

# Voluntary roles on the Shropshire Hills National Landscape Advisory Committee

## Supporting information, January 2026

[please also see the formal [Terms of Reference for the Committee](#)]



Shropshire  
Hills  
National  
Landscape

The new five year Plan for the Shropshire Hills '[Thriving in Balance with Nature](#)' places the National Landscape's legal purpose 'to conserve and enhance natural beauty' firmly in the context of the global crises of climate, biodiversity loss and people's separation from nature.

There are several strands to the structure for the Shropshire Hills National Landscape, and no single legal entity organisation. The Advisory Committee is a group of 12 people, including five Council appointees and seven openly recruited voluntary posts. **The Committee has formal status as an advisory body to the two Councils, and its purpose is to provide scrutiny of the National Landscape Team's work and advise the Councils regarding the designated area.**

Other parts of the structure include (see diagram on later page) –

- the [Shropshire Hills National Landscape Team](#) of currently 12 staff, employed by Shropshire Council, who work through convening and enabling partners and stakeholders, by influencing, and by delivery through partnerships,
- A grouping of [Key Delivery Partners](#) – organisations that have a key role in delivering the Plan.
- The [Shropshire Hills National Landscape Forum](#) – an inclusive group centred around two events a year, open to anyone.
- The [Shropshire Hills Landscape Trust](#) – a registered charity raising and distributing funds.



# Applying to join the Shropshire Hills National Landscape Advisory Committee

## Can you help us to contribute to transformative change for a sustainable future?

If you would like an informal conversation about the Committee role with Phil Holden the Shropshire Hills National Landscape Team Manager, please contact [phil.holden@shropshire.gov.uk](mailto:phil.holden@shropshire.gov.uk) to arrange this.

Seven open seats will be appointed to the Committee on the basis of relevant skills, experience and motivation, to sit alongside five appointees from the Councils. A variety of lived experience in the committee will help us to deliver better for all of society, and we welcome involvement from those linked to communities which are currently under-served or under-represented. We are considering scheduling the three meetings per year outside conventional working hours (e.g. evenings), to allow greater flexibility for participation.

There is no application form - we just need to receive **an email with your name and 200-300 words about why you want to be a Committee member and what skills, experience and perspectives you could bring to it**. Please read the Committee's [Terms of Reference](#) and relate your application to these. (Among the seven seats there will be terms of one, two and three years, to create a rotation of members - if you have a preference, please state this). **Please send your email to [shropshirehills-nl@shropshire.gov.uk](mailto:shropshirehills-nl@shropshire.gov.uk) by 8<sup>th</sup> March 2026.**

We anticipate holding informal interviews with shortlisted applicants, either on-line or in person.



*Photo: Disabled Holiday Information*



## Our vision for the Shropshire Hills...

# Thriving in balance with nature

Everyone can play their part in looking after what makes the area special

**Nature** is restored and natural processes regenerated

**Climate** is stabilised through decarbonising, and we are resilient to change

**Water** is clean, and its flows and cycles support our lives, and all life



**Shropshire Hills**  
National Landscape



**Land** is nurtured so it can sustain us

For more detail on the Vision see  
[Shropshire Hills 2025 – 2030 Vision](#)

# Shropshire Hills National Landscape Advisory Committee

Extracts from Terms of Reference



## Skills sought:

- Understanding of protected landscape issues.
- Strategic planning and financial management appropriate to the scale of work of the National Landscape Team.
- Knowledge of the public sector and multi-sector partnerships.
- Understanding of both delivery and influencing roles.
- Ambassadorial qualities.

## Values:

- Reflective and reflexive awareness as individuals and a group.
- Developing relationships, respect and active listening.
- Honesty, assertiveness and positive challenge.
- Co-creation, collaboration and building consensus to support holistic outcomes.
- Valuing diversity and being sensitive to cultural differences.
- Considering whose voices are not heard.



# What do the Committee advise on?

## Current activity of the National Landscape team includes:



Shropshire  
Hills  
National  
Landscape

Farming in Protected Landscapes programme

Defra capital work (for 30 by 30 and Access for All)

Ancient Woodland Restoration project

Young Rangers programme and outreach work to support diversity and inclusion

Landscape Connections project development (bid to National Lottery Heritage Fund)

Sustainable tourism strategy and delivery

Clun Headwaters and Clun Catchment

Climate Change and Nature Recovery

Management Plan – review and coordinating implementation

Modest input to planning policy and casework

Input to other strategies & schemes, liaison with local authorities and partnerships

Communications and publicity

Support to the Shropshire Hills Landscape Trust and Friends of Shropshire Hills

Support to community groups and initiatives led by others

Participating in the National Landscapes Association and protected landscape networks

Finance, office, IT, Health & Safety, legal requirements, training and team development, volunteering



# The Shropshire Hills National Landscape team

The [Shropshire Hills National Landscape Team](#) currently comprises 12 people, employed by Shropshire Council but largely funded externally (75% Defra core funding plus various sources of project funding) :

National Landscape Team Manager

Phil Holden

Funding & Programmes Officer

Joy Howells

Natural Environment Officer

Rachel Glover

Community & Landscape Officer

Cath Landles

Sustainable Tourism Officer

Nigel McDonald

Promotions Officer

Stephanie Hayes

Engagement Ranger

Joe Penfold

Administrator

Alison Kay

Farming in Protected Landscapes Adviser

Alison Jones

Farming in Protected Landscapes Adviser

Helen Oliver

Farming in Protected Landscape Administrator

Jenny Wakeman

Woodland Project Officer

Dougald Purce



Shropshire  
Hills  
National  
Landscape





## About our approach

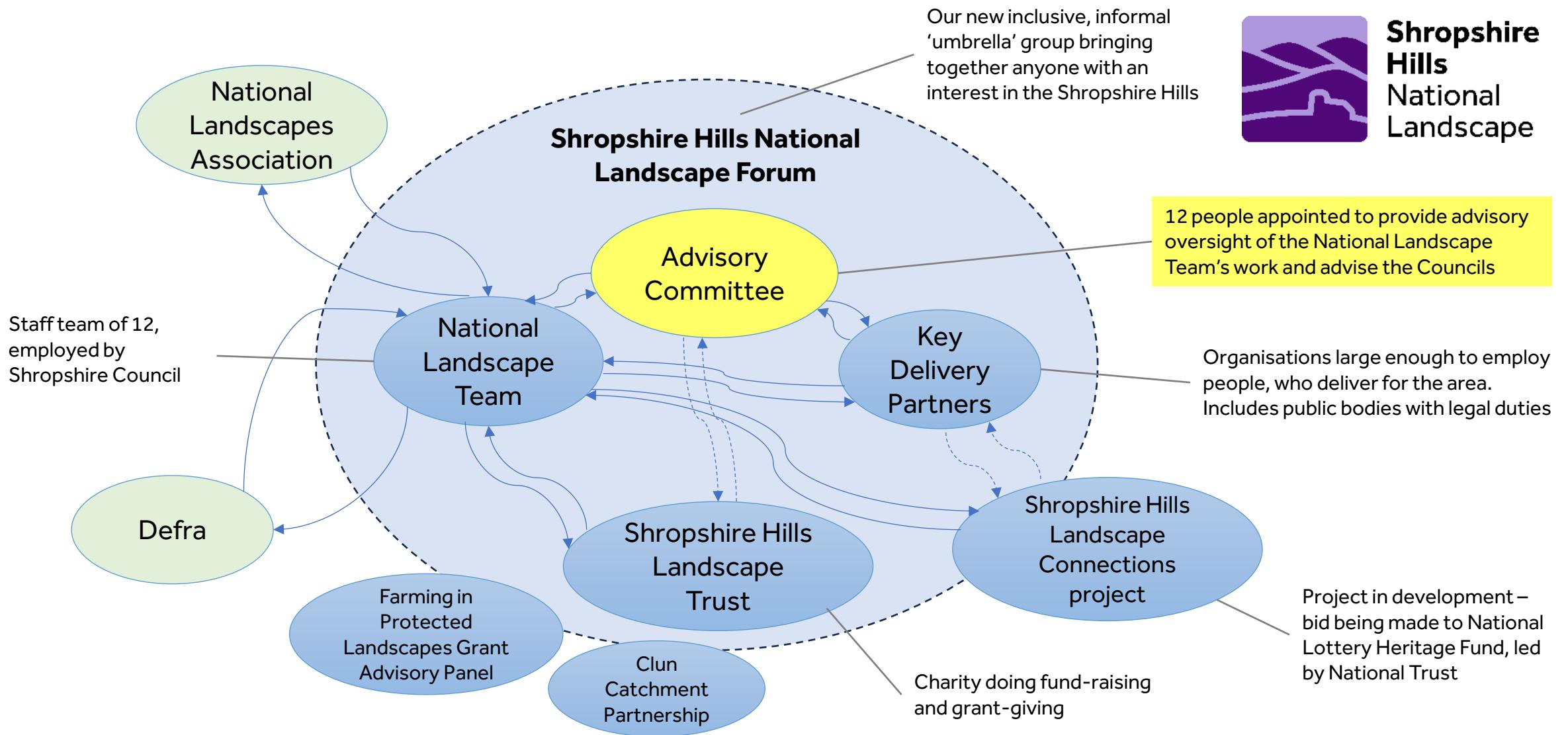
The [National Landscape structure](#) seeks to be a form of participative local governance for a sustainable and equitable future. It does not own any assets or have significant resources, and works to a large degree through influence.

We seek to work with values and actions that support long term continuation of the conditions conducive to life on earth. We need a reset globally in our relationship with nature, as part of nature, so that we can meet the needs of all people within the means of the living planet. The National Landscape structures and processes aim to be part of creating the 'social tipping point' of that shift before we cross planetary tipping points with disastrous consequences. The 'polycrisis' of interconnected environmental and societal challenges facing the world requires systemic solutions based on values. Community networks and local government are recognised as having a key role to play ([UNEP 2024](#)).

The new Shropshire Hills Plan has applied the [Doughnut Economics](#) approach to the Plan's Vision, structure and monitoring. We are developing further use of this and related methods and principles of regenerative practice. The wellbeing of our environment requires attention to the wellbeing of other people and of ourselves as individuals. To achieve what is needed for nature and our communities requires us also to be willing to work inwardly on ourselves.



# Shropshire Hills National Landscape new shared governance and partnership working structure, 2026



No single 'organisation' – a composite structure, more a 'symbiosis', and a 'community'

# The Shropshire Hills National Landscape Forum



Shropshire  
Hills  
National  
Landscape

Members of the Advisory Committee will automatically be Members of the [Forum](#) and expected to participate in its events where possible.

The Forum is our new inclusive, informal 'umbrella' group bringing together anyone with an interest in the Shropshire Hills. There will be two Forum events a year, with networking time, presentations, participative sessions, workshops and themed visits.

Forum events will be open to the public, but we encourage organisations and individuals to become Members of the Forum (with no charge) - to actively support the Shropshire Hills National Landscape and to receive electronic mailings of information, updates and opportunities to get further involved.

