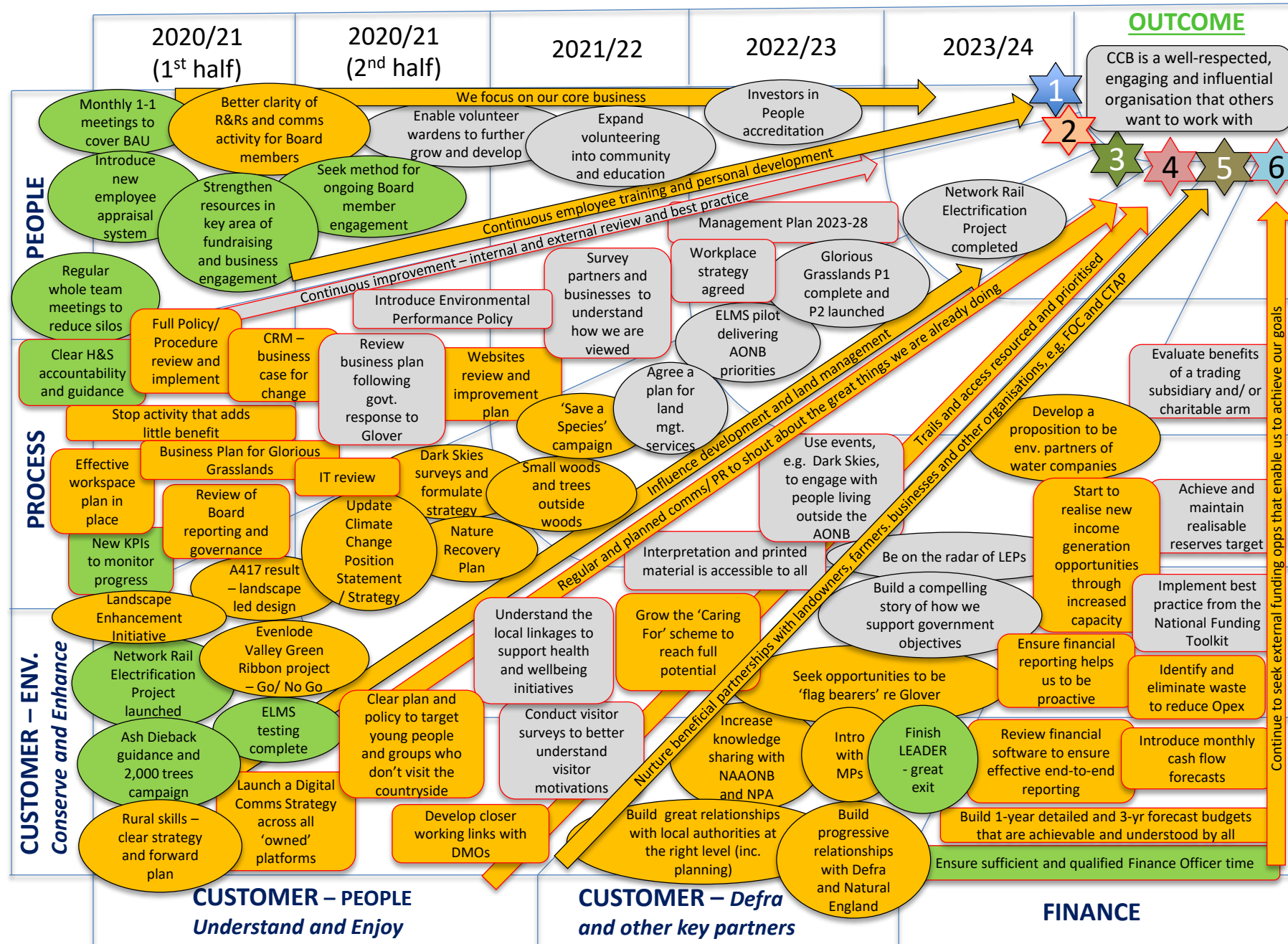




Business Plan Framework 2020-23



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

- OUTPUTS**
- Great people, inspiring others
 - Continuous improvement leading to effective working
 - Delivering for landscapes and nature
 - Promoting and broadening access opportunities
 - Value-added partnerships that benefit the Area of Outstanding Natural Beauty
 - Financially resilient and sustainable