

TECHNICAL OFFICERS'
WORKING PARTY REPORT

WYE VALLEY AONB
JOINT ADVISORY COMMITTEE
3rd July 2017

NATIONAL ASSOCIATION FOR AONBs

Purpose

To update members on recent work of the National Association for Areas of Outstanding Natural Beauty (NAAONB) including the forthcoming Landscapes for Life Conference and Landscapes for Life Award.

FOR INFORMATION

Key Issues

- The National Association for Areas of Outstanding Natural Beauty (NAAONB) met with DEFRA Under Secretary of State, Lord Gardiner, after the General Election to discuss the role AONBs play in delivering the DEFRA agenda.
- The theme and dates for the national AONB 'Landscapes for Life' Conference is "Do Different – Leading, Sharing, Learning, Inspiring" on 18th - 19th July in Winchester.
- Three representatives from the AONB Partnership are attending the national AONB Landscapes for Life Conference including Simon Dereham who is nominated for a Landscapes for Life Award.
- Outstanding Week 2017 is scheduled for 16th -24th September 2017.

Reasons

The NAAONB champions the 46 AONBs in England, Wales and Northern Ireland as nationally protected landscapes cared for by locally accountable partnerships that promote and support effective long term management to keep these nationally designated landscapes special. The NAAONB has changed significantly since its formation in 1998. It is now a Charity with its interest focused on AONBs, but flexible enough to extend that interest to active engagement with National Parks and other areas not yet designated. Its clear vision and mission, dedicated staff and trustees, and its active and engaged membership, are a recipe for real delivery.

The NAAONB Board and core team work closely with DEFRA and Welsh Government to harness the collective experience, enthusiasm and goodwill of the AONB Family. They bring the AONB Family together as a cohesive entity providing leadership and strategic direction, celebrating the unique identity of the individual members and AONBs, and working with others to achieve shared objectives.

Implications

The NAAONB Chairman, Philip Hygate, has written to Michael Gove to congratulate him on his new appointment as Secretary of State for the Environment, enclosing a copy of the joint AONBs & National Parks publication "So much more than the view"

<http://www.landscapesforlife.org.uk/images/So-much-more-than-the-view-1.pdf> to highlight

the work of the AONB Family. The mindSCAPE project is outlined on page 15 of the publication. On 16th June in Dedham Vale AONB, NAAONB Chief Executive, Howard Davies, met with Lord Gardiner, DEFRA Under Secretary of State for Rural Affairs, who retains the remit for AONBs.

Landscapes for Life Conference 18th -19th July 2017

The annual National AONB 'Landscapes for Life' Conference (L4L2017) will take place in at Winchester Business School, West Downs Centre, Winchester, Hampshire SO22 4NR. With the theme "Do Different – Leading, Sharing, Learning, Inspiring", delegates will engage with people from the corporate, academic and public sectors, and learn about doing things differently, share ideas on exciting and innovative projects and be inspired to think even further "outside the box". The goal is to help us lead the changes necessary to provide a robust and sustainable future for our outstanding landscapes.

Landscapes for Life Award

Simon Dereham is nominated for a Landscapes for Life Award, having being a JAC member since 1983. The Wye Valley AONB has benefited hugely from Simon's measured and influential contributions over his many years of service. The Landscapes for Life Awards are presented on the first day of the Landscapes for Life Conference and bestow national recognition and gratitude for the service given. The Award recognises the dedication of anyone with outstanding service to AONBs and who has provided considerable support and assistance to the development of individual AONBs, the AONB Family and/or the designation itself.

Outstanding Week

The AONB Family's 2nd 'Outstanding Week', coordinated by the NAAONB took place 17th - 25th September 2016. During the nine days, over 100 events took place in 34 AONBs highlighting the value and relevance of AONBs to both the UK's economy, and the nation's health and wellbeing. Plans are underway for Outstanding Week 2017 on 16th - 26th September 2017. For more information see www.landscapesforlifeevents.org.uk

Background

The National Association for Areas of Outstanding Natural Beauty (NAAONB) is the charity (Number 1,158,871) and trusted voice for the AONB Family. It works to ensure that the natural beauty of all the 46 AONBs in England, Wales and Northern Ireland, is understood and supported at all levels.

The NAAONB Core Messages are:-

- People are passionate about Areas of Outstanding Natural Beauty and care deeply about their future.
- Areas of Outstanding Natural Beauty are some of the most outstanding, beautiful and cherished landscapes in Britain. They need to be cared for, now and in the future.
- Areas of Outstanding Natural Beauty are dynamic, living landscapes that underpin the economy and the health and wellbeing of society.
- Areas of Outstanding Natural Beauty are vibrant landscapes, which offer a wealth of opportunities for everyone to enjoy them and help look after them.
- Areas of Outstanding Natural Beauty are designated as special landscapes which provide a range of benefits for people and wildlife.