

## **50<sup>TH</sup> ANNIVERSARY OF THE WYE VALLEY AONB IN 2021**

### ***Purpose***

To advise members of the forthcoming 50<sup>th</sup> anniversary of the designation of the Wye Valley AONB in 1971.

FOR INFORMATION

### ***Key Issues***

- 2021 marks the 50<sup>th</sup> anniversary of the designation of the Wye Valley AONB.
- An outline programme of events for 2021 is being developed.
- The Offa's Dyke Path National Trail was also created in 1971.

### ***Reasons***

The Wye Valley AONB Designation Order was submitted on 24<sup>th</sup> February 1971. The Order was confirmed and signed by the Secretary of State on 13<sup>th</sup> December 1971.

Throughout 2021 the opportunity should be taken to raise public awareness of the Wye Valley AONB and the work carried out by the JAC and the AONB Unit on behalf of the AONB Partnership. The following strategic aims are proposed:

- To raise the profile of the Wye Valley AONB locally, regionally and nationally in a creative and engaging manner
- To bring home to residents and visitors alike the value of the area's unique environment and the significance of its AONB designation.
- To promote the role of the AONB Unit as facilitator and in the area, helping forge productive collaborations on behalf of the AONB Partnership.

### ***Implications***

The AONB Unit is commencing work on developing an effective public relations and promotional strategy for the Wye Valley AONB's 50<sup>th</sup> Anniversary celebrations in 2021. There is likely be a formal JAC event around either the designation submission or confirmation dates. Wherever possible linkages will also be made with other events, activities and shows, dependant on staff and resources. Overall budgets and costs have yet to be identified but some may be shared or augmented with partner funding &/or in kind contributions where appropriate.

Key audiences identified include

- The area's residents and local communities
- Those who work in the area (including those not involved in land-based businesses &/or tourism enterprises)
- Visitors (extending to those who have yet to be attracted to the area)
- Existing and potential partners.