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PROTECTION OF THE NATIONAL LANDSCAPE																								
1i	The National Landscape should be afforded the highest standards of protection for landscape and natural beauty. The purposes of the designation should be given great weight within decision making.	++	++	N	+	++	++	++	++	++	+	+	+	N	N	++	+	N	N	N	+	++	N	
1ii	The National Landscape Management Plan, its Vision and Policies should be given great weight within the decision-making process for all development within the designated area.	++	++	N	+	++	++	++	++	++	+	+	+/-	N	N	++	+	N	N	N	+	++	N	
1iii	The National Landscape should be considered in planning decisions for the full scope of natural beauty and all of its special qualities, and not only in relation to visual aspects.	++	++	N	+	++	++	++	++	++	+	+	+/-	N	N	++	+	N	N	N	+	++	N	
2i	Organisations which regulate designated sites and features, protected habitats and species, environmental quality, access, and recreation should ensure such aspects of the landscape are protected, maintained, and managed to the highest standards as appropriate to the National Landscape designation. An informative and educational approach should to regulation where possible, but appropriate enforcement powers used where necessary.	++	++	N	+	++	++	++	++	++	+	+	N	N	N	++	+	N	N	N	+	++	N	
NATURE																								
3i	Further harm to nature should be prevented, and opportunities sought to enhance the status or condition of current nature assets. Designated sites such as Sites of Special Scientific Interest (SSSIs) should be protected, maintained and enhanced.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N	
3ii	Appropriate use should be made of regulatory mechanisms to protect nature, e.g. protected species.	++	++	N	+	++	++	++	N	++	+	+	N	N	N	++	+	N	N	N	+	++	N	
3iii	Irreplaceable habitats should be protected (as defined at https://www.gov.uk/guidance/irreplaceable-habitats).	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N	
3iv	Habitats and species of principal importance for nature conservation should be maintained and enhanced.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N	
3v	Natural capital should be protected and enhanced.	++	++	N	+	++	++	++	+	++	+	+	+	N	N	++	+	N	N	N	+	++	N	
4i	The recovery of nature should be encouraged through all opportunities, especially through public support for farmers and connected with built development and land use change.	++	++	N	+	++	++	++	+	++	+	+	+	N	N	++	+	N	N	N	+	++	N	
4ii	The nature recovery network of good quality habitats should be improved, as set out in maps and priorities of the Shropshire and Telford & Wrekin Local Nature Recovery Strategy.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N	
4iii	Ecological networks and green infrastructure should be maintained, and their connectivity enhanced through targeted habitat creation and restoration.	++	++	N	+	++	++	++	+	++	+	+	+	N	N	++	+	N	N	N	+	++	N	
4iv	The area's contribution to the 30x30 target should be maximised, and to the wider Convention on Biological Diversity goal of a world living in harmony with nature by 2050.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N	
5i	Development under the planning system should have regard to the biodiversity duty, make use of wildlife surveys where necessary, and use the mitigation hierarchy: Avoid – Minimise – Mitigate – Offset.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N	

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6i	Ancient woodlands should be protected and managed, and Plantations on Ancient Woodland sites restored, according to good practice. All existing woodlands should be sustainably managed, for environmental, social and economic factors.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
6ii	The cover of native broadleaved woodland should be expanded with appropriate species in suitable locations, as set out in guidance within and referenced by this Plan.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
6iii	New planting of woodland should follow the highest standards of design to support landscape, nature, heritage and amenity. The proportion of native broadleaved trees should be as high as possible in commercial woods, and proportions of conifers over 50% are discouraged. The design of new woodland should take into consideration long term management and access requirements for harvesting and extraction.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
6iv	Trees outside woodlands should be cared for and retained where possible, and planting of trees outside woodlands should be increased – including hedgerow trees, wood pasture and agro-forestry. Opportunities should be sought to integrate trees and woodland more with farming, and to raise awareness of their agricultural benefits.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
6v	Where felling is to take place, high standards of resource protection (soils, water, etc) should be adopted, and opportunities should be taken to improve woodland design for landscape and to facilitate nature recovery.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
6vi	Where justified by a site's importance for open habitats, the on-site reduction in woodland footprint to enable the creation or restoration of open habitats should be allowed.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
7i	Where possible space should be allowed for dynamic evolution of habitats, and human interventions adjusted to mimic the more natural past disturbances of large wild animals.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
7ii	Hedgerows and hedge banks and should be maintained and managed for optimum wildlife value. Management using traditional methods such as hedge laying is encouraged.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
7iii	Creation of new hedgerows is encouraged. Planting should follow best practice, using a mix of native species characteristic of the local landscape.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
7iv	Areas of deep peat within the Shropshire Hills should be protected, and efforts made to improve their management and condition, especially by restoring more natural hydrology.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
7v	Wetland areas such as ponds, lakes, mires, flushes and wet woodland should be protected and restored where necessary. Creation of new wetland habitats in suitable locations is encouraged, avoiding harm to existing features of value.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		
7vi	Species-rich meadows, unimproved grassland and road verges should be managed for their biodiversity value.	++	++	N	+	++	++	++	+	++	+	+	N	N	N	++	+	N	N	N	+	++	N		

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8i	Opportunities should be taken to support greater connection to nature across all of society, including emotional connection, public engagement, education programmes and interpretation.	++	++	N	+	++	++	++	+	++	+	+	+	N	N	++	+	N	N	N	+	++	N	
CLIMATE																								
9i	Action needs to be taken at the Shropshire Hills level on both climate change mitigation and adaptation, and these aspects should be linked and integrated as far as possible.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
10i	Measures to mitigate climate change should remain integrated with and not harm action for nature recovery.	++	++	++	+	++	++	++	N	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
10ii	Greenhouse gas emissions should be reduced in all sectors on a clear pathway to reach net zero by 2050 at the latest.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
10iii	Developments, activities and trends which increase greenhouse gas emissions should be resisted.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
10iv	The large existing carbon store in land should be safeguarded by halting losses, and sequestration in land increased.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
10v	Demand should be reduced in energy use and transport, as well as changing energy sources to renewable technologies. Insulation and retrofit of energy saving measures should be accelerated in existing and especially older buildings.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
11i	Action for climate change adaptation and to increase resilience in all ways should be supported. All development should support adaptation of the landscape, infrastructure and society to climate change.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
11ii	Nature-based solutions should be applied at scale to increase carbon storage and for climate resilience.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
12i	Small scale and community-led renewable installations should be encouraged. Community low-carbon initiatives in keeping with the Plan's priorities should be supported, and renewable energy proposals should be assessed on a range of sustainability criteria.	++	++	++	+	++	++	++	+	+	++	+	+	+	N	++	+	N	N	N	++	++	++	
12ii	Major developments for renewable energy and associated infrastructure should only be allowed in the National Landscape where it is clearly demonstrated that the proposals satisfy the strict tests of exceptional circumstances set out in the National Planning Policy Framework.	++	++	++	+	++	++	-	+	+	++	-	+/-	+	N	++	+	N	N	N	++	++	++	
12iii	Any ground-mounted solar installations in the National Landscape should be at appropriate scales and locations and should: - be out of view from key publicly accessible vantage points; - maintain, protect, and enhance existing landscape features and heritage assets; - include appropriate planting to screen site infrastructure, such as fencing, substations and buildings; - erect the minimum of external artificial lighting, and where necessary design lighting to be in accordance with the Bat Conservation Trust - Guidance Note GN08/23 Bats and Artificial Lighting at Night; and - prioritise brownfield land over greenfield sites (and if a greenfield site is selected, justification of site selection process and reasoning of selection should be presented).	++	++	++	+	++	++	-	+	+	++	-	+/-	+	N	++	+	N	N	N	++	++	++	

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12iv	Biomass installations in the National Landscape should be at appropriate scales and locations.	++	++	++	+	++	++	N	+	+	++	+	+/-	+	N	++	+	N	N	N	++	++	++			
12v	Developments for wind energy and associated infrastructure should: - be generally of small scale; - not take place on prominent hills (within the High Open Moorland and High Volcanic Hills and Slopes landscape types); - minimise impacts on landscape, nature, heritage, recreation, scenic beauty, and tranquillity; - and evidence community engagement and local support.	++	++	++	+	++	++	-	+	+	++	-	+/-	+	N	++	+	N	N	N	++	++	++			
12vi	Renewable energy developments outside the designated area boundary should take account of the special qualities and other key characteristics of the National Landscape.	++	++	++	+	++	++	N	+	+	++	N	N	+	N	++	+	N	N	N	++	++	++			
WATER																										
13i	All feasible steps should be taken to improve the condition of the River Clun SAC and the River Teme SSSI.	++	++	+	+	++	++	N	N	+	++	+	+/-	+	N	+	+/-	+/-	N	N	+/-	++	N			
13ii	Land use and land management should avoid adverse impacts on the quality of watercourses, waterbodies, and natural water systems. Water-friendly farming techniques should be encouraged to reduce diffuse pollution and soil loss to rivers.	++	++	+	+	++	++	+	N	+	++	+	N	+	N	+	N	N	N	N	N	++	N			
13iii	Development should avoid harm to water quality, including chemical pollution, nutrient pollution and sedimentation, and including through cumulative effects.	++	++	+	+	++	++	N	N	+	++	+	N	+	N	+	N	N	N	N	N	++	N			
13iv	Development should be regulated, with suitable mitigation measures (such as reedbed filtration systems), to manage local Nutrient Neutrality issues.	++	++	+	+	++	++	N	N	+	++	+	N	+	N	+	N	N	N	N	N	++	N			
13v	Highways management and drainage should seek to minimise movement of sediment into watercourses, by careful management of road verges and use of sediment traps and swales, etc. where appropriate.	++	++	+	+	++	++	+	N	+	++	+	N	+	N	+	N	N	N	N	N	++	N			
13vi	Sewage and wastewater treatment should be of a high standard to have no adverse impacts on river water quality.	++	++	+	+	++	++	N	N	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
13vii	Septic tanks should be maintained to high standards to avoid harm to water quality.	++	++	+	+	++	++	N	N	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
13viii	Impacts on water quality and nutrient levels from intensive pheasant rearing and duck shooting should be minimised.	++	++	+	+	++	++	N	N	+	++	+	N	+	N	+	N	N	N	N	N	++	N			
14i	Natural Flood Management measures should be used to increase water storage, reduce flood risks, maintain aquifers and to help prevent low flows and drying of rivers.	++	++	+	+	++	+	+	N	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
14ii	Development should support and enable the natural storage of water through sustainable drainage systems.	++	++	+	+	++	++	+	N	+	++	+	N	+	N	+	N	N	N	N	N	++	N			
14iii	Drainage and water management measures should avoid displacing flooding, and should look to water storage solutions where possible rather than speeding up flows.	++	++	+	+	++	++	+	N	+	++	+	++	+	N	+	N	N	N	N	N	++	N			
14iv	Natural water storage should be enhanced e.g. through restoration and creation of ponds and other small waterbodies.	++	++	+	+	++	++	+	N	+	++	+	+	+	N	+	N	N	N	N	N	++	N			

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15i	Harm should be avoided to water resources, by protecting rivers, wetlands and water environment. Regulation should be used where needed to protect water resources and the water environment.	++	++	+	+	++	++	+	+	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
15ii	Water resources should be managed to be sustainable and more resilient to pressures from climate change.	++	++	+	+	++	++	+	N	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
15iii	On-farm storage of water is encouraged, to help reduce demand on river and stream water supplies.	++	++	+	+	++	++	+	N	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
16i	Naturalness of watercourses and floodplains should be enhanced and restored, and river and riverbank habitats improved. Artificial in-channel obstructions limiting the natural range of fish should be removed where possible.	++	++	+	+	++	++	+	N	+	++	+	N	+	N	+	N	N	N	N	N	++	N			
16ii	Land use and land management in upland areas should support retaining water for longer in catchment headwaters.	++	++	+	+	++	++	+	+	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
16iii	Methods should be adopted to avoid as far as possible soil compaction which reduces infiltration and accelerates run-off.	++	++	+	+	++	++	+	+	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
16iv	Nature-based solutions should integrate water measures with nature recovery, climate mitigation and adaptation.	++	++	+	+	++	++	++	N	+	++	+	+	+	N	+	N	N	N	N	N	++	N			
LAND																										
17i	Sites of geological and geodiversity importance should be protected, and actively managed and enhanced where necessary.	+	+	N	N	+	++	N	+	+	++	+	+	N	N	+	N	N	N	N	N	+	N			
17ii	Soils should be protected, and soil degradation reversed by minimising erosion and compaction and increasing organic content.	+	+	N	N	++	++	+	++	+	++	+	+	N	N	+	N	N	N	N	N	+	N			
17iii	The sustainable management of soils should be a priority, to increase their overall health and to support nature recovery, natural water management, climate change mitigation and adaptation, and long-term productivity of land.	+	+	N	N	++	++	+	+	+	++	+	+	N	N	+	N	N	N	N	N	+	N			
18i	An optimum balance of land use should be sought to deliver the best overall benefits to society.	+	+	N	N	++	++	+	+	+	++	+	+	N	N	+	N	N	N	N	N	+	N			
18ii	The multi-functional benefits of land should be optimised.	+	+	N	N	++	++	+	++	+	++	+	+	N	N	+	N	N	N	N	N	+	N			
19i	Farmers should be supported to continue growing food, in ways which are sympathetic to nature, climate, water, heritage and landscape through profitable enterprises. Farming and land management practices should as far as possible be sympathetic to the purpose of the National Landscape and priorities of the Plan.	+	+	N	N	++	++	+	+	+	++	+	++	+	+	+	+	N	N	+	++	+	N			
19ii	The best and most versatile agricultural land should be protected from development.	+	+	N	N	++	++	+	+	+	++	+	++	+	+	+	+	N	N	+	++	+	N			
19iii	The Environmental Land Management scheme and other relevant government funding schemes should deliver Management Plan priorities as far as possible.	++	++	N	N	++	++	+	++	+	++	+	++	+	+	+	+	N	N	+	++	+	N			
19iv	Opportunities to develop and promote local food supply chains should be supported, and to increase local food resilience, opportunities to expand sustainable horticulture and vegetable production should be supported where possible.	+	+	N	N	+	++	+	+	+	++	+	++	+	+	+	+	N	N	++	++	+	N			
20i	Agricultural and diversification development regulated through the planning system should be in keeping with the special qualities and other key characteristics of the National Landscape.	+	+	N	N	+	++	+	++	+	++	+	++	+	+	+	+	N	N	++	++	+	N			

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20ii	New farm buildings should be of high design standards in keeping with the qualities of the landscape and published Agricultural Buildings guidance. The minimum of external artificial lighting should be erected, and where necessary, design lighting to be in accordance with the Bat Conservation Trust - Guidance Note GN08/23 Bats and Artificial Lighting At Night;	+	+	N	N	+	++	+	++	+	++	+	++	+	+	+	+	N	N	++	++	+	N		
20iii	Major development for intensive livestock including poultry should only be allowed where the stringent tests of exceptional circumstances in national policy are met. Criteria indicating that applications for intensive livestock developments should be refused include where - the scale of new buildings would exceed the farmstead's existing built footprint; - proximity to other developments would create significant cumulative adverse impacts; - development is proposed in open field locations away from other farm buildings; - significant earth-moving or bunding is proposed, or landscape features landscape features such as hedgerows, watercourses, trees, and ponds are affected; - the topography means that the development will be easily visible from publicly accessible vantage points; harm to local amenity and landscape character cannot be satisfactorily mitigated; - proximity to residential properties or other businesses (within 400m has potential to generate harmful impacts on amenity, as recognised in the restriction in this zone for agricultural permitted development); - units would be accessed by narrow roads and/or heavy traffic movements would alter the character of rural lanes or damage hedges or verges.	++	+	N	+	+	++	+	++	++	++	+	+/-	N	+/-	+	+	N	N	N	+/-	+	N		
20iv	Development of dwellings for rural workers should be allowed where: - the proposal can demonstrate an essential need for permanent accommodation at or near a place of work; - no significant adverse impacts upon the local community, landscape, nature, heritage, natural beauty, and tranquillity can be demonstrated.	+	+	+	+	+	+	+	+	++	++	+	+	+	+	+	+	N	N	+	+	N			
21i	The optimum delivery of nature and public benefits from commercial forestry is encouraged.	++	+	+	+	+	++	+	++	++	++	+	+	N	+	+	+	N	N	N	+	+	N		
PEOPLE																									
22i	Development of affordable housing to meet local needs should be prioritised to increase the sustainability of communities within the National Landscape.	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	N	N	+	+	+			
22ii	Development of affordable housing should be supported where: - development design is of high design quality, and has regard for local and traditional vernacular styles; - density of development is sympathetic to existing housing density within the local area; and - no significant adverse impacts upon the local community, landscape, nature, heritage, natural beauty, and tranquillity can be demonstrated.	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	N	N	+	+	+			

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23i	Opportunities for local employment in activities which are sympathetic to the special qualities of the National Landscape should be supported and encouraged. Creation of jobs in activities which are harmful to the special qualities and other key characteristics of the National Landscape should not be used to justify harmful developments.	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+					
24i	Priority should be given to maintaining and enhancing local community services and amenities and improving access to these.	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	N	N	+	+	+					
24ii	Rural services should be delivered in sustainable ways, make the most of health and wellbeing opportunities from the landscape, and as far as possible support the purpose of designation and the priorities of the Plan.	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	N	N	+	+	+					
25i	The access network (including public footpaths, bridleways and roads, and open access areas) should be valued, protected and maintained as the bedrock of recreation, economic value and nature connection.	+	+	+	++	+	+	+	+	+	+	++	+	+	++	+	+	N	N	+	+	++					
25ii	Responsible access and sustainable recreation activities should be promoted, with a focus on quiet enjoyment and a strong ethic of care for visitors and providers. All recreation facilities, activities and events should be planned and promoted to ensure no significant impacts upon the local community, landscape, nature, heritage, natural beauty, and tranquillity.	+	+	+	++	+	+	+	+	+	+	++	+	+	++	+	+	N	N	+	+	++					
25iii	Recreational off-road use of motor vehicles should not be encouraged or promoted within the National Landscape. Voluntary measures and pro-active work with users should be used where possible to minimise the impact of legal off-road use of motor vehicles on the landscape and on other people's quiet enjoyment of the countryside. Where local impacts are significant however, measures including traffic regulation orders restricting legal use should be employed. Illegal motorised activities should as far as possible be prevented.	+	+	+	++	+	+	+	++	+	+	++	+	+	++	+	+	N	N	+	+	++					
26i	Opportunities should be maximised for improving people's health and wellbeing from outdoor exercise and relaxation, and from contact with nature and the landscape.	+	+	+	++	+	+	+	+	+	+	++	+	+	++	+	+	N	N	+	+	++					
27i	The Shropshire Hills should strive to be a more inclusive and welcoming destination, reaching new audiences. Priority should be given to inclusivity, equity and diversity and to improving provision for under-served groups and those with special needs.	+	+	+	++	+	+	+	+	+	+	++	+	+	++	+	+	N	N	+	+	++					
27ii	Access for as wide a range of people as possible should be encouraged, through easing physical access barriers where possible, with reasonable adjustments provided where environmental factors may limit access.	+	+	+	++	+	+	+	+	+	+	++	+	+	++	+	+	N	N	+	+	++					
28i	Promotion of the Shropshire Hills to visitors should be linked to the special qualities of the National Landscape and should encourage sustainable tourism practices and behaviours, including sustainable and active transport and travel.	+	+	+	++	+	+	+	+	+	+	++	+	+	++	+	+	N	N	+	+	++					

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28ii	Interpretation and a variety of communication and engagement tools should be used to help enhance people's enjoyment, raise understanding of special qualities of the area, and to encourage people to help and participate.	+	+	+	++	+	+	+	+	+	+	+	++	+	+	++	+	+	+	+	+	+	++		
29i	Active participation in care for the landscape through volunteering and community groups should be encouraged.	+	+	+	++	+	+	+	++	+	+	+	++	+	+	++	+	+	+	N	+	+	++		
30i	Publicity and other management measures should, through promotion of a wide variety of visitor locations, seek to disperse visitors and spread visits across the area, to reduce pressures at heavily used locations and to spread economic benefits.	+	+	+	++	+	+	+	++	+	+	+	++	+	+	++	+	+	N	N	+	+	++		
31i	Opportunities should be maximised for outdoor and environmental education, and for skills development linked to caring for the landscape.	+	+	+	++	+	+	+	++	+	+	+	++	+	+	++	+	+	++	N	+	+	++		
	PLACE																								
32i	A holistic view of landscape should be adopted in decision making, respecting the principles of the European Landscape Convention to protect, manage and plan for landscapes, and safeguarding the integrity of the sympathetic interaction between people and landscape.	++	+	+	+	+	+	+	++	++	+	+	+	+	+	+	+	+	N	N	+	+	+		
32ii	Local distinctiveness should be celebrated, linked to the natural and cultural heritage of the landscape. All development should consider local character and distinctiveness.	++	+	+	+	+	+	+	+	++	+	+	+	+	+	+	+	+	N	N	+	+	+		
32iii	Tranquillity should be protected in all aspects – peace and quiet, views, visual harmony, absence of intrusive influences.	++	+	+	+	+	+	+	+	++	+	+	+	+	+	+	+	+	N	N	+	+	+		
32iv	Dark skies should be valued, and planning policy and decisions on public lighting should be used to minimise and reduce light pollution.	++	+	+	+	+	+	+	+	++	+	+	+	+	+	+	+	+	N	N	+	+	+		
32v	In remoter locations and on hilltops a perceived sense of wildness should be retained and built structures minimised.	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	N	N	+	+	+		
33i	Designated heritage sites and assets should be protected, and development should seek to protect and enhance the significance of all heritage assets (including undesignated assets), including their setting.	+	+	+	+	+	+	+	++	+	+	+	+	+	+	+	+	+	N	N	+	+	+		
33ii	Measures should be supported to ensure cultural heritage is better understood and celebrated.	+	+	+	+	+	+	+	++	+	+	+	+	+	+	+	+	+	N	N	+	+	+		
34i	A regenerative economy should be fostered, focussing on wise management and wellbeing – an economy which is nature and climate positive, and good for people	+	+	+	+	+	+	+	+	+	+	+	++	+	+	+	+	+	N	N	+	+	+		
34ii	Waste and resource use should be reduced by supporting a circular economy.	+	+	+	+	+	+	+	+	+	+	+	++	+	+	+	+	+	N	N	+	+	+		
35i	New development for tourism and recreation should be of suitable scale and siting, of the highest standards of design and sustainability and avoid harm to the special qualities and other key characteristics of the National Landscape. Tourism businesses, facilities, activities, and events should adopt high standards of sustainability.	++	++	++	+	+	++	++	++	++	+	+	++	+	+	+	+	+	N	+	+	+	+		

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35ii	Tourism activities based on nature and heritage should be prioritised, to increase people's connection to nature and better reveal the significance of heritage assets and their story within the context of the Shropshire Hills.	++	++	++	+	+	++	++	++	++	+	+	++	+	+	+	+	N	+	+	+	+			
35iii	Development of permanent caravans and chalets should be on a small scale only (e.g. less than 10 units), in suitable locations and following high standards of landscaping of natural and rural character.	++	++	++	+	+	++	++	++	++	+	+	++	+	+	+	+	N	+	+	+	+			
36i	Development of infrastructure such as transport and utilities should be sensitive to the special qualities and other key characteristics of the National Landscape and seek to further the purpose of conserving and enhancing it. The rural character of roads and highway network should be maintained, with design and structures in keeping with the high quality landscape.	++	++	++	+	+	++	++	++	++	+	+	++	+	+	+	+	N	+	+	+	++			
36ii	The use of excessively large vehicles on small rural lanes should be discouraged, including to protect verges and minimise soil loss to rivers.	++	++	++	+	+	++	++	++	++	+	+	+	+	+	+	+	N	+	+	+	+			
36iii	Maintaining, and extending public transport provision within the National Landscape should be prioritised over the further development of car-based infrastructure.	++	++	++	+	+	++	++	++	++	+	+	+	+	+	+	+	N	+	+	+	+			
37i	The National Landscape boundary should not be formally amended In the foreseeable future, as any benefits would not be justified against the considerable costs and resources this would entail. Partners should work in ways which strengthen the integrity and identity of the Shropshire Hills as an area of exceptional landscape value. The National Landscape Team will work in a flexible and pragmatic way in relation to the boundary while seeking the best outcomes and delivery for the designated area.	++	++	++	+	+	++	++	++	++	+	+	+	+	+	+	+	N	+	+	+	+			
37ii	Development in the setting of the National Landscape should be assessed for its impacts on the designated area itself, and also take account of the landscape quality of the setting. Mitigation measures should consider impacts on the special qualities and other key characteristics of the National Landscape.	++	++	++	+	+	++	++	++	++	+	+	+	+	+	+	+	N	+	+	+	+			
38i	Local councils, including town and parish councils, should support and enable the development of sustainable communities within the National Landscape.	++	++	++	+	+	++	++	++	++	+	+	+	+	+	+	+	N	+	+	+	+			
38ii	Better use of built and green public spaces in villages and towns should be encouraged for better social connection and mixing, and to enhance vitality in communities.	++	++	++	+	+	+	++	+	++	+	+	+	+	+	+	+	N	+	+	+	+			
38iii	The Shropshire Hills identity and the combined elements of the National Landscape model (Plan, Partnership, Team, etc) should be strengthened to help support people's motivation to actively care for the area's special qualities.	++	++	++	+	+	++	++	++	++	+	+	+	+	+	+	+	N	+	+	+	+			