

Item 9 Appendix

SURREY HILLS AONB MANAGEMENT PLAN (2020 -2025)

MONITORING REPORT

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

**PILLAR 1 : PLANNING**

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| **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 | 300 | 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 understake review. | June 2021 | AONB Board | LPAs | Consultants appointed in September 2021 and public evidence gathering completed in December and January 2022 |  |

**PILLAR 2 : LANDSCAPE CONSERVATION AND ENHANCEMENT**

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| **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 |  |
| Final report published on website and submitted to Defra. A new ‘Nature’ section on the website will highlight the Surrey Hills species and habitats research from this project |  | Sept 2021 | AONB Board | AONB, Lantern UK | Completed |  |
| 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 training session |  | Annual | AONB Board | Lantern UK  GeoFarm | Funding for Facilitation Schemes extended until 2022, and to support through FiPL until March 2024 |  |
| 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 | Need to be integrated into county strategy. Developing strategic partnership, regionally Big Chalk and around Thursely NNR |  |
| 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 |  |  | No capacity to progress new schemes |  |
| 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](http://www.surreyhillsboard.org).  News story on web  Need dedicated support and budget to take forward. A demand to reinstate Working Group |  |
| 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  Comments submitted on LTP4 |  |
| Develop Making Space For Nature Community Landscape and access program | Fundraising |  | Annual | Trust Fund | AONB Board  Society  SALC | Secured funding for Society to take on conservation volunteer coordinator role to develop project pipeline.  More resources required for fundraising and philanthropy |  |

**PILLAR 3 : ACCESS ENJOYMENT AND UNDERSTANDING**

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| **AIMS** | **OUTPUTS** | **ACTUALS**  **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-Aug 2021 tbc  (425k 2020 | Annual | AONB Board |  | Budget and resources secured for new website for Spring 2022 launch |  |
| Increase social media reach across a range of platforms (seek at least a 10% increase) | F: 8109  T. 6343  I :4069 | Quarterly | AONB Board |  | Increase since last Quarter:  Facebook: 290  Twitter: 138  Instagram: 166 |  |
|  | F:1306  I 3318 | Quarterly | Enterprises |  | Significant increase in last quarter  F: 424  I: 149 |  |
|  | F 483  T 679  I 1,570 | Quarterly | Society |  | Significant increase in last quarter  F: 113  T: 69  I: 54 |  |
|  | Instagram  3152 | Quarterly | SH Arts |  | Significant increase in last quarter  I: 135 |  |
| Google Banner – update photos, videos, posts and review Reviews. Aim to maintain rank and position amongst Designated Landscapes | Actual  14,398  Reviews  4.7/5 score | Ongoing | AONB Board |  | On target  6th highest rank in England of 44 National Parks and AONBs |  |
| Establish unified Surrey Hills database and e-bulletin schedule amalgamating all family databases. | 7.200 | Launch June 2021 | AONB + Enterprises | Surrey Hills Family | On target – every 6 weeks |  |
| Develop My Surrey Hills video campaign. Commission 6 videos pa. Aim to increase views and incorporate into website | Over 18,000 views of 3 x videos | Ongoing | AONB Board | Surrey Hills Family | Further 3 videos were commissioned in 2021 |  |
| 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 | Ongoing | AONB Board | Family | Discussed at Chairs Group (Feb) branding guidelines updated taking on National Landscape re-naming to incorporate in new website |  |
| 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 | Ongoing | AONB Board | Cycling UK  SCC, NDW, Cycling UK, reps of Landowners and user groups | Leith Hill Greenway (Denbies to Leith Hill) implemented.  Plans to extend to Great Bookham |  |
| 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. Development of Conservation Volunteers |  |
|  | Number of waymarked equestrian trails and annual Horseman’s Sunday event | 7 | Annual | AONB Board | BHS  SCC | Waymarking needed on existing trails. Hrseman’s Sunday being planned for 25th April |  |
| 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 –June Oct  Habitat funding applicationsuccessful  Dance 21 – successful funding bid – Rosemary Lee will do site specific community project  Dream Weaving commenced in September |  |
| 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)  Habitat – Ecological Art (120)  Storytelling podcasts (3 x 150 + 2 live events = 550)  Dance 21 (tbc)  Dream Weaving (10)  Climate Change and the Arts symposium (54)  Total for 2021 = approx. 3994 | 3994 | Annual | AONB Board  SCC | Sy Hills Arts P’ship | Inspiring Views – workshops delivered with Patchworking Garden (20 participants) and Mole Valley school.  Storytelling Walks (22 participants)  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 | 2 | Annual | Sy Hills Arts, Trust Fund | AONB Board  North Downs Way  Sy Hills Arts Partnership  Society | |  | | --- | | Radius by James Tunnard on Denbies Hillside launched 30 June  Portal – Postponed to 2022 | |  |
| Increase the membership, profile, events programmes and volunteering opportunities | Number of members |  | Annual | Society | Enterprises | 150 |  |
| Number of volunteer hours |  | Annual | Society | Enterprises | Project and Volunteer Coordinator delivering lots of volunteer and community action |  |
| Number of events (walks and talks) |  | Annual | Society | Enterprises | Events fully booked |  |
| Deliver events program for the public | Wood Fair visitor numbers | 6k | September | Enterprises | Cranleigh Ag. Soc. | Due to be held on 10 and 11 Sept 2022 |  |
| Artisan Festival visitor numbers | 2.5k | May | Enterprises | Denbies Vineyard | Successful Xmas Festival at West Horsley Place. Denbies Festival planned for 21 and 22 May 2022 |  |
| Sustainable Business Conference | 100 | October | Enterprises | Pennyhill Park | Successful event on 22 October at Pennyhill Park |  |
| Surrey Hills Challenge event entrants | 1k | September | Rutland Group | Denbies | Reduced numbers in Septembe due to Covid. Next event planned for 25 Sept |  |
| Engage new audiences in the Surrey Hills for health and wellbing | Under The Stars NHLF bid  Into The Wild project |  | July  Annual | AONB Board  Trust Fund /AONB Board | NE  SOLD  Big Leaf  Society | NE sponsoring project for displaced and vlnerable young adults  FIPL promoting projects and 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. Due to open Easter 2022 |  |
| Promote Dark Skies | Star Count Surrey event | 50 | February | AONB Board CPRE | Society  CPRE | Covid restricted any live event in 2021. Event planned for 2022 |  |
| 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 | Surrey Hills Society. 4 x walk routes from stations being developed and promoted via leaflets and poster campaign.  New branded bus stop at Haslemere |  |

**PILLAR 4 : GROWING THE SURREY HILLS ECONOMY**

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| **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 | tbc | Annual | Enterprises |  | Circa 170 Members |  |
| Number of member events |  | Annual | Enterprises |  | On-going monthly Member webinars and business workshops |  |
| 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 | AONB objetcives partly being delivered through new Farming in the Landscape programme |  |
| 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  Enterprises | LAs  Visit Surrey  Toursim SE  Visit England | First phase of the work has been delivered including launching the Surrey Hills Champions scheme and the Guide to Surrey Hills due to be printed.  Next stage of development underway including working with corporates and an on-line Surrey Hills shop and voucher |  |
| Develop relationship and investment opportunities through Local Enterprise Partnerships including Coast to Capital and Enterprise M3 | Level of financial investment in Surrey Hills | Two bids submitted | Annual | AONB Board  Enterprises | LEPs  SCC  LAs | EM3 awarded a grant to support the Surrey Hills Champions programme |  |

**PILLAR 5: ADVOCACY , PARTNERSHIP AND COORDINATION**

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| **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 |  |
| Annual report to DEFRA and partners |  | Annual | AONB Board |  | On target |  |
| Secure annual financial contributions |  | Annual | AONB Board |  | On target |  |
| Revised Constitution |  | 2025 | AONB Board | DEFRA  SCC  LAs | Members workshop planned for 2 March to appraise Defra recommendations |  |
| 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 |  |
| Target of £500k endowment |  | 2025 | Trust Fund/  CFS | Surrey Hills Family | Need dedicated support |  |
| Oversee the work of the Surrey Hills family. | Partnership Tour – number attending | 30 | July | AONB Board | Surrey Hills Family | Need to plan 2022 date |  |
| Community Forum | 110 attendees | November | AONB Board | SALC  Society | Need to plan 2022 event |  |
| Surrey Hills Symposium. | Circa 500 inc online audience | November | AONB Board | Uni of Surrey  Surrey Hills Family | Nov 24 2021 event linked to Climate and Biodiversity Emergency. Over 400 engaged. Next Symposium planned for Nov 2022 |  |
| Deliver a new Management Plan for adoption | Review the AONB Management Plan |  | 2025 |  |  | On target to start review in 2023 |  |
| Develop policy and strategy with central and local government | NAAONB Conference and AGM |  | Annual | AONB Board | NAAONBs | Conference planned for September |  |
| Support SEEPL |  | Annual | AONB Board | Regional Protected Landscapes | Monthly meetings |  |
| Monitor landscape change of the Surrey Hills AONB | Establish a methodology and a baseline |  | 2021 | AONB Board | Surrey University | Developing as part of ELMS and Farming programmes  Need to establish fixed point photography |  |