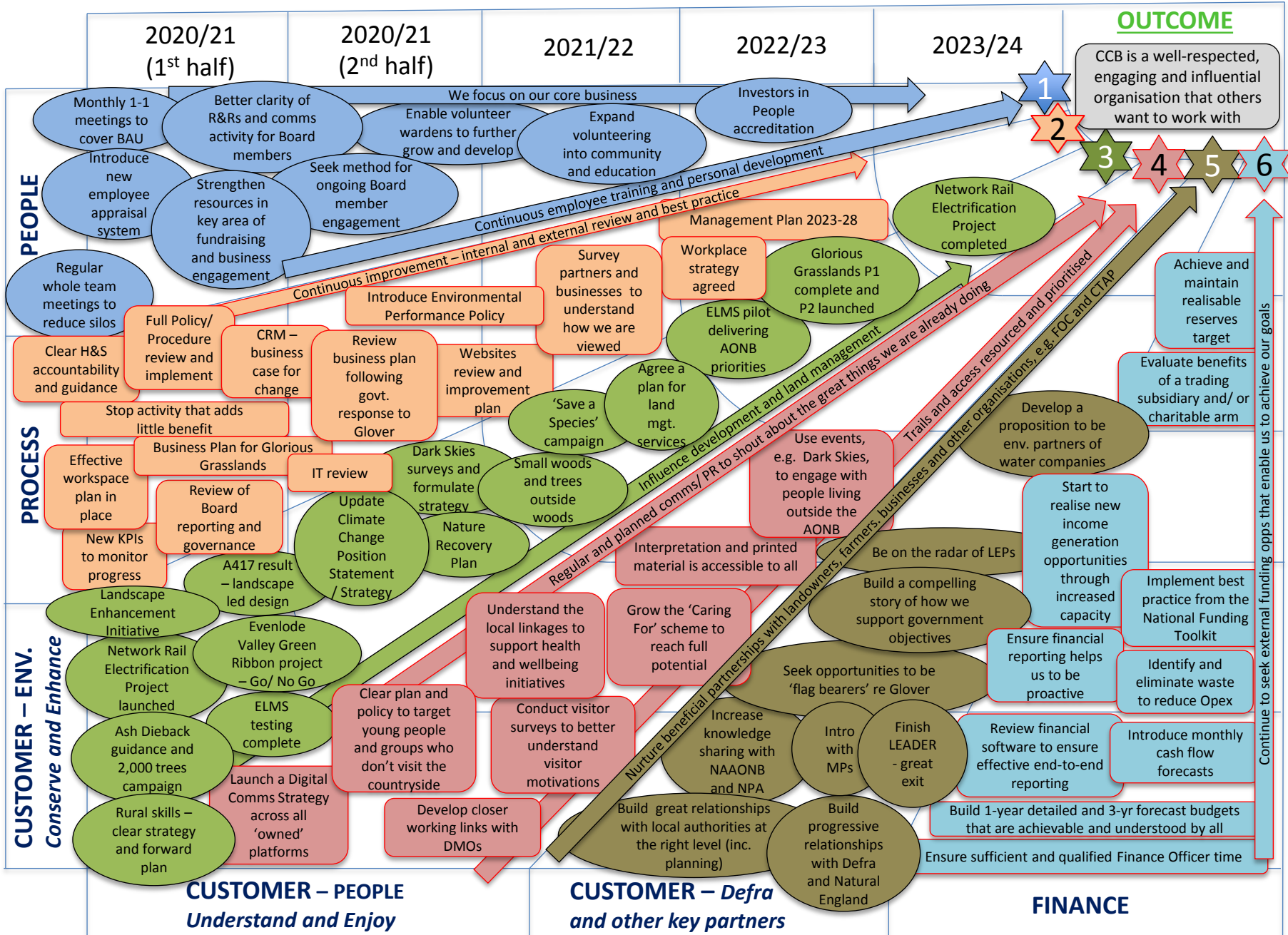




Business Plan Framework 2020-23



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