where quality can be improved through local delivery.</p>	<p>2020</p>	<p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p> <p>LWP2 Support community initiatives that promote the management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling and community transport.</p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband.</p> <p><b>Enable residents to live safe, healthy and independent lives</b></p> <p>RP6 Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.</p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband.</p> <p><b>Keep children and young people safe and give them a great start in life</b></p> <p><b>Support the growth of our economy</b></p> <p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p> <p>LWP2 Support community initiatives that promote the management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling and community transport.</p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband.</p> <p>LWP4 Support the provision of a variety of housing that is appropriate to the character of the area and meets local community needs.</p>
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	<p>Combine the use of facilities to create a network of Health and Wellbeing hubs, shaped by and serving local communities.</p> <p>Ensure safe and secure neighbourhood environments, with attractive, safe surroundings, and good quality local amenities which enable people to enjoy life where they live.</p> <p>Help create a strong sense of community where people feel they belong and have the confidence to get involved</p> <p>Keep children and young people safe and give them a great start in life</p> <p>In the next 4 years we will</p> <p>Provide early help to 600 families to help them to improve education, health and employment outcome.</p> <p>Reconfigure £3.5 million to deliver early years services including children centre services, health visiting and school nursing to improve the health, well-being, developmental and educational outcomes of children aged 0-5 years.</p> <p>Make improvements so that the estimated 8,620 children and young people that require support with their mental health or emotional resilience are identified and supported to access help in a timely manner.</p> <p>Continue to develop a range of provision that can effectively identify and respond to safeguarding risks and needs; from the initial signs of the call for early help to a range of evidence-based interventions for a variety of complex situations.</p> <p>Develop better evidence based approaches to support young people in adolescence to ensure a more successful transition to adulthood.</p> <p>Promote and enable access to universal opportunities and services for children with disabilities and their families and ensure a range of provision to meet identified need.</p> <p>Support the growth of our economy</p> <p>In the next 4 years we will</p> <p>Develop and start implementation of a countywide Economic Masterplan.</p> <p>Support economic growth and connectivity (including broadband, local infrastructure, transport and economic development).</p> <p>Finalise and implement plans that strengthen and diversify the economy of Herefordshire.</p> <p>Make the best use of existing land and identify new opportunities to enable existing businesses to stay and expand, and for new businesses to locate to the area</p> <p>Make Herefordshire more attractive to younger age groups for a more balanced age profile, improving local access to skills training so that everyone can benefit</p>		<p>BDP9 Maintain and promote a programme of guidance on key planning and design issues appropriate to the AONB, aimed at planning authorities, developers and other interested parties, that takes account of the special distinctiveness of the area.</p> <p><b>Secure better services, quality of life and value for money</b></p> <p><b>Environmental quality</b></p> <p>LP6 Ensure that climate change adaptation and mitigation proposals are consistent with the special qualities of the AONB and minimise any adverse effects on the area.</p>
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	<p>from economic prosperity.</p> <p>Continue to work with further and higher education and we will support the development of a new university for Hereford, identifying buildings for teaching and student accommodation.</p> <p>Have good quality housing to meet everyone’s needs.</p> <p>Support the improvement in quality of our natural and built environment, bringing about quality development to enable sustainable growth, addressing the need for better business space, affordable homes and student accommodation across the county.</p> <p>Improve the county’s energy efficiency and reduce the carbon footprint.</p> <p>Ensure that the infrastructure is in place to prevent and improve community resilience to flooding.</p> <p>Continue to work with the LEP and government with a focus on: employment creation and business support; skills; health transformation; transport; broadband; property and finance; and governance.</p> <p>Have vibrant town centres with shops, restaurants and leisure facilities that keep people spending locally.</p> <p>Secure better services, quality of life and value for money</p> <p>In the next 4 years we will</p> <p>Secure the highest possible levels of efficiency savings and value for money to maximise investment in front-line services and minimise council tax increases.</p> <p>Ensure our essential assets, including schools, other buildings, roads and ICT, are in the right condition for the long-term, cost-effective delivery of services.</p> <p>Review management of our assets in order to generate on-going revenue savings, focusing on reducing the cost of ownership of the perational property estate by rationalising the estate and by improving the quality of the buildings that are retained.</p> <p>Apply appropriate regulatory controls.</p> <p>Design services and policies that support positive engagement and interaction with residents, including the use of information technology, to improve customer experience and ability to access a range of services on-line.</p> <p>Further improve commissioning and procurement to deliver greater revenue efficiencies and savings.</p> <p>Recruit, retain and motivate high quality staff, ensuring that they are trained and developed so as to maximise their ability and performance.</p> <p>Be open, transparent and accountable about our performance.</p> <p>Work in partnership to make better use of resources, including sharing premise costs through co-location of services and local solutions for community used</p>		
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	<p>facilities such as libraries.</p> <p>Herefordshire Local Plan – Core Strategy 2011-2031</p> <p><b>Overall vision for the county</b></p> <p><i>Herefordshire will be a place of distinctive environmental, historical and cultural assets and local communities, with sustainable development fostering a high quality of life for those who live, work and visit here. A sustainable future for the county will be based on the interdependence of the themes of social progress, economic prosperity and environmental quality with the aim of increasing the county’s self-reliance and resilience.</i></p> <p>Strategic Objectives</p> <p><b>Social progress</b></p> <p>To meet the housing needs of all sections of the community (especially those in need of affordable housing), by providing a range of quality, energy efficient homes in the right place at the right time</p> <p>To improve the health, well-being and quality of life of all residents by ensuring new developments positively contribute towards better access to, provision and use of, improved public open spaces, sport and recreation, education, cultural and health facilities, local food production and ensuring safer communities</p> <p>To support existing education, life-long learning and the retention of our young people through the provision and/or improvement of higher education, skills development and training facilities</p> <p>To reduce the need to travel and lessen the harmful impacts from traffic growth, promote active travel and improve quality of life by locating significant new development where access to employment, shopping, education, health, recreation, leisure and other services are, or could be made available by walking, cycling or public transport</p> <p>To improve access to services in rural areas and movement and air quality within urban areas by ensuring new developments support the provision of an accessible, integrated, safe and sustainable transport network and improved traffic management schemes</p> <p><b>Economic prosperity</b></p> <p>To provide more local, better paid job opportunities to limit out-commuting and strengthen the economy by attracting higher value-added, knowledge based industries and cutting-edge environmental technologies to new/existing employment land and enabling existing businesses to grow and diversify, facilitated by the universal provision of a high bandwidth broadband service</p> <p>To strengthen Hereford’s role as a focus for the county, through city centre expansion as part of wider city regeneration and through the provision of a</p>		
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	<p>balanced package of transport measures including park and ride, bus priority schemes and a relief road including a second river crossing</p> <p>To strengthen the economic viability of the market towns, rural settlements and their surrounding rural areas by facilitating employment generation and diversification, improving delivery and access to services through housing (including affordable housing) and improved ICT as well as realising the value of the environment as an economic asset</p> <p>To support and to encourage the development and diversification of the county's historic strength in land-based industries, including agriculture and food production, to provide for the maintenance of a thriving, productive, efficient, competitive and sustainable agricultural sector, recognising the high importance of this sector to the county's economy as a whole and to the rural economy in particular.</p> <p>To develop Herefordshire as a destination for quality leisure visits and sustainable tourism by enabling the provision of new, as well as enhancement of existing tourism infrastructure in appropriate locations</p> <p><b>Environmental quality</b></p> <p>To achieve sustainable communities and protect the environment by delivering well-designed places, spaces and buildings, which use land efficiently, reinforce local distinctiveness and are supported by the necessary infrastructure including green infrastructure</p> <p>To address the causes and impacts of climate change by ensuring new development: uses sustainable design and construction methods to conserve</p>		
<p>Herefordshire Local Access Forum</p>	<p>The LAF will be a Statutory Advisory Forum. It will provide advice and guidance to Natural England, the Secretary of State (e.g. DEFRA and the Highways Agency), Forestry Commission, English Heritage, Sport England, AONB's and parish, town and the Herefordshire Councils on how to make the countryside more accessible and enjoyable for open-air recreation in ways that have regard to social, economic and environmental interests. The LAF will encourage and assist access provision, giving advice on issues of particular local relevance.</p>		<p>RP3 Ensure a consistent approach to the development and delivery of access through Rights of Way management and Improvement Plans (no action)</p> <p>RP4 Ensure that the rights of way network and associated infrastructure (signs, gates, etc) do not detract unnecessarily from the special qualities of the landscape.</p> <p>RP5 Promote a simple and clear message to recreational users about access rights and responsibilities</p>
<p>Historic England</p>	<p><b>Corporate Plan 2016-19</b></p> <p>Aims</p> <ol style="list-style-type: none"> <li>1. Champion England's historic environment.</li> <li>2. Identify and protect England's special historic buildings and places.</li> <li>3. Promote change that safeguards historic buildings and places.</li> <li>4. Help those who care for historic buildings and places, including owners, local authorities, communities and volunteers.</li> </ol>		<p>HP1 Conserve and enhance the historic and cultural environment of the AONB in accordance with key documents such as Historic Landscape Characterisations, Conservation Area Appraisals and English Heritage advice and guidance.</p> <p>HP2 Identify and improve the evidence base of locally important heritage assets of the AONB in order to understand better the significance and condition of the historic environment, which will underpin future policy.</p>

	<p>5. Engage with the whole community to foster the widest possible sense of ownership of our national inheritance of buildings and places.</p> <p>6. Support the work of the English Heritage Trust in managing and safeguarding the National Heritage Collection of buildings and monuments and to achieve financial self-sufficiency.</p> <p>7. Work effectively, efficiently and transparently.</p> <p>Outcomes:</p> <p>Public awareness and understanding of heritage</p> <p>More people are active champions for the historic environment</p> <p>Protection of heritage is maintained</p> <p>The heritage protection system is simpler and operates more effectively</p> <p>Government recognises the value of heritage and continues to support Historic England</p> <p>Growing awareness of Historic England</p> <p>Public has trust and confidence in Historic England</p> <p>Greater financial resilience</p> <p>The National Heritage Collection is conserved and moves towards financial self-sufficiency by 2023</p> <p>Our most significant and at risk heritage is identified and saved</p> <p>The NHLE benefits from new areas of understanding, and provides clarity where most needed in the management of change in the historic environment</p> <p>Our most significant and at risk heritage is given due priority</p> <p>The memory of our First World War service men and women is honoured through a lasting legacy of protection</p> <p>Marine heritage protection is well maintained and better understood</p> <p>The NHLE becomes a better repository of understanding, and there is greater public engagement</p> <p>More use is made of heritage data in historic environment records in protecting England's heritage</p> <p>Our services are extended, creating partnership with owners, while improving our financial resilience</p> <p>The NHLE's content is enhanced, and our overall knowledge holdings are increasingly used in protecting England's heritage</p> <p>Heritage data is better understood and more usable</p> <p>The nature and extent of risk to heritage assets and conservation challenges are better understood leading to more effective responses</p>		<p>HP3 Prepare and review appropriate management documents for key heritage assets to improve future conservation and enhancement of the historic environment.</p> <p>HP4 Promote greater public understanding of, and engagement with, the historic environment of the AONB.</p> <p>HP5 Promote greater public understanding of, and engagement with, the historic environment of the AONB.</p> <p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p> <p>VP1 Support effective voluntary activity, in all its shapes and forms, that helps deliver the AONB Management Plan.</p>
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	<p>Heritage assets are removed from the 'at risk' register through advice and grants</p> <p>More decision-makers are convinced of the value of the historic environment</p> <p>Heritage assets are conserved or enhanced through appropriate development</p> <p>Customers receive consistent and constructive advice with excellent customer care</p> <p>People appreciate their local heritage and are stimulated to act to save and re-use heritage at risk</p> <p>Local plans contain positive and realistic policies for the historic environment</p> <p>Heritage action zones show the part Historic England can play in growth</p> <p>The trend of risk to priority Conservation Areas is positive</p> <p>Capacity and capability in the heritage sector is enhanced</p> <p>Regional teams and partners are supported by consistent high quality specialist expertise</p> <p>Specialist knowledge is available to decision makers</p> <p>Grant applicants are supported throughout the grant cycle</p> <p>The heritage sector has the appropriate level of knowledge and skills</p> <p>English Heritage Trust receives a consistent and constructive service with excellent customer care</p> <p>Group performance is continuously improved</p> <p>A safe and efficient working environment is provided in the operational estate</p> <p>Our imagery contributes to the growing awareness of Historic England</p> <p>Our research will reach new, wider and more diverse audiences</p> <p>A heritage record and statutory list that keeps up with new understanding and values</p> <p>Risk to our most important heritage is reduced.</p> <p>Risk for developers is reduced and owners and managers have up to date information</p> <p>Heritage information will be more cost effective and accessible.</p> <p>More postgraduate studentships or research projects are focused on strategic heritage priorities.</p> <p>Heritage action zones show the part Historic England can play in growth</p> <p>Increase the flow of strategic listing proposals</p> <p>A better trained heritage workforce to support those who care for historic buildings and places</p> <p>More heritage apprenticeships and studentships meeting priority skills gaps</p>		
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	<p>Heritage science makes heritage conservation and protection programmes smarter and more effective</p> <p>More higher education resources directed at sector priorities</p> <p>Our services are extended and financial resilience improved</p> <p>Historic England becomes an Independent Research Organisation recognised by the Research Councils</p> <p>A more flexible and efficient approach to delivering projects and services</p> <p>The English Heritage Trust is successful</p> <p>The charity continues to be satisfied with our service and want to develop this further</p>		
<p>Malvern Hills Conservators</p>	<p>The Malvern Hills Conservators shall manage the Hills to:</p> <ul style="list-style-type: none"> <li>• Preserve the natural aspect</li> <li>• Protect and manage trees, shrubs, turf and other vegetation</li> <li>• Prevent unlawful digging and quarrying</li> <li>• Keep the Hills open, unenclosed and unbuilt on as open spaces for the recreation and enjoyment of the public</li> <li>• Conserve and enhance biodiversity, Sites of Special Scientific Interest and Scheduled Ancient Monuments on its land.</li> </ul> <p>Overall Objectives:</p> <ul style="list-style-type: none"> <li>• To meet all legal obligations (unmodified).</li> <li>• To maintain or expand the existing holding (unmodified).</li> <li>• To provide suitable, safe access that enables people to use and enjoy the land in a way that does not negatively affect the features and qualities of the landscape (unmodified).</li> <li>• To work towards restoring the habitats recorded in the SSSI notifications (modified).</li> </ul> <p>To achieve favourable condition for all of today's features and qualities by:</p> <ul style="list-style-type: none"> <li>• Wherever practicable, undertaking or facilitating livestock grazing on all historically grazed land that maintains these grasslands and pastures. If not possible then to undertake next best land management (modified).</li> <li>• Undertaking or facilitating sustainable orchard management and woodland management (modified).</li> <li>• Undertaking or facilitating the sustainable cutting of bracken and scrub (unmodified).</li> <li>• Eradicating all problematic invasive, non-native species (modified).</li> </ul>		<p>LP2 Restore distinctive landscapes and landscape features that have been significantly degraded.</p> <p>Identify and promote opportunities for positive landscape change to landowners, managers, government and all those with an influence over land.</p> <p>LP3 Identify and promote opportunities for positive landscape change to landowners, managers, government and all those with an influence over land.</p> <p>LP7 Identify and support appropriate climate change mitigation works, such as new habitat creation, within and adjacent to the AONB. (limited action)</p> <p>BP1 Conserve, enhance and expand key habitats and populations of key species in line with local biodiversity priorities and the England Biodiversity Strategy 2020</p> <p>FP5 Support appropriate measures to monitor and control pests, diseases and invasive non-native plant and animal species that damage biodiversity resources.</p> <p>IP4 Promote products and services that support the special qualities of the Malvern Hills</p> <p>IP7 Develop a Malverns area education resource in conjunction with local schools and/or other interested parties.</p>

	<ul style="list-style-type: none"> <li>• Maintaining or restoring suitable hydrological conditions (unmodified).</li> <li>• Undertaking suitable specific management for important features and qualities (unmodified).</li> <li>• To allow landscape adaptation to a changing climate, such as sensitive woodland creation, where this does not conflict with legal duties (modified).</li> <li>• To offer or facilitate education and interpretation that enlighten and enthuse a wide variety of stakeholders. This in turn will help protect the landscape (modified).</li> <li>• To undertake and encourage monitoring and research that informs management and enhances our understanding (modified).</li> <li>• To work with nearby landowners/managers to achieve a wider gain for the landscape and all in it (unmodified).</li> </ul> <p>In addition to the routine work, the following work is planned for the forthcoming year:</p> <ul style="list-style-type: none"> <li>• Completion of a new 5-year business plan, to set objectives and ensure financial resources will be available,</li> <li>• A rebranding project will be undertaken in 2016, to produce branding guidelines and create a new website,</li> <li>• Fund-raising opportunities will be explored,</li> <li>• A new mountain biking guide will be produced to encourage responsible cycling,</li> <li>• Better facilities will be provided for the Field Staff,</li> <li>• Essential works will be carried out at the charity's premises at St Ann's Well and</li> <li>• The governance and pensions reviews will be completed.</li> </ul>		
<p>Malvern Hills District Council</p>	<p><b>Five Year Plan</b></p> <p>Our vision is to make life better for everyone who lives, works in and experiences the Malvern Hills District.</p> <p>To achieve this we have three priorities with objectives and actions for each, making the most of our resources.</p> <p><b>1 Building stronger and healthier communities</b></p> <ul style="list-style-type: none"> <li>• Deliver quality and affordable housing</li> <li>• Improve people's health</li> <li>• Support and promote volunteering</li> </ul> <p><b>2 Driving economic prosperity and growth</b></p>		<p><b>1 Building stronger and healthier communities</b></p> <p>LWP4 Support the provision of a variety of housing that is appropriate to the character of the area and meets local community needs.</p> <p>RP6 Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.</p> <p>VP1 Support effective voluntary activity, in all its shapes and forms, that helps deliver the AONB Management Plan.</p> <p>VP2 Explore the potential to develop and support a coordinated volunteer network for the whole of the AONB.</p>

<ul style="list-style-type: none"> <li>• Bring forward land and premises for businesses to grow</li> <li>• Develop the skills of our young people</li> <li>• Promote our area as a centre for innovation</li> <li>• Improve our infrastructure and broadband speed</li> </ul> <p><b>3 Making the most of our superb environment</b></p> <ul style="list-style-type: none"> <li>• Improve our parks and open spaces</li> <li>• Make the visitor experience even better</li> <li>• Work with partners to reduce the impact of flooding</li> </ul> <p><b>South Worcestershire Development Plan 2016 Objectives</b></p> <p><b>A. Economic Success that is Shared By All</b></p> <ol style="list-style-type: none"> <li>1. Development that focuses on improving the area's economic prosperity, delivering new jobs, retaining key employers and maximising high value employment opportunities through the right employment sites.</li> <li>2. To work with partners, in particular the Worcestershire Local Enterprise Partnership, to strengthen the urban and rural economies by enabling local businesses, including farms, to start, grow, adapt and diversify.</li> <li>3. To promote the sub-regional role of Worcester as the major leisure, retail, tourist and university centre and support the sustainable growth of the city.</li> <li>4. To prioritise the re-development, including mixed uses, of brownfield land within the urban areas in order to aid the regeneration of the city / town centres.</li> </ol> <p><b>B. Stronger Communities</b></p> <ol style="list-style-type: none"> <li>1. To deliver sufficient new homes needed by local communities and which will help support economic growth.</li> <li>2. To provide a balanced mix of house tenures and types, including extra care provision, to satisfy the full range of housing needs and help create active / inclusive / sustainable communities.</li> <li>3. To maximise opportunities to deliver affordable housing.</li> <li>4. To allocate most development in locations where there is good access to local services and where transport choice is maximised.</li> <li>5. Providing a basis for Neighbourhood Plans.</li> </ol> <p><b>C. A Better Environment for Today and Tomorrow</b></p> <ol style="list-style-type: none"> <li>1. To ensure that the scale and type of new development does not compromise landscape character or south Worcestershire's built heritage.</li> <li>2. To ensure development is designed to the highest possible environmental</li> </ol>	<p><b>2 Driving economic prosperity and growth</b></p> <p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p> <p>IP2 Form partnerships with the technology and science sectors to develop innovative ways of accessing and using information. (limited action)</p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband. (limited action)</p> <p><b>3 Making the most of our superb environment</b></p> <p>LP1 Manage the landscape of the AONB in accordance with key documents such as the AONB Landscape Strategy, Landscape Character Assessments and Historic Landscape Characterisations</p> <p>TP3 Provide a quality public realm with good access and accessibility to facilities and features that attract tourists.</p> <p><b>South Worcestershire Development Plan 2016 Objectives</b></p> <p><b>A. Economic Success that is Shared By All</b></p> <p><b>B. Stronger Communities</b></p> <p>LWP4 Support the provision of a variety of housing that is appropriate to the character of the area and meets local community needs.</p> <p><b>C. A Better Environment for Today and Tomorrow</b></p> <p>BDP1 Development in the AONB and its setting should be in accordance with approved local design and capacity studies, including the AONB Guidance on Building Design.</p> <p>LWP2 Support community initiatives that promote the management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling and community transport. (limited action)</p> <p>LP1 Manage the landscape of the AONB in accordance with key documents such as the AONB Landscape Strategy, Landscape Character Assessments and Historic Landscape</p>
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	<p>standards in order to minimise carbon emissions resource consumption, pollution, flood risk and increase the proportion of renewable energy.</p> <ol style="list-style-type: none"> <li>3. To maintain open landscape and prevent the merging of settlements in both Green Belt and non-Green Belt locations.</li> <li>4. To protect the Green Infrastructure Network and take every opportunity to increase its coverage and quality.</li> <li>5. To enhance biodiversity, geodiversity, landscape quality, water quality and protect the highest quality agricultural land.</li> </ol> <p><b>D. Improving Health and Well-being</b></p> <ol style="list-style-type: none"> <li>1. To ensure that new development supports the delivery of healthcare provision and accessibility.</li> <li>2. To ensure that new development sets out high quality formal / informal recreational opportunities and contributes to enhanced sporting facilities in order to encourage healthy lifestyles.</li> <li>3. To promote opportunities and access to a range of skills / vocational training and levels of education for all generations.</li> </ol> <p><b>E. Communities that are Safe and feel Safe</b></p> <ol style="list-style-type: none"> <li>1. All new development to employ ‘Secured by Design’ and ‘Design out Crime’ principles.</li> <li>2. All new development to contribute to the provision of accessible community infrastructure that increases ‘footfall’ / pedestrian movements in public places.</li> </ol>		<p>Characterisations</p> <p>LP2 Restore distinctive landscapes and landscape features that have been significantly degraded.</p> <p>GP2 Secure best practice in geodiversity management within and adjacent to designated sites.</p> <p>BP1 Conserve, enhance and expand key habitats and populations of key species in line with local biodiversity priorities and the England Biodiversity Strategy 2020.</p> <p><b>D. Improving Health and Well-being</b></p> <p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p>
National Farmers Union			FO1 Ensure that sustainable farming and forestry remain the primary means by which the distinctive landscapes of the AONB are managed.
Natural England	<p>From 2014 to 2019, our priorities are:</p> <ul style="list-style-type: none"> <li>• terrestrial biodiversity</li> <li>• marine biodiversity</li> <li>• landscape and geodiversity</li> <li>• access and engagement</li> <li>• environmental land management</li> <li>• National Nature Reserves</li> <li>• support to the planning system</li> <li>• wildlife management</li> </ul>		<p>Biodiversity</p> <p>BP1 Conserve, enhance and expand key habitats and populations of key species in line with local biodiversity priorities and the England Biodiversity Strategy 2020.</p> <p>BP2 Restore the condition of degraded habitats in line with local and national biodiversity priorities.</p> <p>Landscape and geodiversity</p> <p>LO1 Conserve and enhance the distinctive landscape elements and features of the AONB, particularly those that are most sensitive or have little capacity for change.</p> <p>LP5 Undertake surveys and research to better understand and monitor the condition, and rate of change, of landscape</p>

	<ul style="list-style-type: none"> <li>• evidence</li> <li>• corporate services</li> </ul> <p>Corporate Plan 2014-19</p> <p>Terrestrial Biodiversity Over the next five years we will:</p> <ul style="list-style-type: none"> <li>• Increase the proportion of our best wildlife sites that are in favourable condition.</li> <li>• Refresh our processes for the management and monitoring of protected sites, making them sustainable and their value understood by and relevant to the people who own, manage and benefit from them.</li> <li>• Invest in new partnerships to increase the resilience of current protected sites and the natural capital that they provide.</li> <li>• Complete the integration of species conservation into site and habitat management.</li> </ul> <p>Marine Biodiversity Over the next five years we will:</p> <ul style="list-style-type: none"> <li>• Through the provision of evidence-based advice, support government in the designation and management of a network of Marine Protected Areas.</li> <li>• Set clear and practical long-term aims to help sea users and regulators appropriately integrate their activities with agreed marine conservation objectives.</li> <li>• Improve the evidence base through data collection and analysis to guide and inform effective and practical marine conservation.</li> <li>• Build new partnerships across government, with industry and conservation organisations to improve collaboration and joined up delivery to business, sea users and coastal communities.</li> </ul> <p>Landscape and Geodiversity Over the next five years we will:</p> <ul style="list-style-type: none"> <li>• Establish the National Character Area (NCA) profiles as the primary local evidence base for landscape and wider environmental work, owned and understood by local communities and stakeholders.</li> <li>• Agree a sustainable approach to monitoring landscape change at a national level to better inform decision-making about further change.</li> <li>• Prioritise our designation programme for protected landscape boundary changes, so that we invest in the most valuable and appropriate areas.</li> <li>• Increase the number of nationally important geological and geomorphological sites notified as Sites of Special Scientific Interest (SSSI) and declared as National Nature Reserves (NNRs).</li> </ul> <p>Access and Engagement Over the next five years we will:</p>	<p>character.</p> <p>GO1 Protect important geological and geomorphological sites.</p> <p>Access</p> <p>RP4 Ensure that the rights of way network and associated infrastructure (signs, gates, etc) do not detract unnecessarily from the special qualities of the landscape. (limited action)</p> <p>Environmental land management</p> <p>FP1 Encourage the take-up of grant options and management practices that benefit the distinctive natural and historic environment of the AONB.</p> <p>FP7 Identify and promote good agricultural practices that encourage:</p> <ul style="list-style-type: none"> <li>• sustainable utilisation of soil, minimising erosion</li> <li>• effective water catchment management</li> <li>• avoidance of direct pollution and measures to reduce diffuse pollution</li> <li>• farm waste minimisation and recycling</li> </ul> <p>Planning System</p> <p>BDP1 Development in the AONB and its setting should be in accordance with approved local design and capacity studies, including the AONB Guidance on Building Design.</p> <p>Evidence What we will do</p> <p>LP8 Increase understanding and awareness of possible landscape effects of, and responses to, climate change. (no action)</p>
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	<ul style="list-style-type: none"> <li>• Deliver a new management model for National Trails and work with others to make the most of this national asset for trail users and local economies.</li> <li>• Continue our work to deliver the England Coast Path and demonstrate the social and economic benefits it brings.</li> <li>• Build the evidence base on how people use the natural environment and the benefits they gain from this, principally through the Monitor of Engagement with the Natural Environment (MENE) surveys.</li> <li>• Increase public accessibility to our own and the wider public estate</li> </ul> <p>Environmental Land Management What we will do:</p> <ul style="list-style-type: none"> <li>• Support Defra in the design, implementation and launch of the new rural development programme and new environmental land management scheme. Deliver the new scheme from 2015.</li> <li>• Work with our existing 50,000 agri-environment customers to deliver the environmental benefits of their current agreements until they end.</li> <li>• Deliver the priority Environmental Stewardship agreements under transition regulations.</li> <li>• Support our customers through transition from the current programme to the next, including the move to universal start dates, whilst continuing to provide excellent customer service.</li> <li>• Continue to work with Defra on monitoring and evaluating agri-environment schemes.</li> <li>• Pilot joint land management investments, including coordinating and rationalising farm visits, with the Environment Agency as part of the Triennial Review Action Plan.</li> <li>• We will work with the Defra One Business (EU Payments) programme, the RPA and the Forestry Commission to implement the decision to move to a new approach for CAP transactional and technical delivery.</li> <li>• Support wider delivery of Water Framework Directive objectives, specifically through ensuring effective delivery of the new environmental land management scheme, for example through a Catchment Sensitive Farming scheme providing agricultural businesses with expert advice capacity to direct capital grants towards measures that reduce diffuse pollution.</li> </ul> <p>National Nature Reserves What we will do:</p> <ul style="list-style-type: none"> <li>• Ensure management of designated features and the wider NNR is exemplary at sites managed by Natural England - as a minimum we are on track towards 70 per cent of NNRs being managed at favourable condition by 2020 and all sites are pro-active in supporting species commitments in Biodiversity 2020.</li> </ul>		
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	<ul style="list-style-type: none"> <li>• Promote research opportunities at 50 per cent Natural England’s NNRs. NNRs are contributing to corporate evidence priorities, e.g. Long Term Monitoring Network and surveillance of ‘restricted distribution’ species.</li> <li>• Ensure all Natural England’s NNRs meet public engagement standards providing opportunities for the public to get involved.</li> <li>• Ensure all Natural England’s NNRs wherever feasible, are dedicated for open access including for higher rights with suitable measures in place to protect key features and habitats.</li> <li>• Broaden the funding base for Natural England’s NNRs, innovate and establish partnerships that realise the potential of the asset and more efficient delivery of services.</li> </ul> <p>Support to the Planning System What we will do:</p> <ul style="list-style-type: none"> <li>• Facilitate sustainable growth as part of the Defra network offer to the 39 Local Enterprise Partnerships both through collaboration with relevant partners including Local Nature Partnerships and Catchment Partnerships.</li> <li>• Respond to 95 per cent of planning consultations within the 21 day statutory deadline.</li> <li>• Deliver improvements in how we exercise our statutory consultee and competent licensing authority roles, including establishing joint working protocols with the Environment Agency. This will provide increased transparency and better services for developers on land and at sea and support sustainable economic development.</li> <li>• Provide statutory advice, in line with Defra’s smarter guidance principles, on new Local Plans under the National Planning Policy Framework and the Marine Policy Statement in coastal areas, and advice on marine plans under the Marine and Coastal Access Act to help ensure that these enable appropriate future development that supports environmental resilience.</li> <li>• Contribute to delivering Defra’s biodiversity offsetting initiative.</li> </ul> <p>Wildlife Management What we will do:</p> <ul style="list-style-type: none"> <li>• Continue to support Defra’s Bovine Tuberculosis (bTB) eradication policy.</li> <li>• Continue to license over 10,000 customer applications for wildlife management and improve the efficiency of licensing including making more general and class licences available.</li> <li>• Provide licensing advice on major infrastructure projects and other planning developments.</li> <li>• Provide technical advice to government and other bodies on wildlife management and legislation including for example bats in churches, great crested newts, bees and input to the Law Commission review of Wildlife</li> </ul>		
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	<p>Legislation.</p> <ul style="list-style-type: none"> <li>Continue to roll out our programme of regulatory improvement in order to reduce the costs and burden to our customer.</li> </ul> <p>Evidence What we will do:</p> <ul style="list-style-type: none"> <li>Deliver a high quality and accessible evidence base that underpins the management and protection of England’s protected sites and the wider environments and takes account of climate and other environmental changes.</li> <li>Improve our ways of working with evidence to ensure the advice that we give to our customers is up to date, auditable, clearly articulated and consistent.</li> <li>We will work with partners across and beyond the Defra network to ensure that our evidence programme reflects current and future needs especially in relation to innovation. We will work with a range of bodies including universities and research institutes to help influence research priorities which benefit our evidence capacity. This will include working within new planning and coordinating arrangements to deliver an aligned programme of evidence activity across the Defra network.</li> <li>We will ensure that our evidence is produced and used following clear standards and in line with government best practice guidance.</li> </ul>		
<p>Visit Herefordshire</p>	<p><b>A Tourism Strategy for Herefordshire 2010 - 2015</b></p> <p>The Strategy has <b>eight</b> key elements:</p> <p>(i) <b>Working and full integration with</b> leading Herefordshire brands to collectively market the County enhancing the quality and;</p> <p>(ii) <b>Enriching the rural tourism experience;</b></p> <p>(iii) <b>Integrating the rural tourism offer with the redevelopment of Hereford City</b> including the Cathedral, Bishops Palace, New Cattle Market and City Centre redesign;</p> <p>(iv) Fostering <b>new forms of rural tourism enterprise</b> across the County with supportive planning policies, business support and market information;</p> <p>(v) Improving the <b>management of the destination</b> as a whole with an emphasis upon local areas;</p> <p>(vi) Develop <b>local skills, talent and creativity</b> for the benefit of tourism;</p> <p>(vii) Commit to a programme of <b>market research</b> to fully understand market trends and the business of tourism in Herefordshire;</p> <p>(viii) Creating a sustainable business model and organisation for tourism.</p>		<p>(i) <b>Working and full integration with</b> leading Herefordshire brands to collectively market the County enhancing the quality and;</p> <p>TP2 Promote the AONB and adjoining areas as a sustainable destination in its own right.</p> <p>IP1 Develop a co-ordinated approach to information, interpretation and marketing activity to promote the special qualities of the Malvern Hills area and appropriate behaviour within it.</p> <p>(ii) <b>Enriching the rural tourism experience;</b></p> <p>TP3 Provide a quality public realm with good access and accessibility to facilities and features that attract tourists.</p> <p>(iii) <b>Integrating the rural tourism offer with the redevelopment of Hereford City</b> including the Cathedral, Bishops Palace, New Cattle Market and City Centre redesign;</p> <p>-</p> <p>(iv) Fostering <b>new forms of rural tourism enterprise</b> across</p>

			<p>the County with supportive planning policies, business support and market information;</p> <p>-</p> <p>(v) Improving the <b>management of the destination</b> as a whole with an emphasis upon local areas;</p> <p>-</p> <p>(vi) Develop <b>local skills, talent and creativity</b> for the benefit of tourism;</p> <p>FP8 Maintain and develop the skills required to manage the landscape and its special qualities.</p> <p>TP6 Work in partnership to develop the Malverns as an area for showcasing new tourism technologies.</p> <p>(vii) Commit to a programme of <b>market research</b> to fully understand market trends and the business of tourism in Herefordshire;</p> <p>(viii) Creating a sustainable business model and organisation for tourism.</p> <p>TP1 Stimulate and support sustainable tourism practices in the AONB</p>
Worcestershire Association of Local Councils			<p>LWP1 Support the production of community-led plans, strategies and statements (such as Neighbourhood Development Plans) that satisfy the requirements of Section 85 of the CRoW Act 2000, and encourage and maintain the vitality and</p>
Worcestershire County Council	<p>Shaping Worcestershire’s Future 2017-2022</p> <p><b>Open for Business</b></p> <p>An increase in the number of jobs in our key economic sectors</p> <p>Increased Gross Value Added (GVA) of Worcestershire’s economy</p> <p>Reduced journey times to key economic centres</p> <p>Increased productivity of Worcestershire’s economy</p> <p>An increase in the average salary for Worcestershire-based jobs</p> <p>Improving coverage and take-up rates of superfast broadband</p> <p><b>Children and Families</b></p> <p>Improve educational attainment</p>		<p><b>Open for Business</b></p> <p>LWP3 Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the integration of local service delivery and through the delivery of universal high-speed broadband. (limited action).</p> <p><b>Children and Families</b></p> <p>-</p> <p><b>The Environment</b></p> <p>FP7 Identify and promote good agricultural practices that encourage:</p>

	<p>School place planning – increase first choice success rate and ensure adequate capacity to meet growth</p> <p>Reduce the amount of time that children spend in our care</p> <p>Improving the outcomes for vulnerable and disadvantaged learners including care leavers</p> <p>The number of schools rated by Ofsted as good or outstanding</p> <p><b>The Environment</b></p> <p>Minimising the amount of waste produced</p> <p>Improving the condition of our roads and pavements</p> <p>Reducing journey times and improving access to real-time journey information</p> <p>Maintaining access to quality recreational green-space across the county</p> <p>An increase in additional number of homes / businesses protected from flooding</p> <p><b>Health and Well-Being</b></p> <p>Increase in healthy life expectancy</p> <p>Increase in the number of active residents (30 mins exercise per day)</p> <p>Increase in the number of people aged 65 or more living independently for longer</p> <p>Minimising the number of people who need to go into permanent residential / nursing placements</p>		<ul style="list-style-type: none"> <li>• sustainable utilisation of soil, minimising erosion</li> <li>• effective water catchment management</li> <li>• avoidance of direct pollution and measures to reduce diffuse pollution</li> <li>• farm waste minimisation and recycling</li> </ul> <p>RP4 Ensure that the rights of way network and associated infrastructure (signs, gates, etc) do not detract unnecessarily from the special qualities of the landscape.</p> <p><b>Health and Well-Being</b></p> <p>RP6 Establish a strategy and programme of action to realise the health benefits of the Malvern Hills AONB with the National Health Foundation Trusts and local surgeries.</p>
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