

Our Vision

We are determined to ensure that the natural beauty of AONBs is valued and secure

Our Priorities

- To support policies that help conserve and enhance natural beauty
- To gain a detailed understanding of AONBs and the issues they face
- To improve the way in which AONB Partnerships, Conservation Boards, and the NAAONB work together
- To securing and manage our collective resources to best effect

We do this by

- Demonstrating the value and relevance of Areas of Outstanding Natural Beauty
- Advocating for the AONB designation, AONB partnerships and Conservation Boards
- Supporting behavioural change and collaboration
- Providing expertise and insight into the management of these nationally important landscapes

Our Underpinning Principles

Leading

We bring AONB partnerships and Conservation Boards together as a cohesive and coherent entity. We are an influential and trusted organisation that leads from the front. We actively promote collaboration, collective action and cooperation

Sharing

We are open and trusting with our ideas. We harness the collective experience, enthusiasm and goodwill of the AONB Family and use this to collaborate with others

Learning

We constantly look for new opportunities and provide access to up-to-date learning. We set aspirational targets and take risks because we have confidence in the abilities and potential of ourselves, colleagues and partners

Inspiring

We go the extra mile. We nurture and support self-belief, innovation and pro-action. We celebrate the success of the AONB Family

Advocated for the AONB designation, AONB Partnerships and Conservation Boards

Impact

- English AONB Partnerships and Conservation Boards received 4 year settlement with annual inflationary increment from Defra
- Welsh AONB Partnerships recognised by government for the value they provide to the people of Wales

How we have achieved this

- Regular high level meetings with MPs, AMs and senior officials
- The Future Landscapes Wales Programme
- An [Annual Report](#) on AONB Partnership and Conservation Board work with [web-linked good practice](#)

Supporting behavioural change and collaboration

Impact

- AONB Family speaking with one voice and generating clear, collective messages and increasing reputation as “can do” and fleet of foot organisations

How we have achieved this

- [Landscapes for Life Conference 2016](#) brought together over 130 delegates to discuss how the AONB Family should best take forward the health and wellbeing agenda.
- Landscapes for Life Chairmen’s Conference brought together over 60 of the UK’s Protected Landscape Chairmen and Senior Officers to discuss how best they should take forward the PL agenda in the UK post leaving the EU.
- Joint work with NPE, CNP, CPRE, NRW, VisitEngland, LEPS, NHS, NT, IUCN
- Maintained and developed Basecamp as an effective collaboration tool
- Produced, promoted and facilitated use of AONB Family Brand and Communications Strategies by fortnightly AONB communications meetings and associated campaign and social media work

Demonstrated the value and relevance of Areas of Outstanding Natural Beauty

Impact

- Welsh AONB Partnerships recognised as key mechanisms for delivering of ecological resilience, health & wellbeing, and wider sustainable development by Welsh Government
- English AONB Partnerships and Conservation Boards recognised as having an important role in the development of Defra’s 25 Year Plan and Natural England’s Conservation Strategy 21

How we have achieved this

- The Future Landscapes Wales Programme
- Regular high level meetings with Welsh Government, NRW, Defra MPs and senior officials, and Natural England directors
- [Outstanding Week 2016](#) which received support from Lord Gardiner MP and Lesley Griffiths AM

Providing expertise and insight into the management of these nationally important landscapes

Impact

- Welsh AONB Partnerships recognised as key deliverers of health & wellbeing, and Future Generations policies by Welsh Government
- English AONB Partnerships and Conservation Boards recognised as having an important role in the development of Defra’s 25 Year Plan and Natural England’s Conservation Strategy 21

How we have achieved this

- Support for the ongoing Future Landscapes Wales Programme
- Regular high level meetings with Welsh Government, NRW, Defra MPs and Natural England Directors
- Compilation of AONB delivery on Outcome 1c for Defra TBG
- Written evidence to HoC Environmental Audit on the Future of the natural environment after the EU Referendum