

<b>COMMITTEE</b>	Llyn AONB Joint Advisory Committee
<b>DATE</b>	22 November 2023
<b>TITLE</b>	National matters
<b>PURPOSE</b>	Inform members
<b>AUTHOR</b>	AONB Officer
<b>RECOMMENDATION</b>	Accept the information

## **1.0 INTRODUCTION**

1.1 This report contains information on two National matters that will be of interest to members. Firstly, Welsh Government is arranging training for members of National Parks and AONB Joint Advisory Committee members and secondly there are moves afoot to change the operating title and branding of AONBs.

## **2.0 MEMBER TRAINING**

2.1 Recently a letter was sent by the Minister for Climate Change, Julie James MS, to the Leaders of Local Authorities and National Parks and Chairs of National Parks and AONB Joint Advisory Committees.

2.2 In the letter the Minister states that the Designated Landscapes are very important in realising the Welsh Government's key priorities on the nature and climate emergencies. It goes on to state that it is important that the leaders and members of these bodies have the information and skills necessary for the work they are undertaking. On this basis Welsh Government officers have developed a package of online training for members of the National Parks and AONB JACs.

2.3 There are 2 modules of training that are applicable to JAC members:

- Introduction to Equality, Diversity and Inclusion
- Tackling the nature and climate emergencies.

2.4 This training will be held online during this Winter and each module will be for around 2 hours. The intention is to arrange meetings of the JAC during which the training will be provided. More information will be sent soon.

### **3.0 RE-BRANDING**

- 3.1 The term “Area of Outstanding Natural Beauty” is included in The National Parks and Access to the Countryside Act 1949. This Act was passed by the post war Labour Government in order to protect these special places and, in the case of the Parks, promote leisure enjoyment.
- 3.2 Over the years there has been much discussion about the AONB name, mainly due to it’s long and descriptive nature and secondly because it lacks the “National” label and therefore somehow lacks the status given to the Parks.
- 3.3 Recently a review of National Parks and AONBs in England was undertaken under the leadership of journalist Julian Glover. This report came to the conclusion that there was a strong case to change the operational name of AONBs to something more punchy and to include the term “national”.
- 3.4 The National Association of AONB’s (NAAONB), which was established to help the AONBs in the UK by promoting good practice, education and training, has been part of the discussion regarding the future of National Parks and AONBs in England and Wales. The Association has been coordinating the discussion in England regarding changing the operational name of AONBs to “National Landscapes”.
- 3.5 The majority of areas in England were supportive of the name change and the Association also adopted this viewpoint. Consequently the Association has led on developing information packs, new branding and logos to be used. The Association itself will also be renamed as National Landscapes Association.
- 3.6 A discussion has been held on rebranding in Wales. In general there is support for the initiative and Welsh Government also seems supportive. There is no formal requirement to use the branding and logo that has been developed though and the formal title Area of Outstanding Natural Beauty will remain.

### **4.0 RECOMMENDATION**

- 4.1 To accept the report.