

SURREY HILLS AONB MANAGEMENT PLAN (2020 -2025)

Draft Monitoring Framework April 2020 – March 2021

The AONB Management Plan is a statutory document and all public bodies have a duty of regard to considering the policies in carrying out their functions that have an impact on the AONB. The Surrey Hills Family has been established to work with organisations, agencies and individuals to 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 will pursue the vision through our brand values: **“Passionate, Energetic, Enterprising, Creative and Collaborative”**

- **Passionate** about the diverse and beautiful Surrey Hills landscape.
- **Energetic** in promoting health and well-being for all.
- **Enterprising** to promote the Surrey Hills as a national asset for the benefit of local businesses in order to enhance our Surrey Hills communities.
- **Creative** by engaging and inspiring people with this outstanding landscape through art, culture and heritage.
- **Collaborative** in our efforts to conserve nature and ensure the environmental sustainability of the Surrey Hills in the future.

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

- 1 Advocacy, Partnership and Coordination, 2 Landscape Conservation and Enhancement, 3 Access, Enjoyment and Understanding, 4. Growing the Surrey Hills Economy, and 5. Planning

The programme will be monitored quarterly by the AONB Board and will form the basis of the performance monitoring and Annual Reporting to Defra as one of the national family of Designated Landscapes. □

IMPORTANT. In 2020/21, the delivery of the programme is going to be massively impacted by the COVID-19 pandemic, particularly the ability to run events, workshops, walks, talks and events. The Family will need to find new and smarter ways of working collaboratively as a Family and with our partners.

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PILLAR 1: ADVOCACY , PARTNERSHIP AND COORDINATION

WHY	HOW	WHAT	ANNUAL TARGET (Actual)	WHEN	WHO	WITH	PROGRESS	RAG
ALL	Raised awareness of the Surrey Hills AONB amongst the public	Development and updating of surreyhill.org website and increasing number of visits	75K (57K 19/20)	Ongoing	AONB Board	SHS SHE SHTF Visit Surrey	Brief currently out to tender for a separate public facing visitor experience site (visitsurreyhill.com) but need to identify budget. surreyhill.org content to be streamlined.	
		Increase social media reach across a range of platforms (seek at least a 10% increase)	Facebook: 6000 (5987) Twitter: 7000 (5627) Instagram: 3000 (2560)	Ongoing	AONB Board	SHS SHE SHT	On target	
		Google Banner – update photos, videos, posts and review Reviews. Aim to maintain rank and position amongst Designated Landscapes	16k Reviews (13k) 4.7/5 score (4.7 / 5)	Ongoing	AONB Board		On target	

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		Number of Board e-newsletter subscriptions	1500 (1463)	Ongoing	AONB Board		Need to review database as part of Comms Strategy	
		Develop My Surrey Hills video campaign. Commission 8 – 10 videos. Aim to increase views	Stat for views	Ongoing	AONB Board	Surrey Hills Family	C.19 delayed, but first videos commissioned in August	
		You Tube channel User content – photos and videos.	tbc	Ongoing	AONB Board		Need to review content and targets	
		Number of press, web and magazine articles (2 per month)	60	ongoing	Surrey Hills Family		Press releases on news section of website.	
ALL	A consistent and coherent identity for the Surrey Hills	Refresh the Surrey Hills Comms Strategy and ensure gatekeeping to protect and enhance brand identity through Comms Group	Yes	On-going	AONB Board	Family	Discussed at Chairs Group (May). Actions to be undertaken by Comms Group.	
ALL	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	90% attendance	Quarterly	AONB Board	Surrey Hills Family	Meetings arranged for 2020 and 2021 dates	
		Annual report to DEFRA , including Glover and Biodiversity Fund	Yes	Submit in Jan. Claim in May	AONB Board	Surrey Hills Family	Signed off by Chair. And reported to Defra	
		Secure annual financial contributions	100% contributions	AGM Sept	AONB Board	LAs	No anticipated issues	
		Manage budget within SCC Standing Orders	Balanced budget	ongoing	AONB board	SCC	No anticipated issues	
		Revised Constitution. Date to be reviewed at AGM and subject to Defra's response to Glover		2025- keep under review	AONB Board	DEFRA SCC LAs	Regular information requested by, and supplied to, Defra team. AGM	

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							keeps under review Constitution (including public questions)	
ALL	Develop the Surrey Hills Trust Fund with the Community Foundation for Surrey (CFS)	Target of £100k through flow project funding per annum. 2020 proposal to focus on nature based therapy, and announce Making Space for Nature campaign for 2021	100k	Ongoing	Trust Fund/ CFS	Surrey Hills Family	Developing Trust Fund strategy through extension of Into the Wild programmes. Ride London 100 and Surrey Hills Challenge event cancelled in 2020	
		Mgt Plan Target of £500k endowment for 20-25. Opportunities around Net Gain through the planning process.	£100k	Ongoing	AONB, Trust Fund/ CFS	LPAs	Small increments to Inspiring Views fund. Ideas developing for Net Gain. Potential bid for NE research with UniS & LNP	
ALL	Oversee the work of the Surrey Hills family Working Groups by providing administrative, project and communications support	Surrey Hills Symposium. Date agreed for 25 th Nov	500 virtual audience (350 last year)	November	AONB Board	Uni of Surrey Surrey Hills Family	Outline programme agreed and all speakers confirmed,	
		Surrey Hills Arts meetings	4	Quarterly	SHA		Regular Zoom meetings with extended Board	
		Surrey Hills DMO Forum	80 attendees	Annual	AONB Board, SHE, Visit Surrey	CRPs, LAs, Transport providers, accom, attractions etc	SHE has established a task group for the DMO and working with AONB Unit on website brief. Need to identify funding	
		Community Forum	80 attendees	November	AONB Board	SALC Society	To be planned but potentially subject to restrictions	
		Partnership Tour – number	25	July	AONB	Surrey Hills	2 nd July event postponed	

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		attending			Board	Family	until 2021, subject to restrictions	
		North Downs Way National Trail. Support bids for funding for National Trail including the training of NDW Ambassadors	1 bid 2 training days	Annual	NDW	SHAONB SHS SHE	Funding secured from EI Experience project for 2 Inspiring Views projects	
ALL	Deliver a new Management Plan for adoption	Review the AONB Management Plan	n/a	2023	AONB Board	Family, Las, NE	No plans in 20/21	
ALL	Develop policy and strategy with central and local government	NAAONB Conference and AGM. Initiate and contribute to policy advice, reporting, collaborative research and projects	n/a	Ongoing	AONB Board	NAAONBs	Conference postponed because of C.19. Lots of virtual activity	
		Art in Landscape strategy working with NAAONB	Report profiling Surrey Hills Arts	Sep 2020 Launch	Art in Landscape Steering Group	NAAONB, Activate Arts, Dorset, Norfolk, East Devon & other AONBs	Strategy produced with advice from SH Arts and virtual training programme in Nov.	
		Support SEEPL and contribute to policy advice, reporting, collaborative research and projects	n/a	Ongoing	AONB Board	Regional Protected Landscapes	Working on strategic nature recovery and plans for National Landscape Service	
		The Prize to Transform The Future – raising the profile of the Surrey Hills as part of a greener, healthier, wilder and low carbon London City Region	100 entries	Dec announcement of winners	AONB Board	National Park City Movement/ Ordnance Survey, SEEPL	Launched by Ordnance Survey. Recruitment of judges and stimulating interest but campaign likely to be extended	

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ALL	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 commissioning work as part of Defra ELMS test and trials.	State of AONB report	2021	AONB Board	Surrey University	PhD student undertaking study of 5 land holdings. Still need to consider how to promote, appraise and future monitor	
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PILLAR 2 : LANDSCAPE CONSERVATION AND ENHANCEMENT

WHY	HOW	WHAT	TARGET (Actual)	WHEN	WHO	WITH	PROGRESS	RAG
F2, F5, W1, W5, B1 – B4, HC2, RT1, RT4, CE6	Support the DEFRA family to test and trail new approaches to Environmental Land Management to ensure more, bigger and less fragmented areas for wildlife,	Fulfil contract for Farming For The Nation		Feb 2021	AONB Board	NAAONBs OS	Good progress on identifying Key Species	
		Series of workshops with land managers and advisers May, July, Sept and Nov	4	Ongoing	AONB Board	Lantern UK Steering Group	Workshops delayed through c.19 but being rescheduled in September to November	
		Reception and profile at Surrey University Symposium	80 attendees at reception	Nov. 20	AONB Board	Surrey University	This could take place regardless of restrictions for larger Symposium	
		Final report published on website and submitted to Defra		Feb 2021	AONB Board	AONB, Lantern UK	On target for March 21	

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		Identify key projects happening within the county that the Surrey Hills AONB can support or lead on. Eg. Hedgerow Heroes (NHLF) project	1 project per year identified as key project	Ongoing	SHOANB Board SHS SHT	Relevant partner organisations	Hedgerow Heroes successful bid but on hold, Director Chairs WT Woodland Trust Commemorative Woodland Advisory Group Developing Nature recovery Officer role as part of NAAONB Green Growth Programme.	
F2, F5, W1, W5, B1 – B4, HC2, RT1, RT4, CE6	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	tbc	Ongoing	AONB Board	Lantern UK GeoFarm	Limited coordination – some on-line training sessions	
		Number of land managers involved in clusters	tbc	Ongoing	AONB Board	Lantern UK GeoFarm	No growth but regular contact	
		Area under Facilitation schemes	tbc	Ongoing	AONB Board	Lantern UK GeoFarm	Remains the same	
P2, P6, RT3	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	AONB Board	Regional Landscapes , UK Power Networks, NE	No staff capacity to progress schemes	
HC2, HC3, TT1 – TT5, CE1, CE3	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 and local schemes (to be identified)	6 schemes	Ongoing	AONB Board, SCC	Local Authorities including Parish Councils	No resources to progress schemes despite interest from communities. Coldharbour scheme still not undertaken	
		Development of major transport scheme for Surrey Hills	tbc	Annual	SCC	Local Authorities	Proposal to take forward Greenways Programme, potentially with Cycling UK	

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							and Surrey Choices as part of Green Growth Fund or SCC Community Projects	
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PILLAR 3 : ACCESS ENJOYMENT AND UNDERSTANDING

WHY	HOW	WHAT	TARGET (Actual)	WHEN	WHO	WITH	PROGRESS	RAG
RT1, RT2, TT1, CE1	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	Feb 21	AONB Board	Cycling UK SCC, NDW, Cycling UK, reps of Landowners and user groups	Linking to Greenways strategy. Box Hill to Leith Hill being developed for new route through Denbies as pilot, and new experimental TRO for Wolvens & Coldharbour Lane BOATS.	
		Number of waymarked equestrian trails and annual Horseman’s Sunday event	4	Annual	AONB Board	BHS SCC	Waymarking needed on existing trails	
RT1, RT2, TT1,	Reduce the impact of illegal use of byways	Byway Working Group to develop KPIs (eg number of TRO, number of police reports)	4 meetings	Annual	AONB Board	Surrey Police, reps of	Proposals for an Experimental TRO on Wolvens Lane needs to be	

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CE1						Landowners and user groups	confirmed	
F5, W2, W4, B3, HC1, HC4, RT1, RT3, RT4CE1, CE6	Inspire and engage new audiences through the Surrey Hills Arts programme,	7 Projects: Inspiring Views 102 participants and 800 visitors Shingles(30) Forest Listening(1,200) Performance at Waverley Abbey(204) Heathland Artworks100 per week for 16wks = 1600) Craft Futures(R&D) Harvest(400)	Total for 2020 = approx. 4336	Annual	Surrey Hills Arts	Artists, students, Landowners and community groups	Programme affected by Covid with public events like Harvest & Waverley performance being postponed. The Shingles project is complete. Forest Listening is taking place throughout September in the Watts Gallery woodland and Heathland Artworks throughout October at Farnham Heath. However no launch events and artist talks will be online.	
		Instagram Arts e-newsletter subscriptions	2077 153	Quarterly	SH Arts		On target	

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W3, B3, HC1, HC4, RT1, RT3, CE1, CE6	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 enabling people to engrave new shingles for ‘Perspectives’. The Optohedron – to be installed in Summer with accompanying conservation and creative engagement.	1- 2	Annual	Trust Fund / Sy Hills Arts	Surrey Arts, AONB Board, Society, Visit Surrey, landowners, North Downs Way	All permission secured for Albury Downs Inspiring Views Development of 2 new Inspiring Views along North Downs Way with external funding secured.	
F5, W3, W4, B3, HC1, HC4, RT2, CE1, CE2, CE5, CE6	Increase Society membership, profile, events programmes and volunteering opportunities	Increase memberships including Gift Packs sold during year.	Current number – TBC	Ongoing	Society	Enterprises, AONB Board	Affected by Covid	
		Increase (or maintain) volunteer hours	FTE equivalent (4.5FT)	Ongoing	Society	Enterprises AONB Board Surrey Hills Arts	Affected by Covid	
		Deliver SHS events (walks & talks & visits)	(50)	Ongoing	Society	Family and many partners	Indoor events are affected but, since August we have started putting on outdoor events. We had 2 in August, are planning 5 for September and 2 so far in October. Almost all of these are fully booked. We are also leading on 11 Walks for Guildford Wlakfest during September	

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		Increased use of social media: Facebook Twitter Instagram	(65) (265) (868)	Ongoing	Society		Limited social media opportunities but number of followers increasing	
F5, W3, W4, B3, HC1, HC4, RT2, CE1, CE2, CE5, CE6	Deliver events program for the public	Artisan Festival - visitor numbers	4000	May 20	Enterprises	Denbies, SHA & SAOS	Festival cancelled and new date set for 15 th & 16 th May 2021	
		Wood Fair - visitor numbers	6000	Sept 20	Enterprises	Cranleigh AS	Fair cancelled and new date set for 11th & 12th Sept 2021	
		Sustainability Fair Visitor number		Dec 20	Enterprises	GBC, SCC	Cancelled	
		Surrey Hills Artisan Trail – launch event plus promotion & publicity		Sept 20	Enterprises	Denbies, Cranleigh Chamber of Commerce	Due to be launch in Sept with 2 Artisan Markets in October & Dec	
		Surrey Hills Challenge event entrants	2000	September	Rutland Group	Denbies, Surrey Hills Family Active Surrey	Cancelled.	
		Horseman's Sunday event		May 20	AONB Board	BHS, Society	Cancelled	
		Under The Stars NHLF bid – immersive nature therapy and connectedness		July 20	AONB Board	Forest Bathing Inst, Surrey Uni, Society, SOLD, NT, landowners	On hold – all Lottery Programmes suspended	
		Support the Counties various	15 walks	Ongoing	SHS	Various	All cancelled/ postponed	

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		walking festivals including Farnham, Guildford, Haslemere & Mole Valley					apart from Guildford Walking Festival in Sept 20	
		Support other Surrey initiatives like Surrey County Show, Heritage Open Days and Surrey Day to raise profile of Surrey Hills AONB	3 events	Ongoing	SHS		All likely to be cancelled/postponed	
HC4, RT2, RT4, CE1, CE2, CE5, CE6	Engage new audiences in the Surrey Hills in health and wellbeing	Into The Wild – nature based therapy projects	Tbc	June	Trust Fund	Society, NHS, TFBI	Contractor with Society developed website copy and database of providers	
		Develop natural health centre at Newlands Corner EME bid	Tbc	March 2021	SCC Albury Estate AONB Board	GBC SHE Visit Surrey Friends of Newlands Corner	Bid for submission in August to EM3 Growth Fund now withdrawn and SCC investing and delivering visitor hub	
B4, HC1, RT1, RT2, Rt3, Rt4, P1, P2, P3, P6, TT4, TT5, CE6	Promote Dark Skies	Star Count Surrey event	50	February	AONB Board CPRE	Society CPRE	In planning	
		Dark Skies Matter campaign Festival		2021	t.b.c.		To be planned. Dark Skies appear to have improved under lockdown	
HC1, HC4, RT1, Rt2,	Promote sustainable transport with rail and bus operators	Support Community Rail Partnership meetings (North Downs & Surrey Hills lines)		Annual	AONB Board	Rail and bus operators, CRPs	Withdrawn bid to EM3 with Surrey Hills to South Downs, but focus on marketing plan with South	

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RT4, CE1, CE4							Western Trains, subject to funding	
		Marketing campaigns with rail and bus operators		Annual	AONB Board	Rail and bus operators, CRPs Enterprises SEEPL Visit Surrey	Opportunity to raise campaign post Covid but constrained by current restrictions and need capacity to coordinate. Linking to DMO	

PILLAR 4 : GROWING THE SURREY HILLS ECONOMY

WHY	HOW	WHAT	TARGET (Actual)	WHEN	WHO	WITH	PROGRESS	RAG
F1, F5, W1, W2, HC1, CE1, CE2, CE5, CE6	Support business development in the Surrey Hills focusing on sustainable development Increase markets / customers for Surrey Hills products & services <ul style="list-style-type: none"> The Trade Mark Surrey Hills mark Nos of new estab. stocking local produce 	Number of Surrey Hills Enterprise Members	180 (135)	Ongoing	Enterprises	AONB Board-	Membership continues to grow despite the challenging conditions - Staff continued to support Members with webinars and peer to peer on-line sessions during the lock-down. Retention has been successful	
		Number of Trade Marked Members – mark of local provenance, quality & sustainability & pledged support for Surrey Hills	160	Ongoing	Enterprises	AONB Board-	Growing numbers of Trademarked Members	
		Business skills Workshops &		Ongoing	Enterprises	Ent	Weekly Peer to Peer and	

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	Promotion to public	Peer to Peer seminars <ul style="list-style-type: none"> Nos of workshops / seminars (18) Nos attending (150) 				Members	webinar workshops by Zoom under lockdown. Good WhatsApp activity	
		Business networking events <ul style="list-style-type: none"> Nos of events (3) Nos attending (100) 	Ongoing	Enterprises	Ent. Members	2 New Members events and a Corporate Partners celebration event being planned in September		
		Sustainable Business showcase Event – inspiring bus. to become envi. sustainability	100 businesses		Enterprises	Univ Surrey	In planning for Nov/ Dec but numbers will be restricted	
		Members Annual Celebration & Awards Event	120 Attendees (110)	Feb 21	Enterprises		In planning	
F2, F3, W1, W2, HC3, Rt1, Rt4, P4, P5, TT1, CE1, CE2, CE3 CE4	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 Enterprise P'ships SCC LAs	Defra currently has no plans to introduce any new rural development programmes, but proposals to seek Green Growth Fund investment	
F1, F3, F5, W2, W3, B1, HC1, HC4, RT1 – 4,	Develop a Destination Management Organisation to maximise the benefits of rural tourism in partnership with Visit Surrey, regional	Establishment of DMO Working Group and Deliver Destination Management Plan		2020	SHE, AONB Board	LAs LEPs, Visit Surrey	Chairman appointed & an initial steering Group estab. Website brief seeking tenders sent MoU with VisitSurrey in preparation	

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TT1, TT3, CE1- 4, CE6,	and national tourism bodies.							
F1, W1, W2, HC3, RT1, RT4, P1 -5, TT1, TT4, %, CE1, CE2	Develop relationship and investment opportunities through Local Enterprise Partnerships including Coast to Capital and Enterprise M3.	Level of financial investment in Surrey Hills. 1 bid to EM£ rail tio trail. 1 bid for Newlands Corner visitor centre.	2 bids submitted	Annual	AONB Board Enterprises	LEPs SCC LAs	Needs to be kept under review. 3 bids being lead or supported by AONB team have been withdrawn	

PILLAR 5. PLANNING

WHY	HOW	WHAT	TARGET (Actual)	WHEN	WHO	WITH	PROGRESS	RAG
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	<p>Commenting on development plans including Local Plans and Neighbourhood Plans, SPD</p> <p>Guildford – Local Plan adopted in 2019. Climate change etc SPD consultation closed end of March.</p> <p>Mole Valley – draft Local Plan Consultation closed end of March</p> <p>R&B –Development Management Plan adopted 2019</p> <p>Tandridge – awaiting Inspector’s report</p>	Dictated by the number of plans Councils progress.	Annual	AONB Board	LPAs	<p>All being held up with extending consultations.</p> <p>Response to Planning White paper being prepared by AONB Planning Advoser and contributing to NAAONB response</p>	

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		Waverley – Part 1 Local Plan adopted, Part 2 Submission Version shortly to be published. Surrey Waste Local Plan-modifications published.						
		Giving planning advice on planning applications affecting the AONB	About 280	Annual	AONB Board	LPAs	Responses still being made to planning	
F3, F4, B4, HC3, P1-6, TT2, TT5,	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	Responses still being made	
		Newsletter articles, statements and features on Planning. General PR	3 articles	Annual	AONB Board	Surrey Hills Society	Planning updates featured in Surrey Hills quarterly e-newsletter & Society newsletters	
P1, P6	Support Natural England in the process of the AONB Boundary Review	Agreed process with Natural England	Decision by NE to undertake review.	June 2020	AONB Board	LPAs	NE has not confirmed that it will progress the Review	

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GLOSSARY

WHY - the Management Plan Policies that these address

HOW - the outcomes we want to achieve

WHAT - the activities we are going to undertake

TARGET - measuring our performance (actuals in bracket)

WHEN - the timescale

WHO – the Lead and accountable body

WITH - Partner

PROGRESS - How we are doing

RAG rating – Red (no progress), Amber (limited progress), Green (on track), Blank (not applicable)

AONB Board - AONB Board and Unit (Local authorities, NE, SALC, CPRE, SWT, NT, NFU, CLA)

SHE - Surrey Hills Enterprises (Directors, Corporate Sponsors, Business Membership)

SHS - Surrey Hills Society (Trustees, Membership)

SHTF - Surrey Hills Trust Fund, in partnership with the Community Foundation for Surrey (Panel and Ambassadors)

SHA - Surrey Hills Arts Partnership (Watts Gallery, Surrey Arts, Visit Surrey, Surrey Uni, UCA, Arts Society, Penny Harris, NT)

NDW - North Downs Way National Trail Partnership (Kent Downs AONB, SCC, Kent CC, Visit Surrey, Visit Kent)