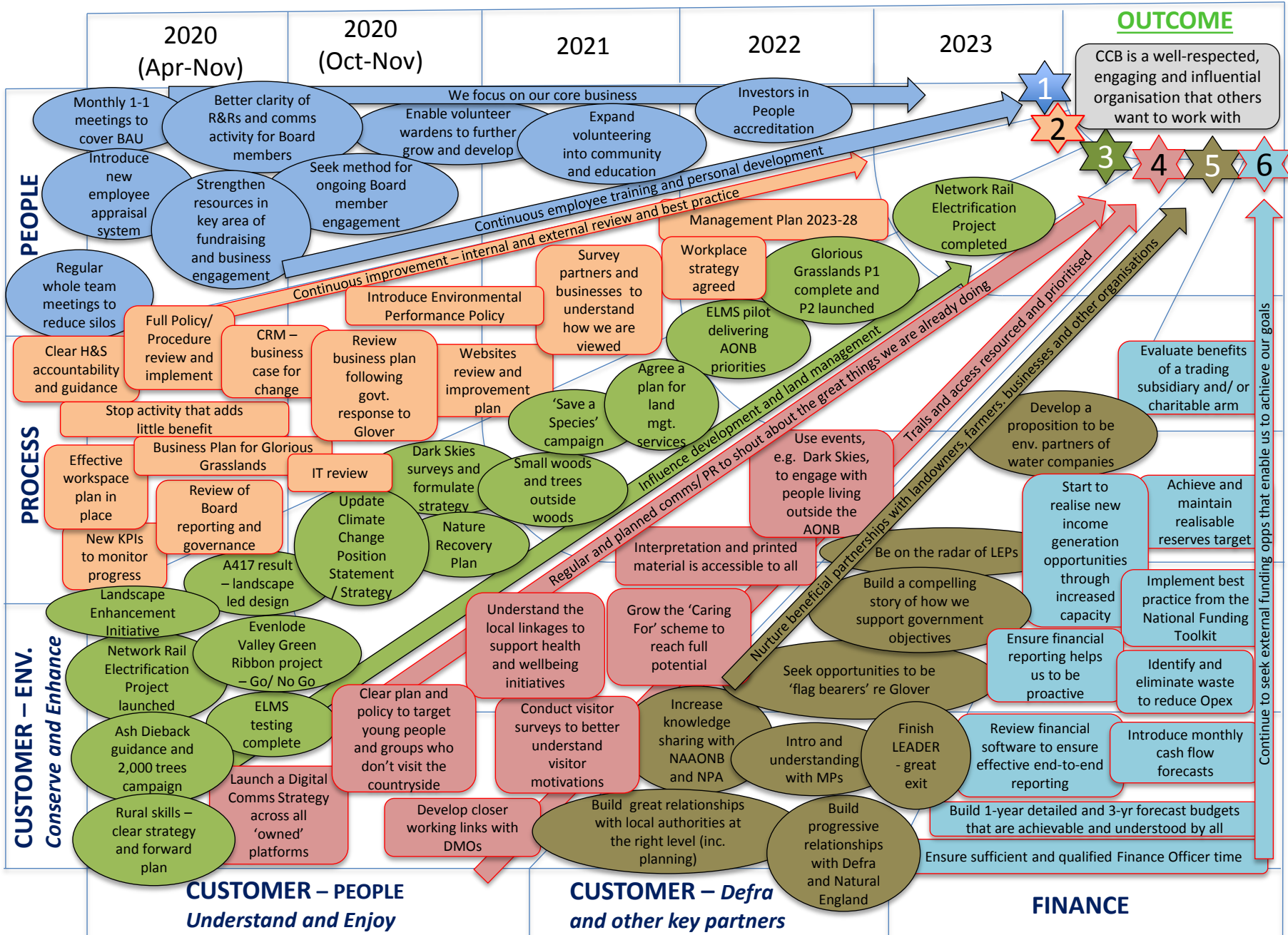




Business Plan Framework 2020-23



GREAT PEOPLE

DOING THE RIGHT THINGS

LEADS TO HAPPY CUSTOMERS

AND HEALTHY FINANCES

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

CUSTOMER – PEOPLE
Understand and Enjoy

CUSTOMER – Defra
and other key partners

FINANCE