



Item 10 appendix 1

**SURREY HILLS AONB MANAGEMENT PLAN (2020 -2025)
DRAFT MONITORING REPORT**

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

PILLAR 1 : PLANNING

AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
Influence planning policy and decisions by advising on the preparation of Local Plans and developments affecting the AONB	Commenting on development plans, including Neighbourhood Plans	2	Annual	AONB Board	LPAs	Varies from year to year.	
	Giving planning advice on planning applications affecting the AONB	About 280	Annual	AONB Board	LPAs	On target	
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 LPAs	Good PR influences public perception of Board's work	
	Newsletter articles, statements and features on Planning. General PR	4 articles	Annual	AONB Board		On target	
Support Natural England in the process of the AONB Boundary Review	Agreed process with Natural England	Decision by NE to understate review.	June 2021	AONB Board	LPAs	Awaiting Government announcement on commencement of Study	

PILLAR 2 : LANDSCAPE CONSERVATION AND ENHANCEMENT

AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
Support the DEFRA family to test and trial 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	Completed	
	Series of workshops with land managers and advisers		2020	AONB Board	Lantern UK Steering Group	Completed	
	Profile at Surrey University Symposium		Nov. 20	AONB Board	Surrey University	Completed	
	Final report published on website and submitted to Defra. A new 'Nature' section on the website will highlight the Surrey Hills species & habitats research from this project.		March 2021	AONB Board	AONB, Lantern UK	On target	
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	Funding for Facilitation Schemes extended until 2022	
	Number of land managers involved in clusters		Annual	AONB Board	Lantern UK GeoFarm	Increased membership	
	Area under Facilitation schemes		Annual	AONB Board	Lantern UK GeoFarm	Need to extend particularly in east of County	
Work with the Surrey Nature Partnership to enhanced wildlife habitats	Create a Surrey Hills Nature Recovery Strategy		2021	Natural England	Surrey LNP AONB Board	On target. Will need to be integrated into county strategy	
Reduce the impact of overhead lines in the Surrey Hills by	Develop scheme proposals	2 per annum	Annual			No capacity to progress new schemes	

implementing schemes with SSE and UK Power Networks							
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	Available to download from www.surreyhillsboard.org . News story on web Need dedicated support and budget to take forward	
	Development of major transport scheme for Surrey Hills		Annual	SCC	Local Authorities	SCC secured £100k to implement area speed limit order in the AONB Transport for the SE consulting on area studies which affect AONB	
Develop Making Space For Nature Community Landscape and access program	Fundraising		Annual	Trust Fund	AONB Board Society SALC	More resources required for fundraising and philanthropy	
	Project delivery		Annual			Secured funding for Society to take on conservation volunteer coordinator role to develop project pipeline.	

PILLAR 3 : ACCESS ENJOYMENT AND UNDERSTANDING

AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
Raise awareness of the Surrey Hills	Development and updating of surreyhills.org website and increasing number of visits	Jan-April 2021 143k (425k 2020) (190k 2019)	Annual	AONB Board		Awaiting funding to proceed. Working with local authorities to identify budget and resources for autumn launch. The new website will include a better visitor offering and community hub element.	AMBER
	Increase social media reach across a range of platforms (seek at least a 10% increase)	F: 7281 T: 6045 In:3478	Quarterly	AONB Board		Increase since last Quarter: Facebook: 2363 Twitter: 638 Instagram: 192	GREEN
		F: 882 T 82 I 1676	Quarterly	Enterprises		Significant increase in last quarter	GREEN
		F 130 T 523 I 1395	Quarterly	Society		Significant increase in last quarter	GREEN
		Instagram 2637	Quarterly	SH Arts		Significant increase in last quarter	GREEN
Google Banner – update photos, videos, posts and review Reviews. Aim to maintain rank and position amongst Designated Landscapes	14k Reviews Actual 4.7/5 score	Ongoing	AONB Board		On target 6th highest rank in England of 44 National Parks and AONBs	GREEN	

	Establish unified Surrey Hills database and e-bulletin schedule amalgamating all family databases.	4,300	Launch June 2021	AONB + Enterprises	Surrey Hills Family	On track. A new Friend of the Surrey Hills e-newsletter showcasing the work of the family will be issued in mid-June.	
	Develop My Surrey Hills video campaign. Commission 8 – 10 videos. Aim to increase views	Over 18,000 views of 3 x videos	Ongoing	AONB Board	Surrey Hills Family	C.19 delayed, but further 3 videos commissioned	
	Number of press, web and magazine articles (2 per month)	Target 24 Actual (32)	ongoing	Surrey Hills Family		Press releases on news section of website. SHS will publish AONB press releases on News section of SHS website	
A consistent and coherent identity for the Surrey Hills	Refresh the Surrey Hills Branding Guidelines and Comms Strategy and ensure gatekeeping to protect and enhance brand identity through Collaboration Group	Yes	On-going	AONB Board	Family	Discussed at Chairs Group (Feb) branding guidelines updated.	
Develop and extend the Cycle and Equestrian Surrey Hills programmes., supported through the Countryside Access Working Groups	Increase the number of promoted cycle trails. Leith Hill to Box Hill. NDW cycle link (no of waymarked Cycle Surrey Hills routes)	2 6	Feb 21	AONB Board	Cycling UK SCC, NDW, Cycling UK, reps of Landowners and user groups	Leith Hill Greenway (Denbies to Leith Hill) implemented. New approach to waymarking. Cycle Surrey Hills being reviewed as potential Greenways.	
	Management of wild mountain bike trails	tbc	tbc	AONB/SHS	Cycling UK. SCC, FC, NT landowners	New Mountain Bike strategy being developed in response to greater pressure. Area access	

						policy, volunteer coordination (Community Greening) and fundraising strategy	
	Number of waymarked equestrian trails and annual Horseman's Sunday event	4	Annual	AONB Board	BHS SCC	Waymarking needed on existing trails	
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 (not Inspiring Views): Heathland Artworks Habitat – Ecological Art Storytelling podcasts Dance 21 Dream Weaving Climate Change & the Arts symposium	7	Ongoing	AONB Board SCC	Sy Hills Arts P'ship	Heathland Artworks – launches in June Habitat funding application will be submitted end of May Storytelling – Jon Mason in researching the 3 sites Dance 21 – successful funding bid – Rosemary Lee will do site specific community project. Dream Weaving commences in September. Symposium – an afternoon of presentation and debates is being planned for November.	
	Number of people engaged Inspiring Views (30 workshop participants, 30 on guided walks and 800 visitors = 860) Heathland Artworks (150 per week for 16 weeks = 2400)	3994	Annual	AONB Board SCC	Sy Hills Arts P'ship	Upcoming engagement: Inspiring Views – workshops planned with Patchworking Garden and Mole Valley school.	

	Habitat – Ecological Art (120) Storytelling podcasts (3 x 150 + 2 live events = 550) Dance 21 (tbc) Dream Weaving (10) Climate Change & the Arts symposium (54) Total for 2021 = approx. 3994					Storytelling – live events at Hindhead and Frensham in Summer. Dream Weaving – Working with women from Tilford mosque.	
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: Radius – To be launched in June. Portal – Postponed to 2022.	2	Annual	Sy Hills Arts, Trust Fund	AONB Board Sy Hills Arts P’ship Society	Radius by James Tunnard on Denbies Hillside to be launched 30 June.	
Increase the membership, profile, events programmes and volunteering opportunities	Number of members		Annual	Society	Enterprises	tbc	
	Number of volunteer hours		Annual	Society	Enterprises	tbc	
	Number of events (walks & talks)		Annual	Society	Enterprises	No. tbc but events fully booked	
Deliver events program for the public	Wood Fair visitor numbers		September	Enterprises	Cranleigh Ag. Soc.	Planning taking place for September event, subject to Covid guidance	
	Artisan Festival visitor numbers		May	Enterprises	Denbies Vineyard	All planned for 3 and 4 th July weekend	
	Sustainable Business Conference		July	Enterprises		Event planned for 16 th July at Pennyhill Park	

						with Michael Gove as Key Note Climate Change speaker	
	Surrey Hills Challenge event entrants		September	Rutland Group		Planning taking place for September event, subject to Covid guidance	
Engage new audiences in the Surrey Hills for health and wellbeing	Under The Stars NHLF bid Into The Wild project		July Annual	AONB Board Trust Fund /AONB Board	Society	No specific progress but promoting research with the Forest Bathing Institute AONB Director Co-Chairing Evaluation of Surrey Heartland Green Social Prescribing project	
	Develop discovery centre at Newlands Corner		2021	SCC Albury Estate	AONB Board, DMO	Surrey CC led and branded project	
Promote Dark Skies	Star Count Surrey event	50	February	AONB Board CPRE	Society CPRE	Covid restricted any live event	
	Dark Skies Matter 'Lights Out' campaign 21 May 2021. Potential for a Dark Skies Festival going forward.		May 2021	t.b.c.		Website now live with Surrey Hills as founder member. Engaging the public and other protected landscapes in 'Light's Out' campaign to turn off external lights, helping to raise awareness of light pollution.	

Promote sustainable transport with rail and bus operators	Support Community Rail Partnership meetings (North Downs & Surrey Hills to South Downs lines)		Annual	AONB Board	Rail and bus operators, CRPs	On going projects with CRPs, line guide, branding bus shelters in Haslemere & Rail to Ramble promotions.	
	Marketing campaigns with rail and bus operators		Annual	AONB Board	Rail and bus operators, CRPs Enterprises SEEPL Visit Surrey	Underway on North Downs Line in partnership with the Surrey Hills Society. 4 x walk routes from stations being developed and promoted via leaflets & poster campaign.	

PILLAR 4 : GROWING THE SURREY HILLS ECONOMY

AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
Support the development of Surrey Hills Enterprises CIC to increase its membership	Number of members		Annual	Enterpr ises		Membership increasing	GREEN
	Number of member events		Annual	Enterpr ises		online	
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 Ene rprise P'ships SCC LAs	AONB objetcives partly being delivered through new Farming in the Landscape programme	AMBER
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	Trying to secure funding from Welcome Back Funds	AMBER
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	Needs development. EM3 speaking at Sustainability Conference	AMBER

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

AIMS	OUTPUTS	TARGET KPI	TIME-SCALE	LEAD	PARTNERS	COMMENTS	RED AMBER GREEN
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	On target	GREEN
	Annual report to DEFRA and partners		Annual	AONB Board		On target	GREEN
	Secure annual financial contributions		Annual	AONB Board		On target	GREEN
	Revised Constitution		2025	AONB Board	DEFRA SCC LAs	SCC leading working group	GREEN
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	Need dedicated support	AMBER
	Target of £500k endowment		2025	Trust Fund/ CFS	Surrey Hills Family	Need dedicated support	AMBER
Oversee the work of the Surrey Hills family.	Partnership Tour – number attending	25	July	AONB Board	Surrey Hills Family	2020 event cancelled. 2021 planned for 2 July.	GREEN
	Community Forum	94 attendees	November	AONB Board	SALC Society	Planning 2021 event on Greening Communities	GREEN
	Surrey Hills Symposium. Date agreed for 24 th Nov	Circa 450 plus virtual audience	November	AONB Board	Uni of Surrey Surrey Hills Family	Providing information on new Surrey Hills Wiki site. Planning for Nov 24 2021 event linked to Climate	GREEN

						Emergency and Greening Communities	
Deliver a new Management Plan for adoption	Review the AONB Management Plan		2023			On target but meeting with SCC to consider refresh	
Develop policy and strategy with central and local government	NAAONB Conference and AGM		Annual	AONB Board	NAAONBs	July conference on Climate Change	
	Support SEEPL		Annual	AONB Board	Regional Protected Landscapes	Monthly meetings	
	The Prize to Transform The Future		2020	AONB Board	National Park City Movement/ OS SEEPL	Developing 'vision map' with OS. Surrey Hills hosting workshop	
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	Developing as part of ELMS and Farming programmes but needs more support.	