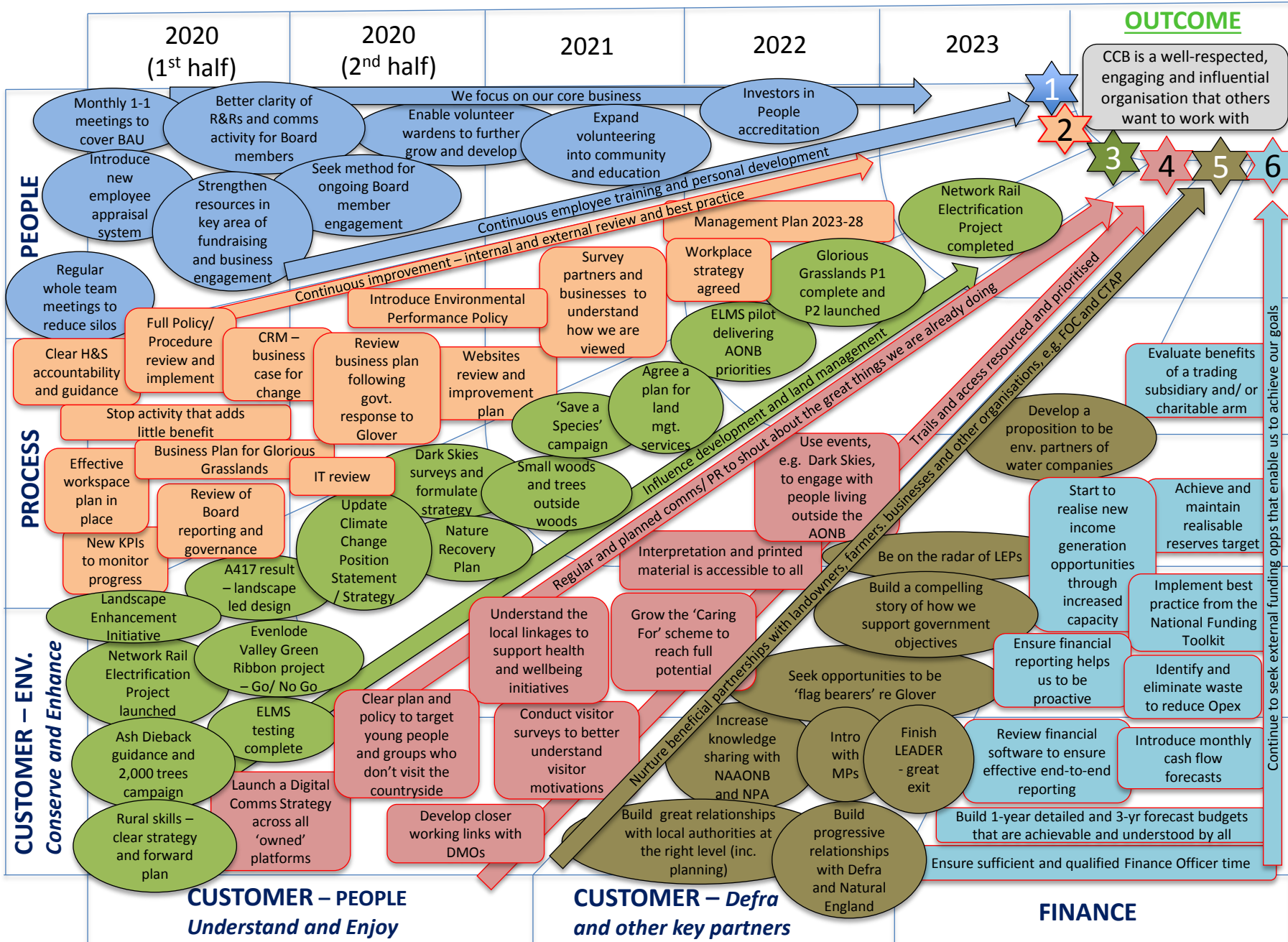




# Business Plan Framework 2020-23



## OUTPUTS

1. Great people, inspiring others
2. Continuous improvement leading to effective working
3. Delivering for landscapes and nature
4. Promoting and broadening access opportunities
5. Value-added partnerships that benefit the Area of Outstanding Natural Beauty
6. Financially resilient and sustainable

GREAT PEOPLE  
DOING THE RIGHT THINGS  
LEADS TO HAPPY CUSTOMERS  
AND HEALTHY FINANCES

Continue to seek external funding opps that enable us to achieve our goals