



ABOUT THE CENTRAL RIVERS INITIATIVE

The Central Rivers Initiative (CRI) is a broad based partnership representing key interests who are working together to shape and guide the progressive restoration and revitalisation of the river valley between Burton, Lichfield and Tamworth - an area of central England that covers over 50 square km.

Our vision is to create and connect beautiful places where people can explore and enjoy water, landscape and wildlife, and to ensure that careful extraction and restoration by the area's many sand and gravel quarries will leave a sustainable network of wildlife habitats, public amenities and agricultural land. We also want to inspire and encourage landowners, communities and individuals to get involved in shaping their local landscape.

CRI was established in the late 1990's in order to take a coordinated approach to the planning issues affecting the Trent and Tame valley and to start developing a vision for the whole region. The partners include Staffordshire Wildlife Trust, National Forest Company, RSPB, gravel quarrying companies, Natural England and local authorities.

The Central Rivers area is already becoming a significant tourist destination. The National Memorial Arboretum, Barton Marina and Waterfront, Tamworth Castle Pleasure Grounds, Trent Washlands in Burton plus Middleton Lakes and Croxall Lakes nature reserves are just a few of the 20 plus attractions in the Central Rivers area providing a stimulating destination for local communities, tourists and businesses alike.

Aims

The CRI vision will be achieved by working with partners to provide:

1. A regionally recognised place that people are proud of, involved with, access and enjoy.
2. An attractive landscape, focussed on rivers and the lakes formed from restored gravel pits, with natural resources and high quality development supporting a thriving and sustainable economy.
3. A wildlife-rich landscape with extensive wetlands, healthy rivers and sustainable mixed farming.
4. Appropriate recreational and business activities that work in harmony with each other and the landscape.
5. Co-ordination in the restoration of gravel quarries to achieve most benefit.
6. Increased awareness, understanding and participation in the wildlife, heritage and potential of the landscape



To meet our aims we will:

Externally

1. Engage with the local community, including landowners.
2. Restore habitat at a landscape scale.
3. Negotiate a co-ordinated approach for gravel pit restoration and other land uses. Work closely with the aggregate industry to restore worked areas as effectively and quickly as possible.
4. Create a tourism/visitors/recreation plan to link honeypot attractions with activities in the wider area, with zoning so that people and wildlife with different needs are all catered for.
5. Improve public access where possible, consistent with the visitors plan.
6. Maximise the opportunities for CRI within local, regional and other initiatives, partnerships and plans.
7. Engage pro-actively with the development planning process.

Internally

1. Maintain effective partnership working, project management and financial viability.
2. Create and implement an effectively branded media and communications plan
3. Create and use a map-based tool to gather, analyse and communicate information

Role of the CRI Board

The CRI Board is responsible for:

- Overseeing the TTTV LPS development stage and the submission of a successful delivery stage application to HLF
- Maintaining the CRI partnership for the future legacy of the landscape
- Developing and undertaking projects outside the TTTV LPS area.
- Maintain CRI membership and encourage new membership and payment of annual subscriptions.



ABOUT THE 'TRANSFORMING THE TRENT VALLEY' LANDSCAPE PARTNERSHIP SCHEME (LPS)

'Transforming the Trent Valley' LPS is a scheme funded by the Heritage Lottery Fund (HLF). The scheme was originally visioned by CRI and has been developed into a development stage project by Staffordshire Wildlife Trust in partnership with 10 local third sector organisations and local authorities.

The scheme is managed by a Programme Manager employed through the grant by Staffordshire Wildlife Trust. The Programme Manager reports to both the Transforming the Trent Valley LPS Board and the CRI Board.

Currently, the CRI Board and TTTV LPS Board meet on the same day and have the same Chair. The TTTV Board is made up of the CRI Board plus additional members from the partnership who are currently external to CRI.

The TTTV Board reports to the CRI Board but can elect to be autonomous with a separate Chair if felt necessary.

The role of the TTTV LPS Board is to:

- To approve the sign off of the Round 2 submission to HLF
- To unlock blockages e.g. lobbying, issue resolution where appropriate.
- To act as a task and finish group to oversee the production of the final submission
- To monitor progress achieved against the project plan
- To provide guidance and advice on securing match funding
- To share information on policies, strategies and projects that are relevant to the TTTV LPS.
- To promote stakeholder engagement
- To ensure that the Project Board is representative of the project and the partners involved and to supplement membership with appropriate persons
- To assist the Partnership Manager in the development of the Round 2 submission including providing assistance and support in securing or producing relevant documentation either directly or through the encouragement of project partners or project leads.
- To receive project highlight reports from the Partnership Manager