



NAAONB Activity Report 2018-20







September 2020







Strategic Objective	Action	Key milestones and deadlines	Narrative September 2020	
<i>To develop an understanding of AONBs and the issue they face</i>	Instigate regular meetings with Ministers, Cabinet Secretaries, and civil servants to highlight the value of the AONB designation, AONB partnerships and Conservation Boards to society	See advocacy action plans As required	NAAONB Communications and Advocacy Manager attended weekly Covid communications stakeholder meetings. This has led to useful networking with the insights team in Defra.	●
<i>To support policies for conserving and enhancing natural beauty</i>	Respond to government consultations, drawing on the evidence and experience of the NAAONB and across the AONB Family	Consultation responses agreed, submitted and uploaded to L4L website as required.		●
	Devise a resourcing strategy for the NAAONB	Agree strategy October 2018		●
<i>To secure and manage and resources</i>	Foster relationships with other trusts and funding bodies to explore shared agendas	High level meetings with CEOs/trustees/chairs Annually		●








All	Trustee recruitment	July annually	Trustee sub group was established to consider trustee recruitment and a workshop was held on 11th September. A Board paper will be presented to the Board on Trustee recruitment.	●
<i>To develop an understanding of AONBs and the issue they face</i>	Work with the AONB Family and Defra to develop a set of performance metrics linked to the AONB purpose(s) and the 25 Year Environment Plan	Key metrics agreed May 2018. Metrics reported on by Aug 31st 2019. Annual Report produced Sep 2019. Metric Report sent to Defra Sep 2019.		●
<i>To develop an understanding of AONBs and the issue they face</i>	Website development and information management	Case studies of exemplary work collated and presented on website May 2018	Art in the Landscape area added to the website. Comprehensive ELM area added to the website. NAAONB team reviewing the website to ensure it is up to date. Review of the websites of similar organisations to explore how we might develop the Landscapes for Life site.	●

<p><i>To support policies for conserving and enhancing natural beauty</i></p>	<p>Explore options with Defra around an AONB offer for place-based agri-environment delivery post-Brexit</p>	<p>Iterative development complete – final offer submitted to Minister April 2018</p>	<p>Variation to the delivery of the Elms tests and trials programme has been agreed with Defra. A reprofiling of all of the elements of the Tests and Trials programme has been undertaken. All element of the Tests and Trials project are still due to conclude by the end of Q1 2021. In addition Defra have invited the NAAONB to develop a programme of advocacy around Countryside Stewardship and ELMs implementation. To be delivered to all National Landscapes between October 2020 and the end of March 2021.</p> 	
<p><i>To develop an understanding of AONBs and the issue they face</i></p>	<p>Produce an Advocacy Strategy for England and Wales</p>	<p>Strategy in place October 2018</p>		

<i>To develop an understanding of AONBs and the issue they face</i>	Produce and lead on the delivery of communication action plans for England and Wales	Action plans in place October 2018	Communications and Advocacy manager now in post. Fortnightly meetings with AONB communications leads are being held and are well attended (circa 20 comms leads per meeting, meeting times varied to enable part time staff to attend). Three subgroups covering priority areas for AONB communications are also now running.	●
<i>To develop an understanding of AONBs and the issue they face</i>	Lead on the delivery of an AONB communications action plan, linked to the advocacy plans for England and Wales	Ongoing	Communications strategy to be prepared. Landscapes for Life week is going ahead online in 2020 with the purpose of demonstrating the benefits of AONBs and growing our social media audiences.	●
<i>To improve the way in which AONB Partnerships, Conservation Boards, and the NAAONB work together</i>	Improve Basecamp and its use	Make recommendations for improvement May 2018	Working on a replacement of Basecamp as part of the development of an online collaborative platform for AONB staff (part of the new collaborative programme).	●
<i>To secure and manage and resources</i>	Proactive national funding bids to charitable trust to build further resilience within the NAAONB and AONB Family	Scope opportunities June 2018	Continued ongoing discussions with Defra over next CSR. Prospectus for AONBs produced and submitted	●
<i>To secure and manage and resources</i>	Proactive national funding bids to charitable trust to build further resilience within the NAAONB and AONB Family	Develop 2 x bids July 2018 and Jan 2019		●

<i>To secure and manage and resources</i>	Proactive national funding bids to charitable trust to build further resilience within the NAAONB and AONB Family	Applications submitted Aug 2018 and Feb 2019		
<i>To secure and manage and resources</i>	Maintain high level relationships with the Heritage Lottery Fund	Input to strategic planning Annually	National activity by Lead Officers to co-produce a national association centred bid to support Green Recvery and deliver on the Colchester Declaration. Bid submitted late September. Bid submitted to the National Lottery to access funding to support heritage charities.	
<i>All</i>	Trustee induction and training	April annually		
<i>All</i>	Training and development programme for staff agreed	April annually		
<i>To support policies for conserving and enhancing natural beauty</i>	Provide guidance on management plan content to AONB partnerships in England to reflect change need associated with agri-environment delivery	Presentation at regional meetings x3 June 2018		
<i>To improve the way in which AONB Partnerships, Conservation Boards, and the NAAONB work together</i>	Provide input on behalf of the AONB Family to the Future Landscapes Wales programme	Regular input to meetings As required		

<i>To support policies for conserving and enhancing natural beauty</i>	Provide input on behalf of the AONB Family to the Future Landscapes Wales programme	Explore options around a designated landscape offer for place-based agri-environment delivery post-Brexit October 2018		
<i>To support policies for conserving and enhancing natural beauty</i>	Provide input on behalf of the AONB Family to the Future Landscapes Wales programme	Provide guidance on management plan content to AONB partnerships in Wales to reflect changed need associated with the above December 2018		
<i>To support policies for conserving and enhancing natural beauty</i>	Provide input on behalf of the AONB Family to the Future Landscapes Wales programme	Develop the principle of a hub approach to working beyond boundaries- test and document this in one non-designated landscape December 2019		
<i>To improve the way in which AONB Partnerships, Conservation Boards, and the NAAONB work together</i>	Improve Basecamp and its use	Implement recommendations July 2018	Funding bid submitted to National Lottery to support the development of a more effective platform for online collaboration	
<i>To secure and manage and resources</i>	Build on existing dialogue and continue to grow trust and support by liaison/direct contact with national bodies. Represent the AONB Family in discussions around the Framework for Monitoring Environmental Outcomes in Protected Landscapes (FMEOPL)	Provide input on behalf of the AONB Family to Natural England's landscape advisory group Biannually	NE have a renewed interest in FMEOPL and are consulting on the collection and preparation of additional data sets for National Landscapes.	
<i>To develop an understanding of AONBs and the issue they face</i>	Website development and information management	Website technical development planned and implemented July 2018		



<i>To support policies for conserving and enhancing natural beauty</i>	Evaluate and review/refresh national accords with other bodies	The Wildlife Trusts Biennially	Discussions underway with NE around an MoU between NE, NPE, and the NAAONB	
<i>To support policies for conserving and enhancing natural beauty</i>	Evaluate and review/refresh national accords with other bodies	The Woodland Trust Biennially		
<i>To support policies for conserving and enhancing natural beauty</i>	Evaluate and review/refresh national accords with other bodies	English Heritage Biennially		
<i>To support policies for conserving and enhancing natural beauty</i>	Evaluate and review/refresh national accords with other bodies	Visit England Biennially		
To support policies for conserving and enhancing natural beauty	Support to individual members on technical, policy, and advocacy matters. Determined by the membership, as and when required	As required		
<i>To improve the way in which AONB Partnerships, Conservation Boards, and the NAAONB work together</i>	Improve Basecamp and its use	Assess Basecamp use and efficacy April 2018		
<i>To develop an understanding of AONBs and the issue they face</i>	Organise national events to explore issues relating to designated landscapes	Lead Officers' meeting Feb annually		

<i>To secure and manage and resources</i>	Further develop our relationship with the sustainability unit of NHS England. Develop a joint bid for funding around promoting the value of natural beauty to health and wellbeing	Bid agreed and submitted September 2018	The grant application to the research councils for Significance Spaces has now been submitted.	●
<i>To develop an understanding of AONBs and the issue they face</i>	Maintain links with Defra LEP round table	3 x meetings annually Mar annually		●
<i>All</i>	Organise and support Board meetings	X 4 annually		●
<i>All</i>	Organise and support AGM	Nov annually		●
<i>All</i>	Maintain internal IT and communications systems	Ongoing		●
<i>All</i>	Ensure the NAAONB remains compliant with H&S and business legislation	Ongoing		●
<i>To secure and manage and resources</i>	Future Landscape Project: Successful application to the HLF's Resilient Heritage for the delivery of two related activities 1) Improving the Sustainability and Governace of the NAAONB. 2) Development and delivery of staff Professional and Personal Development programme "Taking the Lead" that will lead to geater levels of collaborative working leading to the establishment of Topic Working Groups (TWGs).	Permission to start secured, staff recruited contracts let and consultants started working.	Nominated for an Award for Excellence in Change Management for Taking the Lead, by the Association for Business Psychology. Winner will be announced 14th Oct. 2-min presentation video produced in preparation for the Award ceremony.	●

All	<p>New collaborative working programme, building on the Future Landscapes project (Taking the Lead) and using contributions from 31 AONBs, amounting to £15,000. Overarching goal is to achieve self-sustained collaboration amongst the network. Intention is that contribution is renewed annually to keep coordinating as necessary.</p>	<p>- Programme design March-May 2020 - Consultation and co-creation May/June 2020 -Programme Launch July 2020?</p>	<p>All AONB staff survey conducted with 117 responses, very insightful results to inform design programme. Request for proposals sent out for design and implementation of an online collaborative platform for all AONB staff, 3 proposals received, currently under review. Advisory group being put together to accompany the NAAONB in the collaborative project, 3 external members already recruited, 3 internal members recruitment in progress.</p>	
<p><i>To improve the way in which AONB Partnerships, Conservation Boards, and the NAAONB work together</i></p>	<p>Support sub-UK groupings of designated landscape staff with national intelligence and insight. Attend meetings in the South West, South, North, and in Wales</p>	<p>4 x meetings Annually</p>		●
<p><i>To improve the way in which AONB Partnerships, Conservation Boards, and the NAAONB work together</i></p>	<p>Support and advise the national planning sub-group. Attend meetings as and when appropriate</p>	<p>2 x meetings Annually</p>		●
<p><i>To develop an understanding of AONBs and the issue they face</i></p>	<p>Organise national events to explore issues relating to designated landscapes</p>	<p>National Conference July annually</p>		●
<p><i>To secure and manage and resources</i></p>	<p>Refresh Corporate Relationship programme</p>	<p>Clear productive relationships developed with two strategic corporate partners May 2020</p>		●

<i>To secure and manage and resources</i>	Provide an annual report for Defra, based on key metrics, showcasing positive outcomes from AONB Partnership and Conservation Board work	Annual Report produced March annually	See KPIs row 9.	●
<i>To secure and manage and resources</i>	Keep under review the Defra/NE/NAAONB tripartite agreement	Review actions Annually		●
<i>To secure and manage and resources</i>	High level meetings with government departments on achieving shared objectives	See advocacy action plans Reported Annually	Ongoing discussions linked to the roll out of the Glover Review recommendations. Full engagement with the Defra Stakeholder Group and the Defra Contact group	●
<i>To support policies for conserving and enhancing natural beauty</i>	High level meetings with the Landscape Institute to achieve shared objectives and further develop a learning pathway for landscape professionals	2 x meetings annually with the CEO of the LI As required		●
<i>To develop an understanding of AONBs and the issue they face</i>	Organise national events to explore issues relating to designated landscapes	Chairmen's meeting Nov annually		●
<i>To secure and manage and resources</i>	High level meetings with Natural England on achieving shared objectives	Bilateral meeting with Chair and CEO of NE Oct annually	Regular meetings with Marian Spain. Chair level meetings with NPE, NE, and the NAAONB becoming regular	●
<i>To support policies for conserving and enhancing natural beauty</i>	Evaluate and review/refresh national accords with other bodies	The Landscape Institute Biennially		●
<i>To secure and manage and resources</i>	Evaluate and review/refresh national accords with other bodies	University of Winchester Biennially		●

<i>To support policies for conserving and enhancing natural beauty</i>	High level meetings with CPRE on achieving shared objectives	2 x meetings annually with the CEO of CPRE As required		●
<i>To support policies for conserving and enhancing natural beauty</i>	Actively engage with Wildlife and Countryside Link to ensure landscape and supporting data is considered in all areas of policy development	2 x meetings annually Engagement with policy groups as appropriate As required		●
<i>To support policies for conserving and enhancing natural beauty</i>	Participate in National Park Authorities conference	1 x Conference Biennially		●
<i>To support policies for conserving and enhancing natural beauty</i>	Instigate regular meetings with National Parks England	2 x meetings Annually	Multiple meetings with NP Chief Executives to take forward areas of shared interest, most prominently nature recovery. Regular meetings with NPE with NPE taking a lead on joint statements and letters to Ministers	●
<i>To support policies for conserving and enhancing natural beauty</i>	Participate in Welsh Members' seminar	1 x seminar Annually		●
<i>To secure and manage and resources</i>	High level meetings with Natural Resources Wales on achieving shared objectives	Bilateral meeting with Chair and CEO of NRW Oct annually	Regular meetings held with NRW	●
<i>To support policies for conserving and enhancing natural beauty</i>	Evaluate and review/refresh national accords with other bodies	National Parks England Biennially		●

<p><i>To support policies for conserving and enhancing natural beauty</i></p>	<p>High level meetings with CPRW on achieving shared objectives</p>	<p>2 x meetings annually with the CEO of CPRW As required</p>		
<p><i>To support policies for conserving and enhancing natural beauty</i></p>	<p>High level meetings with CNP on achieving shared objectives</p>	<p>2 x meetings annually with the CEO of CNP As required</p>		
<p><i>To support policies for conserving and enhancing natural beauty</i></p>	<p>Provide input to the emerging Environment Bill.</p>	<p>Spring 2019</p>		