

COMMITTEE	Llyn AONB Joint Advisory Committee
DATE	June 27 th 2024
TITLE	A new image for AONBs
PURPOSE	Inform members
AUTHOR	AONB Officer
RECOMMENDATION	To further consider the matter

1.0 INTRODUCTION

- 1.1 This report contains further information on the work that has recently been undertaken to create a new brand and image for Areas of Outstanding Natural Beauty (AONBs). The designation is relevant to Wales, England and Northern Ireland.
- 1.2 The report has been included on the JAC meeting’s agenda at the request of the Chair following receipt of a letter by Mr John Watkins, Chief Executive of the National Landscapes Association (translation attached as Appendix A).

2.0 AREAS OF OUTSTANDING NATURAL BEAUTY

- 2.1 The term “area of outstanding natural beauty” is contained 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.
- 2.2 Over the years there has been much discussion about the Area of Outstanding Natural Beauty title 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.

3.0 A NEW IMAGE

- 3.1 Recently a review of National Parks and AONBs in England was undertaken under the leadership of journalist Julian Glover. There was a similar review undertaken in Wales led by Prof Peter Marsden some years ago. The Glover 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”.

- 3.2 The National Association of AONBs, 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”.
- 3.3 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 has also been renamed as National Landscapes Association. By now many, if not all, the designated areas in England use the National Landscape title, sometimes with the AONB as a sub-title. Also, the new logos, which have a similar look in order to create an impression of belonging, are widely used. The the web address for the Association is: www.national-landscapes.org.uk
- 3.4 A discussion has been held on rebranding in Wales between officers. In general there has been support for the initiative and Welsh Government also seems supportive. By now some of the AONBs in Wales have also started using the National Landscape title and the new logos.
- 3.5 At the meeting of this JAC held in November 2023 members were favouring continuing with the Llŷn Area of Outstanding Natural Beauty title and logo rather than adopting the National Landscape working title and new logo (this is also based on the chough).
- 3.6 Mr John Watkins, Chief Executive of the National Landscapes Association will be joining the meeting to provide further information on this topic.

4.0 RECOMMENDATION

- 4.1 To accept the report.