



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

SURREY HILLS AONB MANAGEMENT PLAN - 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	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 the public's email queries and planning presentations, including to Planning Department officers	No specific numbers	Annual	AONB Board	Surrey 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 undertake review	June 2021	AONB Board	LPAs	Consultants appointed in September 2021 Engagement process to commence in December	

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	GREEN
	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	GREEN
	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 the 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	Profile at Surrey Hills Wood Fair, linked to promotion of Farming in Protected Landscapes. Need to be integrated into county strategy	GREEN
Reduce the impact of overhead lines in the	Develop scheme proposals	2 per annum	Annual			No capacity to progress new schemes	RED

Surrey Hills by 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 Comments submitted on LTP4		
Develop Making Space For Nature Community Landscape and access programme	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

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: 7820 T: 6205 I: 3903	Quarterly	AONB Board		Increase since last quarter: Facebook: 440 Twitter: 160 Instagram: 425	
	F: 882 T: 94 I: 3318	Quarterly	Enterprises		Significant increase in last quarter F: 343 I: 1642	
	F: 370 T: 610 I: 1516	Quarterly	Society		Significant increases in last quarter F: 240 I: 121	
	Instagram 3017	Quarterly	SH Arts		Significant increase in last quarter I: 380	
Google Banner – update photos, videos, posts and review Reviews. Aim to maintain rank and position amongst Designated Landscapes	Actual 14,317 Reviews 4.7/5 score	Ongoing	AONB Board		On target 6 th 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 and 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 commissioned for 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	
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 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	
	Number of waymarked equestrian trails and annual Horseman's Sunday event	7	Annual	AONB Board	BHS SCC	Waymarking needed on existing trails. No more in progress	
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 and the Arts symposium	7	Ongoing	AONB Board SCC	Surrey Hills Arts Partnership	Heathland Artworks – June - Oct Habitat funding application successful Storytelling – Jon Mason delivered 2 walks and QR codes being installed on 3 sites Dance 21 – successful funding bid – Rosemary Lee will do site specific community project	

						Dream Weaving commenced in September. Symposium – an afternoon of workshops	
	<p>Number of people engaged Inspiring Views (30 workshop participants, 30 on guided walks and 800 visitors = 860)</p> <p>Heathland Artworks (150 per week for 16 weeks = 2400)</p> <p>Habitat – Ecological Art (120)</p> <p>Storytelling podcasts (3 x 150 + 2 live events = 550)</p> <p>Dance 21 (tbc)</p> <p>Dream Weaving (10)</p> <p>Climate Change & the Arts symposium (54)</p> <p>Total for 2021 = approx. 3994</p>	3994	Annual	AONB Board SCC	Surrey Hills Arts Partnership	<p>Inspiring Views – workshops delivered with Patchworking Garden (20 participants) and Mole Valley school</p> <p>Storytelling Walks (22 participants)</p> <p>Dream Weaving – Working with women from Tilford mosque</p>	
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	Surrey Hills Arts, Trust Fund	AONB Board North Downs Way Surrey 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	Number of members		Annual	Society	Enterprises	150	
	Number of volunteer hours		Annual	Society	Enterprises		

volunteering opportunities	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 11th & 12th Sept with 6,000 expected nos.	
	Artisan Festival visitor numbers	2.5k	May	Enterprises	Denbies Vineyard	Successful delivered on 3rd and 4th July with 2,500 attending	
	Sustainable Business Conference	100	July	Enterprises		Successful event on 22 nd October at Pennyhill Park	
	Surrey Hills Challenge event entrants	1k	September	Rutland Group		Reduced numbers in September due to Covid	
Engage new audiences in the Surrey Hills for health and well-being	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 vulnerable 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 Feb 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	tbc		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 and 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 and 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. 4x 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

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 160 Members Nov 2021	
	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 Enterprise Partnerships SCC LAs	AONB objectives 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 Tourism 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

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 LAs	Working group established and has made initial suggestions. First draft of possible changes to be considered in the new year	

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	2 July.	
	Community Forum	110 attendees	November	AONB Board	SALC Society	29 July	
	Surrey Hills Symposium.	Circa 500 including online audience	November	AONB Board	Uni of Surrey Surrey Hills Family	24 Nov 2021 event linked to Climate and Biodiversity Emergency	
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	Nov AGM on Climate Change	
	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	

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