

SURREY HILLS AONB MANAGEMENT PLAN (2020 -2025)

DRAFT MONITORING REPORT

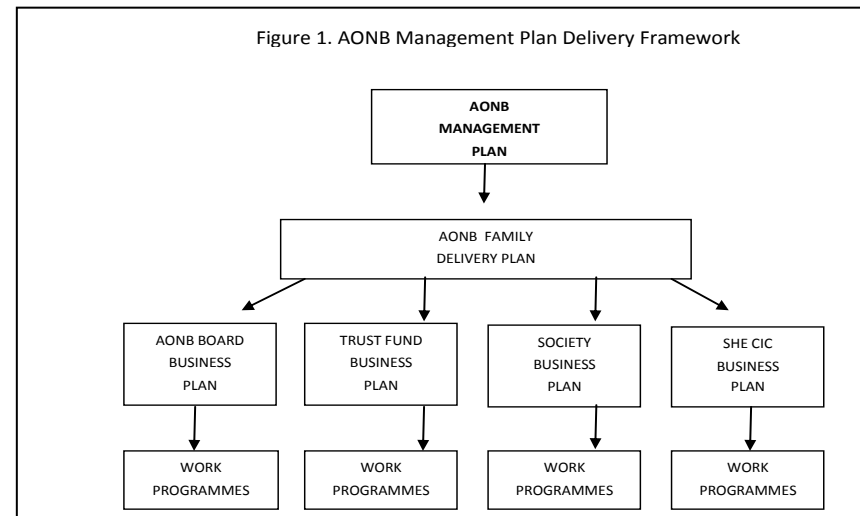
Although the fundamental purpose of the Management Plan will be to encourage co-ordinated action by all organisations, agencies and individuals, the Surrey Hills AONB Board has established a Surrey Hills group of organisations (the Surrey Hills Family) to help support the delivery of the AONB Management Plan's Vision:

The Surrey Hills AONB is recognised as a national asset in which its natural and cultural resources are managed in an attractive landscape mosaic of farmland, woodland, heaths, downs and commons. It provides opportunities for business enterprise and for all to enjoy and appreciate its natural beauty for their health and well-being.

The Surrey Hills Family Delivery Plan details how the targets will be delivered under the following Surrey Hills AONB Management Plan headings:

Planning
Landscape Conservation and Enhancement
Access, Enjoyment and Understanding
Growing the Surrey Hills Economy
Advocacy. Partnership and Coordination

This will be monitored through the AONB Board and reviewed by Chairs' Group.



SURREY HILLS AONB MANAGEMENT PLAN - FAMILY DELIVERY PLAN 2020 – 2025

PILLAR 1 : PLANNING

Mgt Plan Policies	AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
F3, F4,B4, HC3, RT1, RT4, P 1 – 6 TT2 – TT5, CE3	Influence planning policy and decisions by advising on the preparation of Local Plans and developments affecting the AONB	Commenting on development plans	2	Annual	AONB Board	LPA's	Varies from year to year. Should also include Neighbourhood Plans. A main role	
		Giving planning advice on planning applications affecting the AONB	About 280	Annual	AONB Board	LPA's	Main role	
	Raise awareness among the public and relevant bodies of the pressures on the Surrey Hills and the need for tight controls on development through a variety of channels including the Surrey Hills Newsletter	Responding to public's email queries and planning presentations, including to Planning Department Officers.	No specific numbers	Annual	AONB Board	Sy. Hills Society LPA's	Good PR influences public perception of Board's work	
		Newsletter articles, statements and features on Planning. General PR	4 articles	Annual	AONB Board			
	Support Natural England in the process of the AONB Boundary Review	Agreed process with Natural England	Decision by NE to understate review.	June 2020	AONB Board	LPA's	Long overdue.	

PILLAR 2 : LANDSCAPE CONSERVATION AND ENHANCEMENT

Mgt Plan Policies	AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
2	Support the DEFRA family to test and trail new approaches to Environmental Land Management to ensure more, bigger and less fragmented areas for wildlife, with no net loss of priority habitat and an increase in the overall extent of priority habitats	Fulfill contract for Farming For The Nation		2021	AONB Board	NAAONBs		
		Series of workshops with land managers and advisers		2020	AONB Board	Lantern UK Steering Group		
		Profile at Surrey University Symposium		Nov. 20	AONB Board	Surrey University		
		Final report		2021	AONB Board	Lantern UK		
	Support the development and extension of Farm Clusters across the Surrey Hills, including Greenscapes, Greensands and the North Downs Facilitation Groups	Number of farmers attending workshops		Annual	AONB Board	Lantern UK GeoFarm		
		Number of land managers involved in clusters		Annual	AONB Board	Lantern UK GeoFarm		
		Area under Facilitation schemes		Annual	AONB Board	Lantern UK GeoFarm		
	Work with the Surrey Nature Partnership to	Crte a Surrey Hills Natural Capital Report		2021	Natural England	Surrey LNP		

	enhanced wildlife habitats with 90% of priority habitats in favourable or recovering condition and at least 50% of SSSIs in favourable condition, while maintaining at least 95% in favourable or recovering condition.					AONB Board		
	Reduce the impact of overhead lines in the Surrey Hills by implementing schemes with SSE and UK Power Networks	Develop scheme proposals	2 per annum	Annual				
	Develop best practice and support schemes that promote and reinforce the rural character of the Surrey Hills country lanes and villages	Promotion of Environmental Design Guide		Annual	AONB Board	Local Authorities	<ul style="list-style-type: none"> Available to download from www.surreyhillsboard.org. News story on web 	
		Development of major transport scheme for Surrey Hills		Annual	SCC	Local Authorities		
	Develop Making Space For Nature Community Landscape and access program	Fundraising		Annual	Trust Fund	AONB Board Society SALC		
		Project delivery		Annual				

PILLAR 3 : ACCESS ENJOYMENT AND UNDERSTANDING

Mgt Plan Policies	AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
3	Raise awareness of the Surrey Hills	Number of website visits	57,772	Quarterly Dec19/Jan/ Feb 20	AONB Board		An increase of 24,000 on same quarter last year.	
		Social media reach	Facebook: 4918 Twitter: 5283 Instagram: 2041	Quarterly	AONB Board		Increase since last Quarter: Facebook: 317 Twitter: 175 Instagram: 187	
			Facebook: 494 Twitter: 52 Instagram: 1676	Quarterly	Enterprises			
			Facebook: 30 Twitter: 169 Instagram: 137	Quarterly	Society			

		Instagram 1680	Quarterly	SH Arts			
	Number of Board e-newsletter subscriptions	1313	Quarterly	AONB Board			
	Number of Enterprises e-newsletter subscriptions		Quarterly	Enterprises			
	Number of Society e-newsletter subscriptions		?	Society			
	Number of Surrey Hills Arts e-newsletter subscriptions	149					
	Number of press, web and magazine articles	6	Quarterly	AONB Board	Surrey Hills Arts CPRE Enterprises		
	Develop and extend the Cycle and Equestrian Surrey Hills programmes.	Number or length of promoted cycle trails	6	Annual	AONB Board	Cycling UK SCC	
		Number or length of promoted equestrian trails	13	Annual	AONB Board	BHS SCC	
	Inspire and engage new audiences through the Surrey Hills Arts programme, including delivering Surrey Unearthed, events, new work and creative health walks.	Number of projects: Inspiring Views Shingles Forest Listening Performance at Waverley Abbey Heathland Artworks Craft Futures Harvest	7	Annual	AONB Board SCC	Sy Hills Arts P'ship	
		Number of people engaged Inspiring Views (102 participants and 800 visitors = 902) Shingles (30)		Annual	AONB Board SCC	Sy Hills Arts P'ship	

		Forest Listening (1,200) Performance at Waverley Abbey (204) Heathland Artworks (100 per week for 16wks = 1600) Craft Futures (R&D) Harvest (400) Total for 2020 = approx. 4336						
	Develop an Inspiring Views programme to open up and maintain up to two important views per annum to and from the Surrey Hills AONB.	Number of Inspiring Views promoted and maintained: Shingles – Fund raising for the Trust fund and providing people to engrave new shingles for ‘Perspectives’. The Optohedron – to be installed in April with accompanying conservation and creative engagement.	2	Annual	Trust Fund	AONB Board Sy Hills Arts P’ship Society		
	Increase the membership, profile, events programmes and volunteering opportunities	Number of members		Annual	Society	Enterprises		
Number of volunteer hours			Annual	Society	Enterprises			
Number of events (walks & talks)			Annual	Society	Enterprises			
	Deliver events program for the public	Wood Fair visitor numbers		September	Enterprises	Cranleigh Ag. Soc.		
Artisan Festival visitor numbers			May	Enterprises	Denbies Vineyard			
Sustainability Fair visitor numbers			December	Enterprises	GBC SCC			
Surrey Hills Challenge event entrants			September	Rutland Group				

		Horseman's Sunday event	100	Annual	AONB Board			
Engage new audiences in the Surrey Hills in health and wellbeing		Under The Stars NHLF bid		July	AONB Board			
		Into The Hills project		Annual	Society			
		Develop natural health centre at Newlands Corner		2021	SCC Albury Estate	AONB Board DMO		
Promote Dark Skies		Dark Skies Matter campaign		2020	AONB Board	Society CPRE		
		Star Count Surrey event	25	February	CPRE			
		Festival		2021	t.b.c.			
Promote sustainable transport with rail and bus operators		Support Community Rail Partnership meetings (North Downs & Surrey Hills lines)		Annual	AONB Board	Society		
		Marketing campaigns with rail and bus operators		Annual	AONB Board	Enterprises SEEPL Visit Surrey		

PILLAR 4 : GROWING THE SURREY HILLS ECONOMY

Mgt Plan Policies	AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
4.	Support the development of Surrey Hills Enterprises CIC to increase its membership	Number of members		Annual	Enterpr ises			
		Number of member events		Annual	Enterpr ises			
	Help secure the continuation of a Surrey Rural LEADER programme to benefit the economy of the Surrey Hills area.	A new scheme covering the Surrey Hills		2021	Local Action Group	Local Enetrprise P'ships SCC LAs		
	Develop a Destination Management Organisation to maximise the benefits of rural tourism in partnership with Visit Surrey, regional and national tourism bodies.	Number of businesses featuring on new DMO website		2020	AONB Board Enterpr ises	LAs Visit Surrey Toursim SE Visit England		
	Develop relationship and investment opportunities through Local Enterprise Partnerships including	Level of financial investment in Surrey Hills	2 bids submitted	Annual	AONB Board Enterpr ises	LEPs SCC LAs		

	Coast to Capital and Enterprise M3.							
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PILLAR 5: ADVOCACY , PARTNERSHIP AND COORDINATION

Mgt Plan Policies	AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
5	Ensure sound governance, reporting and monitoring of the AONB Management Plan through quarterly meetings of the Surrey Hills AONB Board.	Quarterly reporting to AONB Board		Quarterly	AONB Board	Surrey Hills Family		
		Annual report to DEFRA and partners		Annual	AONB Board			
		Secure annual financial contributions		Annual	AONB Board			
		Revised Constitution		2025	AONB Board	DEFRA SCC LAs		
	Develop the Surrey Hills Trust Fund with the Community Foundation for Surrey (CFS)	Target of £100k through flow project funding per annum		2025	Trust Fund/ CFS	Surrey Hills Family		
		Target of £500k endowment		2025	Trust Fund/ CFS	Surrey Hills Family		
	Oversee the work of the Surrey Hills family.	Partnership Tour		July	AONB Board	Surrey Hills Family		
		Community Forum		November	AONB Board	SALC Society		
		Symposium		November	AONB Board	Uni of Surrey Surrey Hills Family	Provisional date of 25 November.	

	Deliver a new Management Plan for adoption	Review the AONB Management Plan		2023				
	Develop policy and strategy with central and local government	NAAONB Conference and AGM		Annual	AONB Board	NAAONBs		
		Support SEEPL		Annual	AONB Board	Regional Protected Landscapes		
		The Prize to Transform The Future		2020	AONB Board	National Park City Movement/ OS SEEPL		
	Monitor landscape change to help identify the types of change taking place and how these are affecting the landscape character and natural beauty of the Surrey Hills AONB.	Establish a methodology and a baseline		2021	AONB Board	Surrey University		