



Committee and Date Shropshire Hills AONB Partnership 20 th July 2023	Item 3
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NATIONAL LANDSCAPES REBRANDING

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Summary

This paper sets out some background on the national rebranding initiative for AONBs to become known as National Landscapes.

Recommendation

The Partnership is recommended to support the national rebranding initiative and endorse the new logo for the Shropshire Hills National Landscape.

Background

Rebranding to National Landscapes, as part of a range of measures to update and strengthen the AONB designation, was proposed in the Glover Review report of 2019. It has been taken forward since then by Defra and NAAONB including consultations with various stakeholders. Specific new branding proposals have been developed over the last year by consultants contracted to the NAAONB and funded by Defra. This was to have been shared with AONB teams and Partnerships at a regional workshop in Shropshire in March but uptake was low and these meetings were cancelled.

As well as a brand strategy and communication guidelines, the work has involved developing a new identity for NAAONB as the National Landscapes Association, and for the family of National Landscapes, both collectively and individually. New logos for each AONB have been designed as part of a coherent set, taking inspiration and cues from photographs and information supplied by the teams on the special characteristics of each area. Over the last couple of months there has been the opportunity for the team to provide input and the Strategy & Performance Committee to comment, but this is the first real opportunity we have had to share the new branding with the Partnership. The work is nearing completion now, so the recommendation is for the Partnership to endorse the new logo and support the overall rebranding initiative and the advantages that this will bring.

List of Background Papers

NAAONB briefing slides on rebranding to be circulated separately in advance of the meeting. A shortened version of these will be shown and talked through at the meeting.

Human Rights Act Appraisal

The information in this report is compatible with the Human Rights Act 1998.

Environmental Appraisal

The recommendation in this paper will contribute to the conservation of protected landscapes.

Risk Management Appraisal

Risk management has been appraised as part of the considerations of this report.

Community / Consultations Appraisal

The topics raised in this paper have been the subject of earlier consultations with Partnership members.

Appendices

None