

# Welcome to National Landscapes



- 29 November 2023



# From AONB to National Landscape

- Launched 22 November
- 38 AONBs became National Landscapes
- Sharing the story so far



# The story so far

- 2018 Glover Review of Protected Landscapes
- The review panel discovered the strengths of AONBs
- An undervalued designation
- Glover reported in 2019
- One of the recommendations was to rebrand as National Landscapes



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# National Landscapes rebrand

- Rebranding as National Landscapes is an opportunity
- Building on the successes of our network
- Raising the profile of what we do
- Helping people to understand our value
- A unified brand to show scale, collective ambition and our potential impact for nature, people and climate
- A more accessible and inclusive brand



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# Why National Landscapes?

- These are really important places for people, nature and climate
- They are nationally (and internationally) important
- The teams looking after them are doing amazing things for nature
- 66% of people live within half an hour of their nearest National Landscape
- They cover 15% of the land area of England – twice the size of National Parks
- We can (and do) do more as a collective, coherent ‘national family’



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# Defra support

- Defra have supported this rebrand
- No cost at a local level
- All National Landscapes are taking a low-cost approach



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# Who else has helped?

- Defra consultation
- AONB teams
- A strengthened national team and greater collaborations with AONB teams
- A steering group
- The creative council
- Partners
- The Glover Review panel



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# The brand

Vision: beautiful, thriving  
landscapes that all people feel  
part of



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# The brand

Mission: protect and regenerate our landscapes and make sure everyone can enjoy them



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Association



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# The North Pennines National Landscape

- This special place is the **North Pennines National Landscape and UNESCO Global Geopark.**
- We are the North Pennines National Landscape **team**
- **We have a partnership board** made up of statutory agencies, local authorities, individuals, and voluntary or community organisations which care about, and for, the area.



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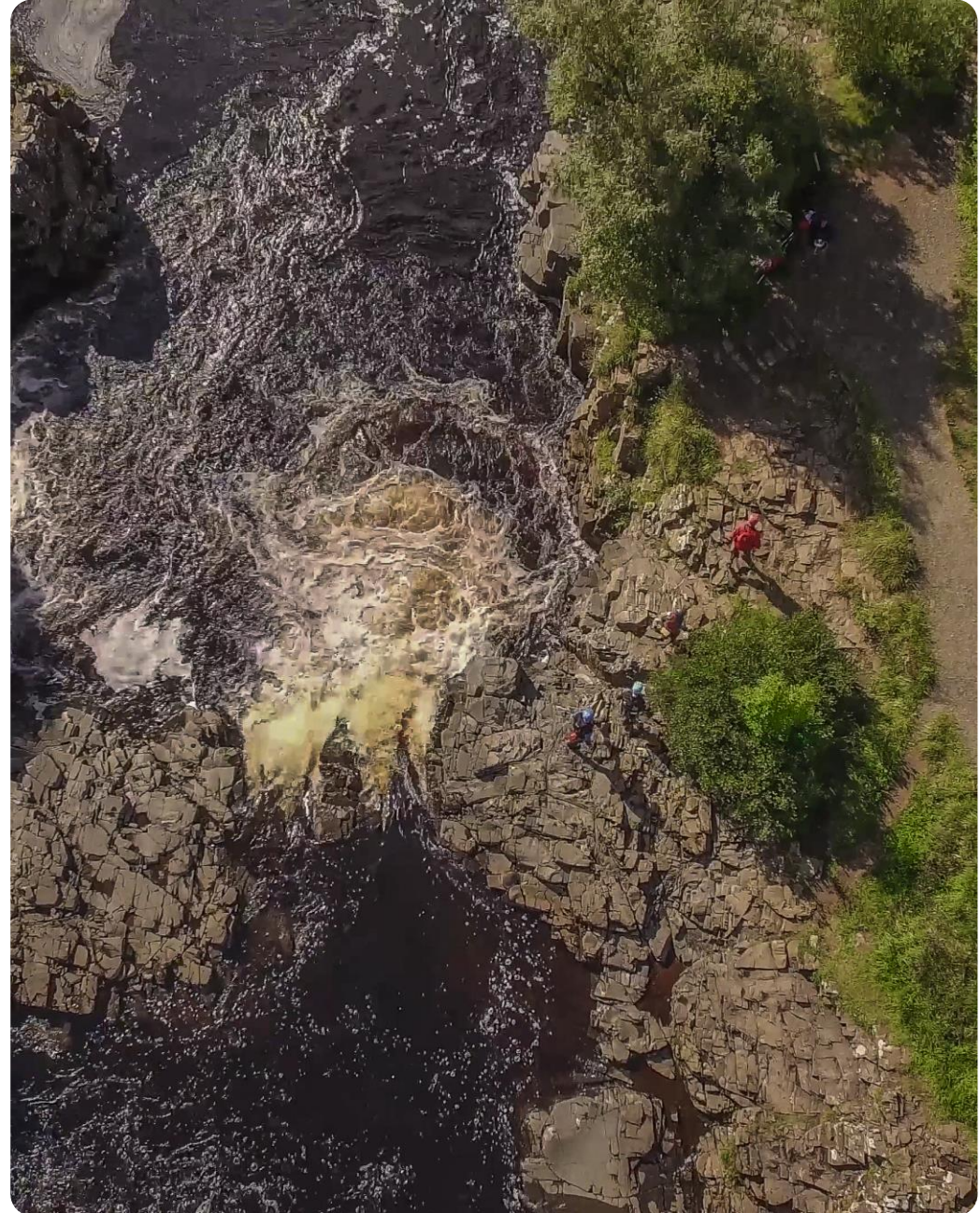
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# Not just a logo

- The brand is more than just a new logo
- Values
- Accessibility and inclusion
- A wider appeal
- Helping people understand this place and how it is looked after
- A new design system and visual approach



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# What have we done so far?

- We're over the line!
- Website
- New designs
- New social handles
  - Facebook - NorthPenninesNL
  - X/Twitter - @NorthPenninesNL
  - Instagram - northpenninesnl
  - YouTube – northpennines



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**Explore your  
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# What happens next?

- Writing the brand guidelines
- Developing the brand with new design patches
- An evolution not a revolution



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# Thank you

Questions?

