

HIGH WEALD AONB PARTNERSHIP WORK PLAN 2014 - 2015

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
1. Preparing, monitoring and reviewing the the Statutory AONB Management Plan			
a. Revised AONB Management Plan 2014-2019 published and promoted	Publish all evidence (post-2004 and pre-2004) to support HW AONB Management Plan objectives on www.highweald.org	1 x evidence base for High Weald Management Plan	Post-2004 evidence uploaded into refreshed website library with summaries.
	High Weald Profile report produced.	1 x High Weald Profile	Draft Socio-economic profile and Environment profiles produced.
	Publish and distribute final AONB Management Plan 2014	1 x Management Plan (hard copy and electronic) distributed to key stakeholders 1 x media release produced	Management Plan distributed to 15 local authorities members/officers as requested.
	AONB Management Plan 2014-2019 promoted to wider stakeholders	Links to AONB website and management plan on all local authority and parish council websites	Plan more widely publicised via media release, updated websites pages and enews. OSG being consulted on scope for greater profile on local authority websites.
b. Detailed information on components of natural beauty published in an easily accessible format on www.highweald.org	Expanded character component statements produced to guide others reports/comments on AONB character e.g. planning reports; site management plans etc	5 expanded character statements published	Draft expanded character statements for AONB key components produced: Geology; Settlement; and Routeways * Report on 'The International Importance of Gill Woodland in Kent and Sussex' produced to enable promotion of best practice in gill management to Natural England, contractors and landowners.
	To develop and agree scoping report for public perceptions work; to possibly include consultation on locally valued features /and or noise (low priority)	1 x scoping report produced	Assigned low priority in order to develop new activity in response to external drivers. Online polls being developed to contribute to this work.
	Summary of the current situation for livestock farming in the High Weald as well as future needs	1 x information note produced	Information note on the current situation for livestock farming in the High Weald produced to support Leader strategies.
	Research and write an information note on the role of grassland and woodland in carbon storage	1 x information note produced	Information note on the role of woodland and grassland for carbon storage produced.
	Research and write an information note on the unconventional hydrocarbon resources present in the High Weald.	1 x information note produced	The note presents a summary of the BGS report's findings, illustrates the significance of the resource for our future energy requirements, and highlights the uncertainty and important caveats that should be attached.
	High Weald proposed housing map and numbers report produced	1 x updated map and housing number document produced	Report updated with new figures provided by local authority partners.
c. AONB condition analysed to inform Management Plan	Research brief produced to identify a methodology for assessing the age/history of field boundaries	1 x scoping report produced	Bid to English Heritage under National Heritage Protection Programme prepared; focused on Fieldsapes and pilot work in High Weald parishes with training for land managers and planning officers on field heritage protection.
	Dark skies research project initiated; existing data analysed; new data sought working with local astronomy clubs and communities	1 x map produced of High Weald CPRE star counts	Research has identified areas where data exists to support the development of Dark Sky communities. Local authority specific information supplied to TWBC to support development of a Dark Skies SPD.

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
	Investigation undertaken into various types of landscape monitoring methodologies, including fixed point photography, satellite data, aerial photography, historic map and photo data, drones etc.	1 x landscape monitoring methodology	Methodology developed for landscape monitoring using drone technology in partnership with Liverpool John Moores University with exploratory flights in Kent. In parallel scope for drone technology to identify unimproved meadows being explored in partnership with HLF-funded national meadows-focused project lead by Plantlife and SWT.
2. Co-ordinating action and enabling delivery of the AONB Management Plan by individuals and communities			
2a. Reactive dissemination of character information to stakeholders	Organisation/individual specific advice provided on request	Advisory calls/emails and meetings as required	Kent Historic Landscape Characterisation has been revised for 3 parishes and results supplied to KCC and TWBC.
	Proactive dissemination of Landscape Character advice through specialist events	3 x events	Launch of Kent Farmsteads Guidance organised by HWU at Halden Place, Rolvenden with 95 attendees. The development of guidance for East Sussex is being explored, led by ESCC.
2b. To pilot new approaches and demonstrate best practice in delivering AONB Management Plan objectives			
1. Community Landscape Fund	Promote and operate CLF (SDF) as small grants scheme, targeting according to Panel priorities	Targeted communication (Enews, and events) re SDF grants	CLF promoted through enews x2 and media release. Steady trickle of applications coming forward.
	Review of process and paper work; support and advice to potential SDF applicants; servicing of SDF panel; analysis of applications and processing of paperwork.	Grants awarded by SDF panel and 8-12 projects delivered	CLF01 Darvell Community, Bird tagging project, £500 CLF02 Keepers coppicing, Hedge Planting £500 CLF03 Kent High Weald Partnership, Turners Avenue Youth Project £2000 CLF05 Ashdown Forest Conservators, Cattle Crush £1000
2. High Weald Heroes	Review and develop work programme, produce reports and monitor against agreed outputs/outcomes	1 x project management system in place	New Education Officer recruited following departure of previous officer in June. New work plan agreed.
	Proactive contact with schools, promoting HW resources available to support learning	3 x newsletters; 1 x teacher training event	1 x High Weald Hero Enews circulated to all 80 HWH schools
	Relaunch HWH to existing schools	80 schools contacted; visits as required	11 schools proactively contacted.
	Develop and deliver new School Welly Walks and enable use of existing walks	Support with creation of 4 x new Welly Walks; use of 8 existing Welly Walks (min 24 x learning sessions)	1 Welly Walk created, another 2 in development; and 3 Welly Walk learning sessions delivered with 3 schools.
	Develop and deliver new HWH work programme	12 x learning sessions in schools (non Welly Walks)	2 assemblies; 1 science workshop delivered and 1 school community event attended.
	Develop and deliver new learning sessions with supporting educational materials	1 x Stone Age learning session developed	In response to school requests new resources focused on the Stone age in the High Weald in development in partnership with County Archaeologist. Interactive High Weald timeline being developed for the website as supporting materials as well as a 'handling box'.
3. Our Land	Steer projects national development, co-ordinate with other PLs, plan engagement with local businesses and oversee delivery	6 x meetings to steer project	Our Land continue to be a live site with good levels of enquiries/bookings. Ongoing management and long term sustainability of the project a focus of meetings. Short-mid-term project plan produced by HWU on behalf of the Partnership.
	Final recruitment campaign completed and pledges approved	5 additional businesses signed up 14/15	2 expressions of interest.

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
	High Weald Our Land Travel Guide written and published with emphasis on public transport use	1 x High Weald travel guide published	Template for 'Slow High Weald' guides created with pilots in East Sussex/Kent and West Sussex identified.
	Online awareness tool created	1 x online awareness tool completed by 50% of Our Land businesses	Online High Weald awareness tool/quiz created and testing underway. Co-ordination of PR being planned.
	Events programme to support business development; video workshops, social media, etc	4 x events 4 x Enews	No specific enews or events planned due to limited staff resource (communications officer departure).
4. Living Woods Project	Review and develop work programme, produce reports and monitor against agreed outputs/outcomes	1 x project management system in place	Ongoing; revision to HLF contract submitted and agreed.
	Project promotion	1 x communications database established, 1 x promotional flier/web page, 4 x events/presentations attended, 8 x media articles circulated	Database maintained. Media release circulated.
	Provide site-specific advice top landowners, targeting PAWS owners	1 x PAWs database maintained, 48 sites targeted, 24 Information Packs produced, 6 Site Condition Assessments	Database maintained; 15 sites visited and packs produced
	Annual landowner training programme established and delivered	3 x training events	3 events held for landowners: Datatag event; Dormouse Identification; Game Management in Ancient Woodland.
	Specialist Interest Group participation programme established and delivered	4 x training events, 4 x community surveys, 4 x historic env updates, 4 x networking events	3 specialist events held: Medieval Woodwork demonstration; Historic Boat building; Green Woodworking. Stands/presentations at Woodfair and European Coppice Conference.
	Community participation programme established and delivered	1 x woodland leaflet published, 1 x community interpretation project, 6 x community events including guided walks	Woodland leaflet published. Solar kiln project developed and delivered in partnership with Skinners school involving 5 visits. Case study and PR still to be done. Supporting Stonegate Book project.
	Wood Log 'Source and Stack' project developed and delivered	1 x video , guidance sheets	Sourcing and using logwood leaflet updated.
	Woodfuel Video case study published and promoted	1 x video	Video produced, published and promoted.
	Woodlands in the Weald leaflet promoted and distributed	1 x leaflet distributed to target audience	70 leaflets requested through media release, and a further 500 distributed via Living Woods at events.
5. Brede Valley Farm Habitat Project	Recruit project officer; establish steering group; develop implementation plans with landowners; oversee grant awards	5 x grants awarded	6 landowner visits undertaken, 6 work plans produced and 6 grants with a total value of £35,000 awarded.
	Support community consultation activity of Water Catchment Plans , in particular the Rother	2 x community consultation exercises	Water catchment funds secured working with KWT/SWT and work plan produced. Synthesis report and events planned.
6. Walks High Weald	Facilitate development of local Walks Festivals through steering group membership; leader recruitment; PR; walks delivery etc	2 x walks festivals that increase use of/celebrate High Weald landscape	Creation of Sussex Walks festival website and support provided with project development and delivery including writing website content, contacting walks leader, walks information templates, participant consultation and walk delivery
	Identify criteria for High Weald Top 10 walks and pilot assessment, research, interpretation and infrastructure improvements for 3 walks (East Sussex; Kent;	3 out of the High Weald top 10 walks published	Criteria developed and potential walks identified but low priority due to ltd resources (departure of comms officer).
	Produce HW walks blogs and promote via Our Land, Festivals etc	6 x blogs produced	3 x blogs produced
	2 x walks identified and interpreted as RGS Discovery walks	2 x RGS Discovery Walks created and published	One RGS walk (East Sussex) and audio guide produced; West Sussex and Kent walks subject to resources.

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
	Support for community-led visitor	1 x community project supported	Support to Kingscote Valley Project to encourage sustainable access to and awareness of local businesses
7. Dark Skies Community Project	Establish a pilot project to support an International Dark Skies Community Application	1 x star party	Date for Wadhurst Star Party confirmed 25 February 2015
	Develop generic and specific communications for Dark Skies and Wadhurst Star Party	1 X High Weald Dark Skies learning materials	1 x Dark Skies leaflet pdf format; 1 x advert in local magazine; 1 x new website section on High Weald dark skies with information on dark skies, why they matter and how to reduce light pollution; website pages to support community event and support
8. Workplacement Students	Support local careers education in the wider community	1 x workplacement student	Hannah Moody conducted work placement with the Unit for 5 days supporting date gathering for the website and research for volunteers. Georgina Strapp contracted to support communications work.
3. Providing advice and guidance to our partners on CRoW Section 85			
3a. To provide advice on the impact of proposed policy on the High Weald Landscape and its character components	Comment on developing national planning guidance *respond to consultation on core strategies * respond to consultation on LDFs	Responses to policy consultations (approx 20 p.a.)	23 policy consultations commented upon; plus 2 business strategies, 3 other consultations and 2 letters of support written.
3b. To provide advice on the impact of proposed developments on the High Weald Landscape and its character components	Comment on planning applications referred to the Unit * Comment on applications by other bodies (Utilities, EA etc)	Responses to reactive consultations (approx 70 planning applications; 10 pre-apps; 5 appeals)	79 planning applications commented upon; plus 12 pre-applications; 3 appeals and 3 ROW diversions.
	Develop High Weald design guidance to steer the form of new, large scale housing developments in the area	1 x design guidance being used by local authorities	High Weald Planning and Design group initiated by the OSG; terms of reference and membership in development.
3c. To provide advice on the impact of changes to the planning system on AONB character and achievements of management objectives	Provide comment and advice on the impact of proposed changes to the planning system. Promote Owen/Herlin sustainable development framework. Interpret guidance for parishes and communities	Internal briefing notes, 2 x reports to OSG	Provided funds, data and support to assist T Wells produce Farmsteads SPD which went to public consultation in Aug 14
4. Adding value to our partners wider landscape and environmental objectives within the High Weald AONB			
4a. To apply understanding of landscape to support wider policy objectives and ensure AONB interests are recognised and properly considered in decision making			
<i>Leader Partnerships</i>	Support partnerships with lobbying/applications for future Schemes	1 x key relationship maintained and developed	3 x meetings attended (WARR and Central Sussex partnerships); 2 strategies/applications commented on
<i>Environment Agency (EA)</i>	Raise awareness of AONB issues; maintain relationship and develop joint working approaches/opportunities	1 x key relationship maintained and developed	No specific activity in this period.
<i>English Heritage (EH)</i>	Promote joint approach to settlement issues & cultural lanscape issues	1 x key relationship maintained and developed	Several meetings attended to further new initiatives.
<i>Forestry Commission (FC) and Forest Research (FR)</i>	Promote joint working on woodland management and conservation	1 x key relationship maintained and developed	Several meetings attended to further new initiatives.
<i>Countryside Management Projects</i>	Maintain steering group involvement and wider relationship/ joint working opportunities	1 x key relationship maintained and developed	Kent High Weald Partnership steering group attended.

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
<i>High Weald Landscape Trust</i>	Maintain relationship	1 x key relationship maintained and developed	No specific activity in this period.
<i>Local authority committees, working groups and lead partner internal management meetings</i>	Maintain relationship and promote joint working opportunities	1 x key relationship maintained and developed	Kent Landscape Group and Ashdown Forest Visitor Management meetings attended.
<i>Sussex Local Nature Partnership & Kent Local Nature Partnership</i>	Maintain executive board and working group involvement and wider relationship/joint working opportunities	2 x key relationships maintained and developed	Attended 2x KNP Management Group meetings
<i>Water Companies</i>	Maintain relationship and promote joint working opportunities	2 plus x key relationship maintained and developed	No specific activity in this period.
<i>Power companies</i>	Maintain relationship and promote joint working opportunities	1 x key relationship maintained and developed	Liaison with National Grid in Kent on securing funding for landscape mitigation of high voltage power lines * Supported NE and landowners of woodland SSSI to lobby UK Power Networks over poor management of wayleaves under power lines in ancient woodland, producing a detailed survey of historic environment features to inform UKPN management planning
<i>Plumpton College/Hadlow Agricultural College - Industry</i>	Maintain relationship & develop tailored High Weald course schedules	1 x key relationship maintained and developed	No specific activity in this period.
<i>Local Enterprise Partnerships</i>	Raise awareness of AONB issues; develop and develop joint working approaches/opportunities	1 x key relationship maintained and developed	Attended Coast to Capital LEP meeting re woodlands; attended South East LEP scoping meeting
<i>Wildlife Trusts - Sussex, Kent, Surrey</i>	Raise awareness of AONB issues; maintain relationship and develop joint working approaches/opportunities	1 x key relationship maintained and developed	Involved in Drone landscape monitoring project focused on meadows.
<i>Game and Wildlife Conservation Trust</i>	Maintain relationship and promote joint working opportunities	1 x key relationship maintained and developed	Involved in Living Woods event; 1 meeting
<i>Country Landowners and Business Association</i>	Maintain relationship and promote joint working opportunities	1 x key relationship maintained and developed	1 X CLA event at Kent Show attended.
<i>British Association for Shooting and Conservation</i>	Maintain relationship and promote joint working opportunities	1 x key relationship maintained and developed	Involved in Living Woods event; 3 meetings
<i>National Farmers Union - Southern Region & National</i>	Maintain relationship and promote joint working opportunities	1 x key relationship maintained and developed	No specific activity in this period.
<i>Rural Group, South East Local Enterprize Partnership</i>	Maintain relationship and promote joint working opportunities	1 x key relationship maintained and developed	No specific activity in this period.
<i>East Sussex, West Sussex, Surrey & Kent Rural Partnerships</i>	Develop relationship	1 x key relationship maintained and developed	1 x meeting with West Sussex CEO
<i>Wild Trout Trust</i>	Develop relationship	1 x key relationship maintained and developed	1 x meeting with Director
4c. To ensure effective sharing of data/learning			
<i>Weald and Downs Ancient Woodland Survey</i>	Provide specialist interpretation/support as required by Las	Provisional inventories for 3 authorities	On behalf of Kent districts without a revised AWI, HWU attended NE meeting on rolling out revision of the AWI for England and now sit on steering group for the project. On request site-specific guidance supplied by HWU to inform decisions on proposed developments.
<i>Community Built Heritage Assessments</i>	Enable EH to use HW pilot to develop a methodology for community assessments of building heritage as a basis for a national toolkit	1 x national methodology for community assessments of built heritage	Methodology adopted by EH.

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
<i>Data provision</i>	Use of GIS to supply map/data to support partner projects.	5 x data requests met	AONB Our Land map produced to support website; Invasive species map of Rother catchment produced to support Water Catchment Partnership; technical advice and guidance provided to 2 community groups
5. Enabling the Joint Advisory Committee to be an effective champion for the High Weald AONB			
5a.To support the JAC, Management Board and OSG			
<i>High Weald AONB Joint Advisory Committee (JAC) and Management Board</i>	*JAC Meetings * Management Board Meetings * NE MOU sign off by LAS * Management Plan launch * Revise JAC constitution and governance where appropriate * Members induction	Effective JAC and MB meetings	1 Management Board meeting held
<i>Officers Steering Group</i>	*OSG meetings	Effective OSG meetings	1 OSG meeting held
5b.To maintain effective relationships with key regional and national organisations and individuals			
<i>East Sussex County Council (host authority for HW partnership)</i>	* Ensure Assistant Directors aware of AONB/JAC/HWU and way in which operated * Ensure HWU responsive to relevant policy and procedures * Develop Officer relations where useful to project development and implementation *Attend Divisional management meetings once a month	1 x key relationship maintained and developed	Ongoing
<i>Defra</i>	Build relationship with protected landscape team officers and promote HW messages and approach	1 x key relationship maintained and developed	Representing Kent High Weald districts at Defra meeting on economic contributions of rural areas.
<i>Natural England (NE)</i>	Adapt relationship to meet changes in NE role and structure, maintain close liaison, develop working relationship with key individuals in new structure, continue to actively engage in landscape policy debate	1 x key relationship maintained and developed	Hosted Kent High and Low Weald NELMs targeting meeting on behalf of KNP and NE
<i>Key individuals including Government Ministers, MPs</i>	Promote the work of the JAC and build understanding and support for the High Weald over the long term,	Guided walks, meetings and talks	1 x meeting with Greg Barker MP
<i>High Weald AONB Patrons</i>	Liaison & close working relationship with Patrons *Provide regular and tailored updates	1 x key relationship maintained and developed	1 x meeting with patron
5c.To develop a common purpose/direction for HWU and enable staff to understand their role in contributing to that purpose/direction	Produce 2 year business strategy; develop working arrangements that enable more collaborative working - review team meetings, organise awaydays, business planning days etc	1. 3 x awaydays per annum 2. 12 x team meetings	1 x 'Lumina Spark' team training event; 2 x social media (Facebook and Twitter) team training events
5d.To ensure proper financial management in line with grant aiding body, lead authority and audit commission requirements	Keep up-to-date with policy/guidance *Disseminate to staff * Update systems as required e.g. orders, GL codes * Support audit process * Monthly Monitoring * JAC reports * Grant-aiding body reports and claims	Quarterly budget monitoring reports for core and projects, 2 X JAC budget reports, 2x Defra claims , 1 x audit	13/14 Defra claim submitted and paid * Monitoring system rationalised to reduce costs
5e.To develop office administrative systems to ensure promotion of HWAONB, HWU and project brands and enable efficient dissemination of communication material			

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
<i>Administration</i>	Regularly review systems with staff * Improve as required e.g. postal system, phone system, image management, contact management, templates, event support material etc	1. Systems reviewed, updated as required and disseminated to staff. 2. Review of Contacts database updated to support business plan 3. Image management	New system for report sign off, filing and publication created. Contacts database updated to reflect organisational changes and new contacts.
<i>IT systems</i>	Regularly review needs * Produce PID for mini-projects e.g. data management with lead, GIS hub * Implement projects * Provide day-to-day GIS support - education maps, landowner maps etc * Develop HWU staff expertise in GIS	1. 1 x contacts database project implemented 2. 1 x IT strategy agreed and regularly reviewed 3. ESCC involved and supportive of IT solutions. 4. Day-to-day IT support provided to Unit	Unit IT systems refreshed as part of wider ESCC IT refresh programme; exploration of server replacement underway
5f.To ensure office environment meets HWU staff needs	Deal with day-to-day issues that impact on the office environment e.g. heat, light, cleanliness, stationary etc * Establish rationale for office move and develop and implement PID	1. PID produced for office move 2. 2 x office clearout/tidy up days p.a. 3. Office layout reviewed and changed as required	Publication storage options explored and temporary solution found. Opportunities for hosting other organisations/individuals in the office being explored as they arise.
5g.To ensure health and safety systems are managed in line with ESCC policy	Keep up-to-date with ESCC guidance and disseminate to and train staff *Implement other actions as required e.g. lone working, fire procedures etc	1. HWU staff informed of ESCC policy 2. All H&S recommendations actioned	Lone working practices, event risk assessments and fire drills reviewed and in place
5h.To ensure risks are managed in line with ESCC policy	Keep up-to-date with ESCC guidance and disseminate to staff * Ensure risks are logged and managed * Ensure key risks are reported to the MB/JAC	1. All core and project risk assessments produced and kept up-to-date 2. 4 risk reports produced p.a. for Management Board/JAC	MB/JAC risk assessments produced; project assessments need updating
5i.To ensure staff are managed in line with ESCC policy, with activities meeting HWU business plan targets and ensuring personal development	Undertake 6 monthly appraisals * Undertake more regular appraisals as required * Ensure staff are comprehensively inducted * Ensure staff identify and undertake training * Ensure staff contracts, gradings etc properly managed	1. 44 staff appraisals 2. 4 inductions completed 3. All staff attending appropriate training	Training plan being implemented; 6 month review of work plan undertaken.
5k.To ensure performance management systems meet HWU, JAC, NE and other grant-aiding body needs for all projects	Produce and distribute annual report * Produce and distribute other reports as required	1. 1 x annual report 2. 4 quarterly briefings/reports	13/14 annual report produced and distributed to JAC partners and promoted to wider stakeholders view website and enews
5l.To secure resources to support HWU work plan delivery			
<i>Efficiency Project</i>	Review of functions/services through consultation with OSG/JAC with reorganisation of resources as required to support future service priorities	1 x organisation fit for purpose post 2016	Service reviewed by AONB Director drawing on personnel advice; draft proposal being formulated.
<i>Restocking the Weald Phase II</i>	Continue to assess the feasibility of a practical project that seeks solutions to the issues identified in the initial report	1 x Feasibility report produced; 1 x awareness raising programme and Livestock industry consultation event	Report produced for wider consultation; Consultation event delivered and project raised in a number of other forums; 1 x presentation to ESCC Economic Scrutiny Panel; 2 x presentation to Prince of Wales's International Sustainability Unit; 1 x article South East Farmer magazine
<i>Battle and Brede Farm Landscape Project</i>	Continue to seek out opportunities for extension/expansion of the Scheme	1 x Development phase work plan 1 x update for LPS partnership	Scheme in operation. Identifying opportunities to match funds ongoing.
<i>High Weald Heroes - Jac's primary school education programme</i>	Continue to seek out opportunities for extension/expansion of the Scheme to enable continued involvement of existing schools and recruitment of new schools	1 x project pan/application form	Identifying opportunities to match funds ongoing - bid to UK Power Network submitted to support 4 large-scale school/community events. Charges for educational materials being introduced.

A: Objectives	B: Tasks	C: Targets	D: Delivery to September 2014
<i>In the Footsteps of Shepherds</i>	Support RT bid for Europe-wide transhumance project; advising/delivering Scheme	New project to deliver PUE objectives of the Management Plan	Support provided, EU partner paperwork supplied with ESCC sign off secured for HW JAC inclusion. Unfortunately lead partner withdrew at the last minute.
<i>Community Interest Company</i>	Explore opportunities to raise income through a CIC: develop a CIC offer and trial concept.	1 x feasibility study for a CIC	On hold until there is a clear project driver for establishment.
<i>Friends of the High Weald</i>	Explore the opportunities for resurrecting the Friends group with a view to achieving funding through events to support HWH and other projects	1 x funding option assessed	Low priority due to ltd staff resource - loss of comms post. Focus on recruiting 'friends' through social media as a precursor to redevelopment of a formal group.
<i>Management Plan Implementation Programme</i>	Identify likely gaps in delivery and scope out HWU role in enabling delivery. Scope out projects where appropriate, prioritise and secure JAC support.	1 x report on priority areas for HWU involvement 1 x report approved by JAC	Being undertaken informally.
5m.To ensure effective communications			
<i>Enews and media releases</i>	Promote AONB news to key audiences on at least a monthly basis	12 x Enews	10 x general AONB newsletters sent to an average of 2,250 contacts per mailout
<i>Website development</i>	Continue review Visitor section.; Review Duty of Care section. Publish and promote timeline.	1 x development project to build relationship with users 2. 1 X website kept up-to-date 3. Increase in referrals from other sites.	Data supporting the Interactive Visitor map checked and amended (300 data entries) and the updated map published. Nature reserve pages updated and expanded.
<i>Website marketing</i>	Explore opportunities for promoting website content to stakeholders developing use of twitter and facebook and seeking more direct inks to the website. Review key words. Develop guidance for staff and implement. Produce new flier and distribute.	1x interactive High Weald timeline 1 x revised visitor section	Increased use of Facebook and Twitter to promote AONB activities and website with 100 new twitter followers and 65 new facebook followers. 1 twitter campaign run - Tweet @ The Geological Society in order engage with the public about the AONB's geological heritage and enter High Weald candidates for the 100 Great Geosites competition
<i>Publication distribution</i>	Distribute HWU to target audiences as required to include HW I-Spy guide and HW Historical newspaper	1 x annual distribution of HWU publications	Historical Happenings promoted by Primary Times; a magazine distributed to all parents in Kent and Sussex
<i>Induction sessions</i>	Run induction walks; presentations and sessions as required for organisations	3 x induction walks p.a.	1 walk for new staff
<i>National Association for Areas of Outstanding Natural Beauty (NAAONB)</i>	Respond to NAAONB consultations * Attend annual conference * Lead on NAAONB activities when appropriate *Represent HW position on policy & practice	3 x meetings p.a.; 1 x attendance at national conference	Annual conference attended by an Officer * High Weald representation on 2 NAAONB learning sets: Peer-to-peer Mentoring Corporate Fundraising and Sustainable Tourism; support provided to national discussions on approaches to gathering and disseminating AONB data.
<i>Regional Protected Landscapes - South East (SEPL) & South West (SWPL)</i>	Attend SEPL meetings *Attend SWPL meetings when appropriate * Represent HW position on policy & practice *Liaise with SE & SW Regional Lead Officers	6 x meetings p.a.	2 SEPL meetings attended; exploring opportunities for sharing resources regionally ongoing contracted by Surrey Hills AONB to update their Management Plan SEA