

ART IN THE LANDSCAPE STRATEGY

Summary: To review the Art in the Landscape Strategy

Recommendations: That the Board adopts the strategy and its recommendations.

1. That Cotswolds National Landscape adopts the Arts in the Landscape Strategy and participates in coordinated national and local action resulting from the strategy.
2. That the CNL is open to the future contribution of funds to the collective Arts in the Landscape fund, in particular the proposed 5-year national post that will provide a resource to all AONBs.
3. That Cotswolds National Landscape uses arts as an engagement tool, and as a method to develop understanding about the work it does in addressing climate change and nature recovery.

Report by: Alana Hopkins – Communications Lead

INTRODUCTION

1. A national strategy has been created by the National Association for AONBs (NAAONB) to galvanise action that enables people to experience a deeper connection to the natural beauty of the landscape, through the arts.
2. The Art in The Landscape Strategy was formally adopted at the NAAONB Annual General Meeting in November 2020 and all AONBs are invited to adopt the strategy and participate in coordinated national and local action resulting from it. The strategy helps the AONB Network achieve its Colchester Declaration aims, and those of the Landscapes Review around:
 - Engaging with a wider and more diverse audience
 - Helping people to create deeper connections to nature, place and landscape
 - Inspiring pro-environmental behaviour to tackle the conjoined ecological and climate emergency
3. The Art in the Landscape Strategy helps focus future delivery of art activity, collectively within the AONB family, as well as locally. It also shows Arts Council England and other funders that the NAAONB and the AONB Network are committing to broaden and deepen our work with arts and culture in order to better connect people to nature.

RELEVANCE TO COTSWOLDS NATIONAL LANDSCAPE

1. The Cotswold's landscape has inspired artists throughout history. From the makers involved in the Arts and Crafts Movement, to musicians, fine artists, sculptors, weavers, jewellers, photographers and writers; many have drawn on the special qualities of the Cotswolds to create art works across a multitude of genres. With the pandemic and related events of 2020 and early 2021 still fresh in our minds, we find ourselves at an opportune moment to harness people's enthusiasm for nature, and their creativity, to help everyone understand our individual and collective connections to the landscape around us.

2. Through signing up to the Colchester Declaration, the Cotswolds National Landscape is committed to actively engaging in nature recovery work. This is happening through national and local strategic collaborations and practically – for example through work in the Big Chalk.
3. Management Plan aims and objectives supported by an arts strategy:
 - Ambition 3. To ensure that communities and businesses within and around the Cotswolds National Landscape identify and celebrate being part of a nationally recognised landscape
 - Policy CC3: Working in Partnership - 2. Communities and businesses within and around the Cotswolds National Landscape should be encouraged to value and celebrate being part of a nationally recognised landscape

EXPERIENCE

1. The 2018 Cotswold Hare Trail, and the 2021 Kingfisher Trail demonstrate the enthusiasm for audiences to engage in arts activities relating to the Cotswolds National Landscape. The 2021 Glorious Cotswold Grasslands arts competition for young people will see children and young people engaging with the work of this project across the summer 2021.
2. Team members Scott Brown and Alana Hopkins both have previous experience working in the arts, and both attended the free training around the Arts in the Landscape strategy provided by NAAONB in 2020.

ART IN THE LANDSCAPE – VISION AND AIMS

1. People experience a deeper connection to the natural beauty of the landscape through the arts. So, the Art in the Landscape Strategy aims to:
 - **Connect people** to nature and the natural beauty of the AONBs – increasing creativity, wellbeing, and pro-environmental behaviour
 - **Challenge perceptions** of access to the landscape in order to diversify engagement
 - **Broker new trusted relationships** with the arts and cultural sector to co- create new programmes
 - **Celebrate the existing creativity** in the AONB teams and the local community
 - **Work with arts and culture** to understand and directly address the climate emergency and nature recovery
 - **Welcome provocations and questions** in exploring ways that arts can change perceptions
 - **Inspire ambition** by sharing exemplary projects of all scales
 - **Capture the public’s imagination** through engaging them in creative responses to the landscape
 - **Raise the profile of the landscape** and the AONBs and the purpose of the AONB teams
 - **Lever in resources and relationships** at all levels for an ambitious programme

Full summary recommendations from the Art in the Landscape Strategy can be found in the full strategy document: **Art in the Landscape - Final Report**

SUPPORTING PAPERS

Appendix A: Art in the Landscape - Final Report
 JUNE 2021