



Surrey Hills National Landscape Board

6 December 2023

National Landscapes Rebranding

Purpose of the report:

To update Members on the national rebranding of the nation's 34 designated AONBs

Recommendations:

Members are asked to:

1. Note the work of the now National Landscape Association in rebranding the national family of AONBs and to understand the implications for the Surrey Hills National Landscape

1. Background

- 1.1 The As set out by the Glover review in 2019, AONBs are fragmented, misunderstood and often see even greater pressures than National Parks with less resource. Glover recommended not only a renaming of 'AONBs' to National Landscapes, but the power which could follow in terms of a strengthened network, with increased funding, governance reform, and new shared purposes to help us fight against the challenges our protected landscapes may face.
- 1.2 The National Landscapes network began the rebrand process in 2021, led by the National Landscapes Association (previously National Association of AONBs) and funded by Defra as part of the delivery of the recommendations of the Glover Review of Designated Landscapes. The work has been overseen by a steering group of representatives from different National Landscapes, on which the Surrey Hills was represented. The logos demonstrate the importance of local landscapes, part of their local community, with a detailed understanding of the entirety of that landscape and the networks in place to protect and regenerate it. The National Landscapes network now has a suite of 39 fresh logos (including the National Landscapes Association logo, see below) which fit together into a living patchwork representing the whole family.
- 1.3 The Surrey Hills National Landscape has been at the forefront of the National Landscapes rebrand, understanding the importance and impact of the migration from 'AONBs'. The Surrey Hills' designation in law remains an 'Area of Outstanding Natural Beauty', and we are not removing 'AONB' altogether as it is recognised in planning legislation, and especially with the Surrey Hills boundary review.
- 1.4 The National Landscapes rebrand is a significant milestone for the UK and 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.