

Supporting the Shropshire Hills



Make a real difference to our special Hills

- *Help worthwhile community projects across the Area*
- *Take advantage of wide interest and publicity*
- *Identify yourselves strongly with conserving Shropshire*

Become a Business Supporter

and ensure 99% your contribution goes to local work in the most tax-efficient way



The Shropshire Hills AONB Trust
Registered Charity no. 1168432

OUR TRUST

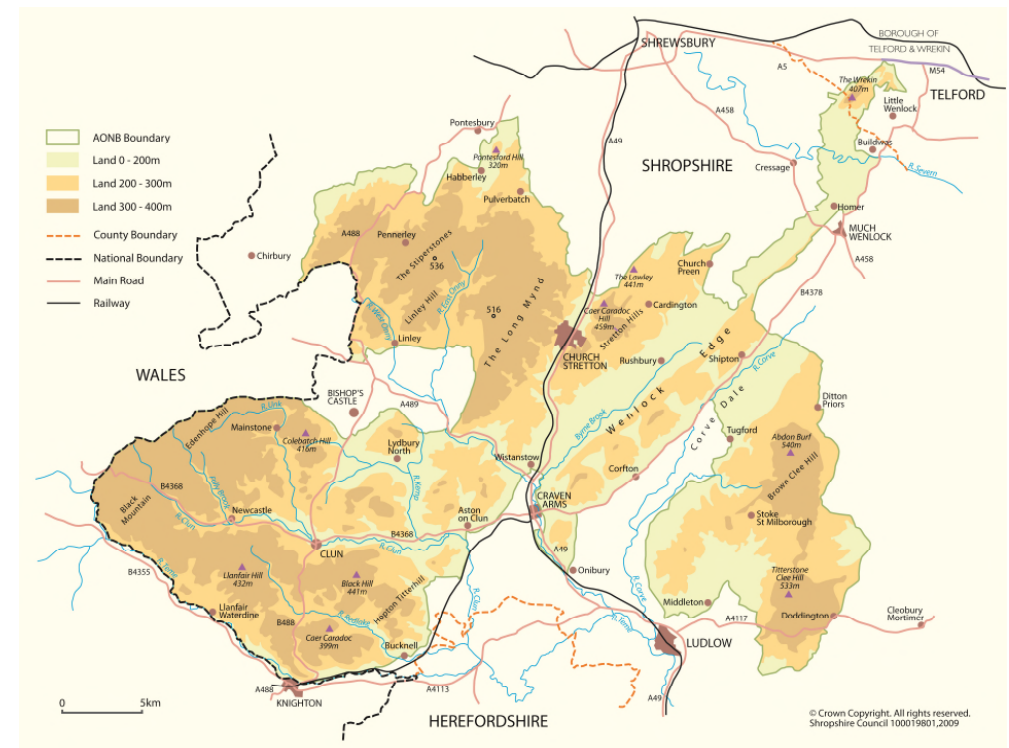
The Shropshire Hills Area of Outstanding Natural Beauty (AONB) is designated as a landscape of equivalent importance to a National Park.

Covering a quarter of the county, its hills, woods, rivers and farmland support a huge variety of wildlife, are rich in heritage, and provide a wide range of ecosystem services vital to us all.

The Shropshire Hills AONB Trust is a Charitable Incorporated Organisation dedicated to ensuring these special qualities – many of which are under serious threat – are secured forever.

Through our Conservation Fund grant scheme and other projects we enable practical initiatives that make a real difference to local habitats, landscapes and communities.

Volunteer management, sponsorship-in-kind and administrative support from the Shropshire Council-hosted AONB Partnership team ensures 99% of Supporter funding goes directly to projects that protect and enhance the Hills we love.



OUR WORK

The Conservation Fund

In recent years our core small grant scheme has helped over 50 community groups across the Shropshire Hills deliver 70 conservation projects involving more than 1000 people.

Each year our seed funding delivers more than two and a half times its value in additional income and volunteering time – often very much more.

The projects our carefully-structured application and approval system supports:

- Deliver effective, locally-led wildlife, heritage and landscape conservation;
- Bring communities together in supportive networks with a shared sense of purpose;
- Engage a wide range of young people and groups in worthwhile volunteering;
- Build valuable nature recovery knowledge, skills and enthusiasm across the Area;
- Kickstart activities which frequently multiply into much more ambitious initiatives.

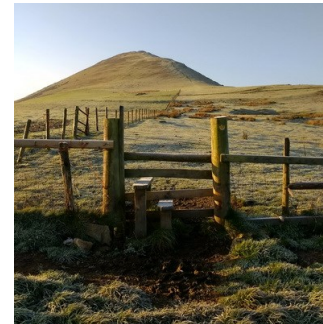


Fix the Fort Appeal

We are also addressing serious erosion on the Iron Age hillfort that crowns the iconic Caer Caradoc with a high-profile appeal to fund contractors and volunteers to repair its ramparts and harden paths against further damage.

Shuttle Bus Supporters' Scheme

Our scheme helps keep the AONB shuttle bus running across the Long Mynd and Stiperstones on summer weekends, allowing people to enjoy the area in a climate-friendly way and reducing the burden of traffic on roads and popular locations.



Project Volunteering

We signpost volunteers to a range of tree-planting, river improvement, wildlife monitoring, habitat management and heritage support projects undertaken by the AONB Partnership team and its partners – including Shropshire Wildlife Trust, Severn Rivers Trust, Woodland Trust,



National Trust, Caring for God's Acre, Butterfly Conservation and the Shropshire Ornithological Society.



SUPPORTING US

Our Supporters scheme is the easiest way for businesses and organisations to help our special Hills.

It complements the Friends of the Shropshire Hills scheme through which individuals and families support our work.



For an annual charitable donation of £250 our Supporters receive:

- The right to display our distinctive Shropshire Hills Supporter logo on business materials and premises.
- Their business logos on our AONB website pages and widely-circulated annual Conservation Fund report.
- Recognition in our extensive programme of press, digital and social media communication throughout the county and beyond.
- Participation in our annual event to celebrate activities and achievements with community groups, Friends and other partners and supporters.
- Strong identification with active conservation work addressing vital concerns about the natural world and climate change.
- The opportunity to become involved in specific Shropshire Hills projects offering wider corporate and social responsibility benefits and recognition.



© Claire Carter

© Sarah Jameson

GETTING IN TOUCH

Please contact us if you are interested in supporting the Shropshire Hills by joining our business network or exploring any other sponsorship opportunities.

As a Supporter, one of our Trustees would be more than happy to visit you at any time to discuss how best we can match our specific activities to your particular needs in the most productive and tax-efficient ways.

The Shropshire Hills AONB Trust,
Unit 9, Drovers House,
Craven Arms, Shropshire,
SY7 9BZ

01743 254740

www.shropshirehillsaonbtrust.co.uk

Email: info@shropshirehillsaonbtrust.co.uk



Leaflet kindly sponsored by AYP Print & Design

AYP
PRINT & DESIGN

www.aypltd.co.uk ☎ 01952 820800 ✉ sales@aypltd.co.uk

Your Local Print & Design Specialist

Unit 5B, Ni Park, Newport, Shropshire TF10 9LH

The banner features a blue background with white and yellow geometric shapes. The AYP logo is prominent in the center. Contact information is provided in white text on a dark blue background. A pink bar highlights the tagline 'Your Local Print & Design Specialist'. The address is listed at the bottom.