

Membership Benefits 2017-2018

NAAONB Mission Statement

Everything we do is inspired by our mission to support the AONB Family in the conservation and enhancement of natural beauty.

We achieve this by being

- an influential, trusted organisation that is seen as the mouthpiece for the AONB Family
- an organisation that encourages and harnesses the collective experience, enthusiasm and goodwill of the AONB Family
- an organisation that brings the AONB Family together as a cohesive entity
- an organisation that celebrates the unique identity of its individual members
- an organisation that works with others to achieve shared objectives

To achieve the above we need a strong, consistent and engaged membership who speak with a collective voice and collaborate to share, learn and inspire each other.

Core funding contributions for 2017-2018 will support the NAAONB's work as detailed in the Business Plan and will benefit the AONB Family as a whole, as well as affording the individual benefits described below.

Support policies for conserving and enhancing natural beauty

With your support we will be able to continue to

- influence policy making processes and decisions at international, UK wide, national and regional levels by
 - instigating regular meetings with Ministers, Assembly Members and other senior figures of Governments and Opposition parties
 - using the wide range of expertise within the AONB Family to respond to Governments' consultation papers and development of Governments' policies affecting AONBs including funding arrangements
 - coordinating the wide range of expertise within the AONB Family to respond to national agency consultation papers influencing their policy and actions on AONBs
 - maintaining a close and supportive working relationship with Local Authorities and Local Government Associations

**The National Association for
Areas of Outstanding Natural Beauty**

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- explore and develop mechanisms for closer working with organisations with shared objectives
- provide technical support to government agencies when required
- work with Defra and Natural England, and Welsh Government and Natural Resources Wales on the development of a vision and strategic framework for the AONB Family and the wider Protected Landscape Family

Develop understanding of AONB partnerships and the issues they face

With your support we will be able to continue to

- develop the AONB Family brand and related communications strategy and key messages
- redevelop www.landscapesforlife.org.uk to incorporate an events and resources area
- organise a conference for a Protected Landscape audience
- maintain and develop the AONB Family's public profile at exhibitions/conferences
- produce a regular and informative e-newsletter with topical news, training and career opportunities for dissemination to membership, AONB partnerships and wider audiences
- provide advice to Defra, Welsh Government, Natural Resources Wales and Natural England on all aspects of AONBs as appropriate
- produce briefing notes on Government papers
- offer access to advice and information on AONB issues
- deliver a programme of training and development on Protected Landscape issues
- use the wide range of expertise within the AONB Family to produce national consultation responses
- support AONB partnerships in developing new approaches to funding and governance.

Secure and Manage Resources

With your support we will be able to continue to

- maintain engagement with existing funding partners and work to establish additional funding partnerships
- lead on large scale external funding bids

Other individual benefits from your core funding contributions include

- reduced delegate fees for attendance at Landscapes for Life Conferences
- subsidised fees for attendance at training or technical seminars organised by the NAAONB
- access to NAAONB expertise and support through the membership-only portal on www.landscapesforlife.org.uk