



**Bryniau Clwyd a
Dyffryn Dyfrdwy**
Clwydian Range
and Dee Valley

Ardal o Harddwch Naturiol Eithriadol
Area of Outstanding Natural Beauty

Held on:	12th April 2024
Lead Member / Officer:	Howard Sutcliffe
Report Author:	Howard Sutcliffe
Title:	Rebranding of the AONB to National Landscape

1. What is the report about?

*Over several years two national reports, the Marston Review (Wales) and the Glover Review (England) have looked at how all aspects of AONBs can be improved including their future direction. One of the major opportunities is a refresh in name, direction, and branding. Both reports suggest a change in name for **AONBs** to **National Landscapes**. On 22nd November 2023, AONBs, primarily in England became National Landscapes. For many years the acronym 'AONB' has been mispronounced, misunderstood, and has remained in the background of designations. Our association also became **The National Landscape Association**.*

Why now? - National Landscapes teams have always delivered incredible work that makes a difference for nature, climate, and people. For every £1 of core funding they receive, National Landscapes teams deliver at least £4 of work on the ground by securing external funding, mobilising their team of volunteers, and collaborating effectively. The profile they have, does not match the immense impact the network has. - By creating a more unified identity across the family, we are better able to show the collective size, ambition, and impact of our network. - We have the opportunity to make our brand more accessible and inclusive – delivering on the recommendations of both governments Landscapes Reviews', and making all people feel welcome in these landscapes. - This rebrand is a statement of our ambition, for us to be seen as a delivery partner and creates a stronger case for funding opportunities. (See Appendix 1 for Welcome Pack to National Landscapes)

2. What is the reason for making this report?

Decision Required – is to change the name of the Clwydian Range and Dee Valley AONB to the Clwydian Range and Dee Valley National Landscapes.

AONB/National Landscapes teams have been at the forefront of delivering natural solutions to the main challenges facing the nation for many years. The new brand underscores their commitment to redoubling their efforts and engaging with a wider audience. The rebrand marks the next step in fully realising the National Landscapes' vision, to be the leading exemplars of how thriving, diverse communities can work with and for nature in the UK: restoring ecosystems, providing

food, storing carbon to mitigate the effects of climate change, safeguarding against drought and flooding, whilst also nurturing people's health and wellbeing.

3. What are the Recommendations?

*Recommendation – That the Joint Committee adopts that it is rebranded **The Clwydian Range and Dee Valley National Landscape**, line with the other 45 National Landscaped, and that the AONB Joint Committee becomes **The National Landscape Joint Committee** .*

4. Report details.

The AONB Partnership discussed and received a presentation on the change in name at its meeting in February 2024. It then set up a sub group who met in March where the following observations/recommendations were made:

- *V2 Draft logo has been created. The publicity for the name change in Wales would be launched in April 2024.*
- *Less than 40% of people in their 30's did not know what an AONB was.*
- *It was explained that all the new logos of the National Landscape would complement each other and would visually appear more joined up with a common identity.*
- *The AONB Team would have a new email signature with the new logo.*
- *Change of font would be Effra – this was not available via word and had to be downloaded.*
- *Iconography has been created via the project, to assist with key messages. Tool kits also have been created, that could be useful in getting messages across.*
- *The recommendation for new branding /name change would be taken to the Joint Committee Meeting being held on 12th April.*

It was raised that It may be perceived by some of the general public what would be the difference be between National Landscape status and National Park

Next Steps

- *There should be some assistance with Comms especially regarding the bilingual element - all the design tools were English based – to discuss further Action – Llyr Jones NLA to be contacted prior to April JC Meeting.*
- *share Presentation with Partnership Members – Action KW*
- *Press release to go to AONB Champions Town & Community Councils, Local Members etc*
- *Consistent message to be drafted (following JC Meeting) that AONB Champions etc can take to their next community / Town Meeting*

5. How does it contribute to the Clwydian Range & Dee Valley AONB Management Plans Priorities?

This reflects the commitment of the family of National Landscapes to a collective position and new direction on several new topics such as Nature Recovery and climate change that will be reflected in individual Management Plans, together with a renewed collective image for all Management Plans.

6. What will it cost and how will it affect other services?

The existing materials and guidance are all paid for by the National Landscape Association. This proposed National Landscape will just replace existing logos with new as materials and equipment are renewed.

7. What are the main conclusions of the Well-being Impact Assessment?

- A prosperous Denbighshire - **Positive**
- A resilient Denbighshire - **Positive**
- A healthier Denbighshire - **Positive**
- A more equal Denbighshire - **Positive**
- A Denbighshire of cohesive communities - **Positive**
- A Denbighshire of vibrant culture and thriving Welsh language - **Positive**
- A globally responsible Denbighshire – **Positive**

8. What consultations have been carried out with Scrutiny and others?

- *February 2024 AONB Partnership*
- *Bespoke Task and Finish Working Group set up March 2024.*
- *Officers Working Group discussion January 2023*

9. Chief Finance Officer Statement

The focus of the report is around renaming the AONB to National Landscapes in line with other AONBs in England and Wales. As set out within section 6 of the report materials and guidance are paid for by National Landscapes Association.

10. What risks are there and is there anything we can do to reduce them?

The major risk is not to move to being a National Landscape when all the other 45 AONBs have rebranded into National Landscapes. Having said this the process needs managing carefully, in the light of Welsh Government's 'Programme for Government' which includes setting up a new National Park in North East Wales. There is the possibility to confuse the new designation of National Landscape with the National Park Designation.

11. Power to make the Decision

The Legal basis lies in Section 101 (5) of the Local Government Act of 1972 and the Local Government Act 2000, where Local Authorities can enter arrangements to 'discharge functions jointly with one or more Local Authorities by means of a Joint Committee.'