

MALVERN HILLS AONB JOINT ADVISORY COMMITTEE

NATIONAL LANDSCAPE PROSPECTUS

Recommendation

- 1. The Committee is recommended to note and comment on the prospectus.**

Background

2. The National Landscape prospectus (see Appendix 1 which will be emailed separately) has been produced by the National Association for AONBs (NAAONB) as part of a discussion within the family about what reform and renewal of AONBs could look like and how to get there. It builds on the NAAONB's response to the Landscapes Review and the ensuing government consultation, as well as incorporating the results of discussions that have been held more recently.
3. In responding to the Landscapes Review, and in how they have approached the process, Defra appear to have considered each of the proposals almost in isolation. The purpose of the prospectus is to demonstrate that when the various threads of the reform proposals are pulled together, then a powerful 'big idea' emerges - the potential to create a landscape designation by design, fit for the future but built on the learning and legacy of AONBs.
4. It is hoped that a compelling narrative which pulls these threads together will maintain momentum and enthusiasm for the reform that has been pursued and will make it less likely that some aspects are dropped.
5. This prospectus has very recently been sent to the Secretary of State for the Environment and to shadow Secretaries of State. It is felt that making a positive play for the role of AONBs and the work of their partnerships is perhaps especially important at the current time; given uncertainty around funding and policy reforms.