

NATIONAL LANDSCAPES: THE NATIONAL REBRAND

Summary: To present the background work and new brand identity for the family of national landscapes.

Recommendation: That the Board approves the decision to go ahead and implement a new logo, in line with the national rebrand led by the National Association of AONBs.

Report by: Alana Hopkins – Communications Lead

INTRODUCTION

1. Since we rebranded in the Cotswolds in 2020, the National Association of AONBs has been working to rebrand the entire family of AONBs. They have successfully unlocked funding from Defra to follow this process through.

PROGRESS TO DATE

2. Work has been ongoing since 2021. The second half of 2021 saw a consultation process, the 'National Conversation', involving a number of different audiences – from AONB teams, to landowners, to minority groups.
3. In mid-2022, a brand agency (Nice and Serious) was appointed and has since been developing a new brand strategy and identities for each AONB. This process has been funded by Defra. The Cotswolds has been influential in this work as part of the national steering group for the project.
4. From June 2023, the objective is to roll new branding out across the whole family – with funding from Defra to support implementation and a national launch.
5. Four Board Members (Cate le Grice-Mack, Martin Horwood, Phil Chapman and Sue Crawford) have supported the Comms Lead and Chief Executive in reviewing more detailed content provided by the National Association of AONBs.

FEEDBACK FROM THE EXECUTIVE COMMITTEE

6. The Executive Committee considered the rebrand progress at its May meeting, with comments covering:
 - Appreciation of how much influence our decision to rebrand in the Cotswolds had on the national rebrand work. The mock-up we provided to the National Association to show to Lord Benyon, illustrating the strength of a more unified suite of identities across the family, was very well received and went a long way to unlocking the funding required to roll-out nationally.
 - There was support for the national rebrand process – the benefits are clear.
 - Our individual logo in the Cotswolds needs to be right for us (the brand agency has been collecting feedback on each proposed logo).

NEXT STEPS

7. The Board will receive a presentation of the national roll-out at this meeting, this will include the visual identities.
8. The new National Landscapes Association brand, as well as the individual national landscape identities will be implemented from autumn 2023. Timing to be confirmed.
9. The implementation of the new brand will be accompanied by a thorough set of brand guidelines created by Nice and Serious, with templates prepared for many applications, and additional illustrated elements available if required. NAAONB currently working through implementation practicalities, budgets, etc.
10. NAAONB currently in discussion with Defra regarding additional funding for the implementation, which is likely to be planned in waves.

DECISION

11. The Board is asked to approve the organisation's involvement in the national roll-out of the new brand.

SUPPORTING PAPERS

- None

JUNE 2023