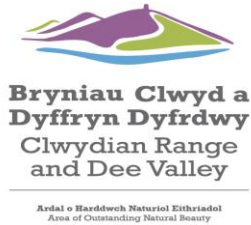




# Public Document Pack



Bryniau Clwyd a Dyffryn Dyfrdwy AHNE  
Park Gwledig Loggerheads, Yr Wyddgrug, Sir Ddinbych CH7 5LH

Clwydian Range and Dee Valley AONB  
Loggerheads Country Park, Nr. Mold, Denbighshire CH7 5LH

Ffon | Tel: 01352 810614 | Ffacs | Fax: 01352 810644  
E-bost | E-mail: [clwydianrangeanddeevalley@denbighshire.gov.uk](mailto:clwydianrangeanddeevalley@denbighshire.gov.uk)  
Gwefan: [www.ahnebryniauclwydadyffryndyfrdwy.org.uk/](http://www.ahnebryniauclwydadyffryndyfrdwy.org.uk/)  
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To: Members of the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty Joint Committee  
Date: Friday, 5 April 2024  
Direct Dial: 01824 712589  
Email: [democratic@denbighshire.gov.uk](mailto:democratic@denbighshire.gov.uk)

Dear Councillor

You are invited to attend a meeting of the **Clwydian Range and Dee Valley Area of Outstanding Natural Beauty Joint Committee, Friday, 12 April 2024 at 10.00 am** in **Council Chamber, County Hall, Ruthin and via Video Conference.**

Yours sincerely

G Williams  
Monitoring Officer

## AGENDA

### 1. INTRODUCTIONS, APOLOGIES AND DECLARATION OF INTERESTS

### 2. ELECTION OF CHAIR AND VICE CHAIR (CL)

### 3. DRAFT MINUTES OF THE AONB JOINT COMMITTEE MEETING HELD ON THE 17 NOVEMBER 2023 (Pages 5 - 10)

To consider the minutes (copy attached) of the previous meeting of the AONB Joint Committee held on 17 November 2023 (HS).

### 4. DRAFT MINUTES OF THE AONB PARTNERSHIP MEETING HELD ON 26 JANUARY 2024 (Pages 11 - 16)

To note the minutes (copy attached) of the AONB Partnership meeting held on 26 January 2024 (HS).

### 5. MINUTES FROM THE PICTURESQUE LANDSCAPES STEERING GROUP MEETING HELD ON 23 JANUARY 2024 (Pages 17 - 20)

To consider the minutes (copy attached) of the Picturesque Landscapes meeting held on 23 January 2024 (DS).

**6. PRESENTATION AND REPORT ON THE DRAFT SUSTAINABLE TOURISM STRATEGY 2023-2028 (Pages 21 - 34)**

To consider the draft Sustainable Tourism Strategy report 2023-2028 (copy attached) (CL)

**7. UPDATE ON NORTHEAST WALES NATIONAL PARK DESIGNATION PROJECT**

To receive a very update from NRW Programme Manager, Ash Pierce on the Northeast Wales National Park Designation Project (NRW).

**8. NATIONAL LANDSCAPE REBRAND PRESENTATION AND REPORT (Pages 35 - 62)**

To consider a report (copy attached) on the National Landscape Rebrand (HS).

**9. JOINT COMMITTEE ANNUAL RETURN UPDATE REPORT (STANDING ITEM) (Pages 63 - 66)**

To consider the Joint Committee Annual Return Update report (copy attached) (SG and PO).

**10. FORWARD WORK PROGRAMME (STANDING ITEM) (Pages 67 - 72)**

To consider the Forward Work Programme (copy attached) from the AONB Officer (HS).

**11. FUTURE MEETING DATES**

For information, the next meeting date of the AONB Joint Committee is 21 June 2024.

**MEMBERSHIP**

**Councillors**

David Healey  
Dave Hughes  
Hugh Jones

Win Mullen-James  
Nigel Williams  
Emrys Wynne

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**Minutes of the hybrid meeting of the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty Joint Committee held in the Lord Jones Council Chamber, County Hall, Mold and by video conference on Friday 17 November 2023 at 10.00 am.**

**ANOB JOINT COMMITTEE MEMBERS PRESENT:-**

Dave Hughes (FCC) (Chair), David Shiel (AONB Area Manager), Huw Rees (Countryside & Heritage Manager, DCC), Karen Weaver (AONB Co-ordination Officer), John Roberts (AONB Partnership and Friends of the Clwydian Range and Dee Valley), Andy Worthington (Chair of AONB Partnership), Ash Pearce (Natural Resources Wales), Ceri Lloyd (AONB Sustainable Development Officer), Howard Sutcliffe (AONB Officer), Lisa Jones (DCC Legal)

**ALSO PRESENT ONLINE:**

Councillor Win Mullen James (DCC), Emrys Wynne (DCC), Huw Jones (WCBC), Steve Gadd (Head of Finance and Property (DCC), Paula O'Hanlon (Senior Finance Officer, DCC), Emlyn Jones (DCC), Ffion Roberts (DCC), Tom Woodall (FCC) and Keith Davies (Principal Advisor on Designated Landscapes)

**OBSERVERS**

Cllr James Elson, Cllr Mike Bather and Cllr Bobby Feeley

The Chair firstly reported that Councillor Dave Healey would not be attending today because of a family bereavement and it was agreed to forward the committee's condolences and best wishes to him.

1. **INTRODUCTIONS, APOLOGIES AND DECLARATIONS OF INTERESTS**

Apologies were received from Councillor Dave Healey (FCC) Andrew Farrow (FCC) and Nigel Williams (WCBC)

There were no declarations received.

2. **DRAFT MINUTES OF THE JOINT COMMITTEE MEETING**

The draft minutes of the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty Joint Committee held on the 23 June 2023 were submitted.

**Matters Arising**

Steve Gadd referred to agenda item 7 where it stated that CL introduced the report, it was in fact it was himself and Paula O'Hanlon who presented it.

The minutes were proposed and seconded and Huw Jones and Emrys Wynne.

**RESOLVED:**

That the minutes be agreed as a correct record.

3. **DRAFT MINUTES FROM THE PICTURESQUE LANDSCAPE STEERING GROUP**

HS informed the meeting that these minutes were not currently available but reported that Our Picturesque Landscape was included in these. He also referred to the very successful exhibition held at the Dory Gallery in Llangollen.

4. **DRAFT MINUTES OF AONB PARTNERSHIP HELD ON 20 OCTOBER 2023**

The draft minutes from the AONB Partnership held on the 23 October 2023 were submitted.

EW referred to page 10 and the two spelling mistakes at item 2 Gwangollen and in third bullet point Llyfasi.

AW also referred to item 2 "Pentre Dwr Community Project" which should read the production of mountain grade fleece not grain.

HS referred to item 7 which mentioned the rebranding of AONB in England and Wales with the possibility that AONBs may in the future be referred to as "National Landscapes" with a new logo. He provided an update on the current position in Wales saying that for the time being the situation was being monitored.

AW provided an overview of the meeting specifically highlighting the "Day in the Life of a Farm" presentation, the importance of the establishment of the 6 Working Groups and the Presentation by Dwr Cymru. He also referred to the excellent presentation from National Resources Wales.

The minutes were moved and seconded by Councillor Dave Hughes and Andy Worthington.

**RESOLVED:**

That the minutes were received and noted

5. **PRESENTATION ON SUSTAINABLE DEVELOPMENT FUND**

Ceri Lloyd (AONB Sustainable Development Officer) provided a presentation on the Sustainable Development Fund which included information on the following slides:-

- Overview

- 19 Projects, 7 Countryside Grant Schemes and 2 Panel meetings with information on the match funded provided
- Summary of Outputs achieved
  - 7 habitats improved
  - 44 local contractors/suppliers engaged
  - 656 trees planted,
  - 1260 people engaged
  - with 4014 volunteer hours
  - 197 public events
  - 28 Marketing and promotional activities
- Management Plan Review 2020 – 2025 which was split into 4 themes.
  - Nature Landscape and Heritage – information was provided on the Dark Skies Project and Landscape Enhancement Initiative
  - Changing Climate - information was provided on the Green Communities Project and Stori Hydro
  - Recreation Health & Wellbeing – information was provided on the Llangollen Park Run and Prestatyn Walking Festivals and an update on the Nature for Health Project
  - the Rural Economy – information was provided on Food & Drink and Tourism projects.

The Chair thanked Ceri for the presentation saying that it was very impressive to see what had been achieved with such a small amount of money.

AW congratulated the team saying the presentation outlined the achievements, outputs of the projects and how they linked with the Management Plan

EW Also congratulated the team especially with regard to the Llangollen Park Run and Prestatyn Walking Festivals. These were not large projects but the value for money and the targeted benefits they provided to so many people was incredible.

## 6. **UPDATE ON NORTHEAST WALES NATIONAL PARK DESIGNATION PROJECT**

Ash Pierce from National Resources Wales provided a presentation which included information on the following points :-

- Overview – Timeline
- The Area of Search

- Communication and Engagement
- Recent Engagements and forthcoming Events
- Initial positivity / negatively
- Areas of Interest
- Need for clarity on the benefits of National Park Designation
- Common themes

The Chair commented that as the committee did not have delegated powers to speak on this that any questions should be on an individual basis.

In response to a question from AW on the approach of Welsh Government (WG), AP clarified that NRW had to remain impartial with WG viewed as not unduly influencing the process or NRW. Once the consultation stage was reached then everyone would then be able to comment with NRW presenting their proposal stating why they thought it was correct. WG would then decide if the evidence was robust, if they agreed with it and proceed on that basis. Other partners would have a more advocative role throughout the process.

AW asked if the slides could be circulated to the board. AP agreed to share these.

JR wondered if there was feedback for national parks to take a more active role in terms of biodiversity, nature recovery and climate change. Also from the discussions held by the Friends of the Clwydian Range and Dee Valley he asked if changes to the area of search for the national park would be considered.

In response AP referred to the role of national parks and felt that there was an appetite to have more of an affect. An assessment was being undertaken to identify different ways of working with regard to the integrated sustainable management processes. This was however outside of his team's remit to look beyond the establishment. With regard to widening the aerial search he said that evidence would need to be submitted which would be considered once all responses had been submitted

Keith Davies referred to the Welsh Government's Biodiversity Deep Dive which had submitted a recommendation around the process of designating a new national park. It would need to demonstrate how it embedded and measured nature recovery, climate mitigation and adaptation which would be a principal priority of any new national park which was established.

EW referred to the problems experienced with too many people visiting sites such as Eryri, Moel Fammau and the Horseshoe Pass following covid. AP commented in this situation there would need to be a base of evidence presented establishing whether a national park designation would improve, exacerbate or alleviate those issues. There was a perception that as these issues already existed within AONB that this would make things worse but there needed to be an understanding on what was driving that level of visitors.



EW also had concerns around regard to honeypot tourism which he felt had implications for planning applications within local authorities. AP reported that the next stage of the process would look at the different options on how the park would be constituted and not following the default setting of other parks. It was possible that planning applications would be delegated back to local authorities to minimise any negative impact.

KD referred to the formal function of any new authority saying that there would be discussions held around some of the options. One option for a new national park with planning functions could be that the management function be delegated to the constituent authorities. These would be discussed at the next stage of the project.

HS commented that the presentation explained the early engagement process carried out with Natural Resources Wales. He read out information from the Eryri plan including the number of developments planned with the stipulation that people had lived and worked in the area for 5 years. The other comment was that planning took a long time in national parks; it was actually one day longer. He then referred to the two documents which were out for consultation from Natural Resources Wales saying that it was not possible to respond from the joint committee. It would however be possible for members to respond as individuals to the questionnaire with the closing date of 27<sup>th</sup> November.

## 7. **JOINT COMMITTEE ANNUAL RETURN FINANCIAL REPORT**

SG confirmed that this was the in-year monitoring financial position and referred to the key points within it. The report was showing an overspend of £17k which was actually budgeted for and page 58 provided information on the contribution from reserve which was the overspend and the report highlighted that there was a figure of £52k left in the general reserve. The risks with regard to Local Authorities and Welsh Government funding were explained. Referring to the Annual Return it was reported that Audit Wales had confirmed that they were planning to commence work on the Annual Return in December, finalising it in January.

### **RESOLVED**

Members acknowledged that they had received the update.

## 8. **FORWARD WORK PROGRAMME**

HS introduced the FWP and referred to the main issues for consideration.

## 9. **FUTURE MEETING DATES**

The next meeting is scheduled to take place on the 12 April 2024.

Meeting concluded at 11.20 am.

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**Bryniau Clwyd a  
Dyffryn Dyfrdwy**  
Clwydian Range  
and Dee Valley

Ardal o Harddwch Natïrïol Eithriadol  
Area of Outstanding Natural Beauty

**Meeting of the AONB Partnership**  
**Friday 26<sup>th</sup> January 2024**  
**at 10:00**  
**Hybrid Meeting held at Caledfyn Denbigh**

**In Attendance**

**AONB Partnership Members**

Andrew Worthington OBE (Chair)  
Councillor Bobby Feeley DCC (online)  
Councillor Martyn Hogg DCC  
Councillor Dave Healey FCC (online)  
Councillor Dan Rose FCC (online)  
Ian Papworth, Del Roberts-Jones (online)  
urban interest  
Roger Cragg - Rural Interest  
Sandy Archdale Land Management Interest  
Michael Skuse Landscape interest  
Fiona Gale – Heritage and Rural Interest  
John Roberts Access & recreation Interest  
Les Starling Natural Environment Interest  
Rajan Madhok Health & Wellbeing Interest  
(online)  
Helen Job, (online) David Davies (online)  
Individual Interest

**AONB Joint Committee Member Observers**

Councillor Dave Hughes (Chair) FCC  
(online)  
Councillor Emrys Wynne DCC (online)

**Clwydian Range & Dee Valley AONB Team**

Howard Sutcliffe AONB Officer  
David Shiel AONB Area Manager  
Huw Morgan N R & Farming Officer  
Rachel Jones Senior Ranger  
Ceri Lloyd AONB SDF Officer  
Karen Weaver AONB Coordinator  
Ros Stockdale Development Officer

**Denbighshire County Council**

Huw Rees Countryside & Heritage  
Services Manager

**Flintshire County Council**

Tom Woodall Access & Natural  
Environment Manager

**Wrexham County Borough Council**

Mike Bather World Heritage Site  
(online)

**Pembrokeshire Coast National Park**

Anna Jones (online)

**Landscapes Wales**

Ruth Lovell (online)

**Natural Resources Wales**

Ash Pearce Designated  
Landscapes  
Programme  
Carole Rothwell (online)  
Richard Dearing (online)

**CADW**

Fiona Grant, Guy Salkeld (online)

**Meeting Observer**

Clive Jones

**Apologies for absence were submitted from:**

Cllr Win Mullen James Cllr Alan James, Cllr Paul Cunningham, Ashley Batten, Christine Evans, Rhun Jones, Rhian Pierce, Hannah Marubbi

**1. Welcome**

The Chair opened the meeting and firstly welcomed Cllr Bobby Feeley back onto the Partnership, explaining that Cllr Feeley had replaced Cllr Jon Harland. He also welcomed Ruth Lovell, Anna Jones, Ash Pearce, and meeting observer Clive Jones. It was agreed for 'get well' wishes be sent on behalf of the Partnership to both Cllr Paul Cunningham and Dr Christine Evans who were currently in hospital.

**2. Notes of the Previous Meeting and Matters Arising**

Page 2 Item 2 'a member of Llyfasi Team to be considered for membership of the partnership', Howard said that this was not an 'action' but a proposal that would be considered as part of the review process.

**Action**

AONB Engagement Officer, Mari Jones, to investigate options.

Page 3 item 5 - Update on the Review of Working Groups – A health specific group and farming working group, to be considered. Howard responded that the working groups were still being considered and that a number of landowners/farmers had been identified. Ongoing.

Page 5 National Park for Northeast Wales Status

Mike Skuse referred to the Questions and answers session – 'Would the areas of the Brenig and Alwen (wind turbines were present) be considered for the search area', and enquired if the response was accurate, Ash Pearce responded that that no areas had been excluded due to renewables. some suggestions had been received via the engagement period and those areas would be considered.

He also referred to Question 4 'Had an extension to the AONB been considered'.

Ash said that all areas would be reconsidered and, in all probability the area of the existing AONB would stay roughly the same with some boundary movement.

The minutes were agreed as a correct record.

**2b Notes of Our Picturesque Landscape Project (OPL)**

David Shiel provided an update on the project:

A final exhibition was held at the Dory Gallery, and the main content of the exhibition would be displayed a Llangollen Museum. The work on the extension from Wenffrwd to the canal was complete, and it was now possible to walk easily into the town.

OPL Legacy book – 'The Making of the Dee Valley'. The book was launched in November and was on sale at Loggerheads and Plas Newydd and was £12.

An extension to the project had been agreed for 12 months. The project was now in its 6<sup>th</sup> year.

The Chair congratulated all the Team for their outstanding work.

**3. Update on Working with Wool Project**

AONB Development Officer Ros Stockdale presented an update to the project, including the objectives of the scheme, the work carried out by Gwlangollen and the AONB, and how the project helped to reduce our carbon footprint, fleece mulch at Corwen Community Garden, woven fleece mats (Flintshare), Wool Insulation Wales.

A member raised concerns regarding the importation of wool and said that Welsh wool should be used wherever possible. The Chair commented on the remarkable the amount of progress that had been made with the project.

#### 4. **Presentation Landscape Wales**

Ruth Lovell explained that Landscape Wales was a partnership of the five AONB's (National Landscapes) and the three National Park Authorities in Wales, which were working together to address key shared challenges, including action on climate change and the state of nature. It was convened following the Marsden Report. Howard had a seat on the Board, and other members of our AONB staff were also involved.

Information on the following slides was presented: playing a part in the nature and climate emergencies, collaborating across landscapes and across work areas, Sustainable Landscapes Sustainable Places (SLSP) capital investment programme.

#### 5. **Presentation on Inclusion, Diversity and Governance**

Anna Jones provided some background information and explained the Strategic Objectives for the role: To develop, implement and lead an action plan across the three National Park Authorities and other designated landscapes as appropriate to make a significant improvement in relation to:

- ✚ Identifying and progressing training measures to support and develop members.
- ✚ Undertaking work to promote diversity among staff and members of NPAs.
- ✚ Increase diversity internally.
- ✚ Identifying and progressing measures to increase the diversity of visitors to Designated Landscapes
- ✚ Supporting Designated Landscapes to respond to key Welsh Government initiatives including the socio-economic duty and Welsh language standards, as well increasing their contribution towards tackling child and rural poverty (WG initiatives focus).

Connecting younger people with the countryside was discussed, Fiona Gale proposed that Heritage could be a good route into the countryside for younger people, and Fiona Grant added that young archaeology groups aided perhaps by Cadw should be involved with the project at a strategic level, Howard added that the AONB had two Young Ranger groups and that the European Young Ranger Conference would be hosted by our AONB later this year.

Ruth explained that background work was being progressed with funding via the Heritage Lottery Fund being explored. Also, a social media and communication strategy was being developed. It was suggested for a pop-up gazebo to provide information to young people about the AONB to be considered.

#### Action

- ✚ It was proposed for a Young Ranger and Young Archaeologist be invited to attend a future Partnership meeting.
- ✚ A link with university and college students to be considered.

A member enquired how the work of Landscapes Wales would link to the AONB Management Plan, in response Howard explained that Landscapes Wales would influence large national and regional schemes, and the AONB Management Plan focused on local schemes.

Mrs Archdale enquired why farming and livestock were not more heavily featured in presentations of this nature. Ruth explained that a lot of expertise and knowledge had been gained from the farming community, and she apologised if that information had not come across clearly.

Rajan Madhok enquired what work was being completed to engage with Ethnic Minorities, Howard responded that outreach was very important. However, currently staff capacity was an issue.

In summing up the Chair said that at a national level and with some work that the group had heard about today, all should assist in addressing some of the problems going forward.

## 6. **National Park for Northeast Wales Project**

Project Manager, Ash Pearce thanked the Partnership for inviting him to attend the meeting. He went on to explain that a good response had been received during the engagement period which was held to help to identify any issues and concerns with the project. A thousand responses had been received, along with emails and enquiries. Meetings had been held with Local Authorities, Welsh Government, and stakeholders. A comprehensive list of queries was now being compiled, and an Engagement Report would be produced in due course.

Discussion ensued. In response to a question from Mrs Archdale regarding the budget for the project, Ash confirmed that the budget for the project was £700,000 per year over three years, noting that the budget was also for other national work on other aspects of Natural Beauty. However, last year the project was significantly under budget with only a third being used. In response Mrs Archdale said that in her view the area could not cope with the footfall, and she did not agree with the use of public money for this intended designation. General concerns were raised regarding any preconceptions of the NE National Park, until all of the evidence had been gathered and produced (the process should capture all the 'Forces for Change'). Ash reiterated that, NRW was impartial in the designation process.

It was raised whether onsite visits would be made to additionally proposed areas, Ash confirmed that all areas would be evaluated and visited, adding that up to now only an engagement exercise had been held, and not a consultation. The formal consultation period would now follow.

In reference to Hiraethog /Denbigh Moors, it was confirmed that the area had been considered and a response would be made in the near future.

A member noted that the impact of visitor numbers could be managed more effectively with the extra funding that would come with a National Park, and it could also assist with the resilience of communities.

In summing up the Chair said that all views raised at the meeting were noted and appreciated and reiterated that the benefits for the farming community must be considered. Referring to the budget for the project, he said that it was a small amount when set against the benefits of recreation and health and wellbeing would bring to the area. He added that National Parks were a huge national asset, there was no higher designation worldwide and the AONB could be part of that.

## 7. **Levelling Up Fund – Moel Famau & Loggerheads Country Park**

AONB Area Manager David Shiel provided a PowerPoint presentation on two Levelling Up Projects.

### **Loggerheads Country Park**

To be delivered by March 2025, to meet the pressure of increased visitor numbers.

The Project was in its early stages of design and concept:

Upgrade of Visitor Centre - cafe and outdoor space for catering. The buildings were built in 1985.

Flood alleviation - the park had flooded several times. Recently Waterco had been appointed to advise.

Extend Cycle Paths - a permissive cycle route was already there, the proposal was to upgrade the route, and make it more attractive. The route was all within DCC Common land.

### **Moel Famau**

The visitor numbers had significantly increased at Moel Famau. The Shepherds Hut was currently present at Bwlch Pen Barass car park intermittently, but mainly at weekends. However, it was challenging to run, with no electricity. Consideration was being given to establishing a visitor hub, new toilet facilities, along with a facility to sell refreshments and also run campaigns.

There was no water or electricity at Pen Barras, and planning permission would be required. A consultation period would be held. Any hub would be designed to fit sensitively into the landscape and to enhance the visitor experience.




## **8. General Update from AONB Officer**

### **National Landscapes Branding**

Howard Sutcliffe introduced a presentation on the National Landscapes (The new name for AONBs) explaining that most of the AONB's in the UK had recently changed their names to '**National Landscapes**' from the rebrand launch in September 2023. He added that the acronym of AONB was not easy to use, and was regularly misspelt, and it had been agreed that National Landscapes would be far easier to remember and promote. All the funding for the brand change was via National Landscapes Association.

It was agreed that rebranding could be confusing alongside the National Park being considered. However, if the AONB did not change its name it could be the only AONB not to do so. A Task and Finish group was proposed to consider the item further. The Chair asked members if they would like to be included on the group.

#### **Action**

-  The AONB would consider transition to the new branding over the next few months.
-  A Task and Finish group to be convened to consider the change further and the item would be reported on at the next meeting.
-  Howard would take the proposal to the next Joint Committee Meeting

## **9. Any Other Business**

### Reservoirs at Cilcain

Sandy Archdale raised concerns that the reservoirs at Cilcain had been recently drained, and visitors could no longer fish there, in response Howard explained that the decision has been made by Dŵr Cymru.

-  DCC had recently purchased land close to Moel y Plas
-  Sam Kenyon had been appointed as the new AONB Curlew Officer.

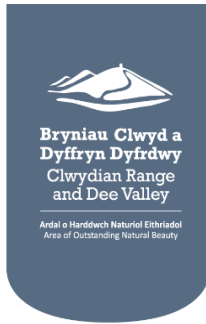
## **10. Future Meeting Dates**

**Friday 7th June 2024 10:00**

**Friday 18th October 2024 10:00**

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## Our Picturesque Landscape Project Steering Group Meeting Minutes, Caffi Wylfa, Castle Road Chirk, Wrexham.

**Tuesday 23<sup>rd</sup> January 2024 10am to 12pm.**

### Members Present

David Shiel (DS), Hannah Marubbi (HM) Jillian Howe (JH), Sallyanne Hall (SH), Mike Bather (MB), Howard Sutcliffe (HS), Huw Rees (HR), Ffion Roberts (FR), Fiona Gale (FG) John Roberts (JR).

### Apologies

Lynne Jones (LJ), Nicola Lewis-Smith (NLS), Rhun Jones (RJ) Paul Evans (PE), Del Roberts Jones (DRJ), Fiona Grant (FGr),

<p><b>1. Welcome and Apologies</b></p>	<p>All welcomed to the meeting and apologies noted.</p>	<p><b>Actions</b></p>
<p><b>2. Minutes of last meeting update</b></p>	<p>Alun Price's replacement to be followed up with Ian Hughes at NRW.</p> <p>MB updated the group on the SPF £250k funded project creating artwork along the WHS which is to be delivered by October 2024. A consultation meeting will take place in Trevor Basin on the 7<sup>th</sup> / 8<sup>th</sup> February meeting Claire who is managing the project and will want to discuss community engagement, schools, partners and links to work that will compliment and add to the work already achieved by OPL. OPL to forward our interpretation strategy to the project and to share details of the consultation with Emma Jayne Holmes.</p> <p>No change on any news for further funding to complete the Lenghtsmans hut in Froncystyllte.</p>	<p><b>HS/DS</b></p> <p><b>OPL</b></p>

	<p>Discussions that were had for the minutes of the last meeting have been recorded in 3. Risk Register under specific topics.</p>	
<p><b>3. Project Risk Register</b></p>	<p><b><u>Dinas Bran Gatehouse</u></b> Repairs to the path up to the gatehouse on the panorama side will commence in the spring when the weather has improved.</p> <p><b><u>Interpretation</u></b> Still waiting for 4 of these panels to be finished and installed at the Horseshoe Falls site.</p> <p><b><u>The Project Legacy Book.</u></b> The OPL book was launched before Christmas at Llangollen Library. 1030 copies printed and 200 copies sold to date through the TIC Llangollen, the museum in Llangollen, Wrexham’s TIC and Loggerheads shop. In March Plas Newydd and Trevor Basin visitor centre will stock the book when they open. Books are sold to suppliers with a recommended retail price. No plans to reprint currently.</p> <p><b><u>Ram Pump Building</u></b> Work continues on the Ram pump building at Plas Newydd and the contractor needs to finish the roof. The work is weather dependent. The iron work is being fitted to the building this week. Lisette the gardener has plans to start the bog garden in the next 3 months after the building has been completed.</p> <p><b><u>Panorama Management</u></b> Panorama signage has had to be redone due to a small error. NRW have raised some further questions regarding the installation of the signs in an SAC area, the team hope these problems will be overcome and the signs will be installed soon. It is hoped that these signs will discourage careless parking which damages the ground in 4 key areas and raise awareness of the area’s status. A biodiversity walk is being arranged here for May and further into the summer.</p> <p><b><u>Wenffrwd Pocket Park</u></b> Wenffrwd’s link path to the canal is now complete and has been well received with good feedback. Options for costings for further work at the site beyond the scope of OPL project have been done. The area where the compound is will be developed, tidied and made into a functional space with improved fencing. Work with the biggest impact will be done first due to financial constraints. Community groups and volunteers will be able to use the space for activities. Parking tariffs will begin before Easter.</p> <p><b><u>Picturesque Circular Trails</u></b> The <i>Cefn Mawr</i> walk leaflet has now been completed. Some of the paths along this walk will be improved using the Levelling Up fund. The leaflet will be circulated to Trevor Basin’s opening and for the</p>	

	<p>walk launch for March with the AONB ranger team. MB suggested having signage on the interpretation panel for JC Edwards site to inform people of the walk, an opportunity to promote the walk. A discussion was had regarding how to promote the routes at these sites.</p> <p><i>The Chirk Walk</i> took place in December despite the rain was enjoyed by those attending.</p> <p><i>Discover the Dee Valley Walks</i>, which was previously the Discover Corwen booklet. JH is redesigning this and is currently waiting for some maps to be designed. The team have been checking some of the routes that will be used to ensure they are suitable and accessible, and all infrastructure and signage are in place. Llangollen Railway are interested in funding signage to be used in the Railway in Corwen. The Chair asked if all members could be presented with a complete set of all walk leaflets in the next meeting.</p> <p>Chair asked for the walk launch in March the team invite Walkabout Wrexham and the local members for the areas.</p> <p><b><u>Picturesque Bus</u></b></p> <p>The service proved very popular and will run again next year from the 30<sup>th</sup> March to the 31<sup>st</sup> August. The fare system will change this year, as you will be able to pay a tap on tap off where you only pay for your journey.</p> <p><b><u>Education Packs</u></b></p> <p>Discussions are taking place with Muddy Publishing about tying in some of the illustrated characters/ images on the WHS website to OPL's education packs and costings of using these.</p> <p>SH -dance pack now finalised and linked to the new curriculum with JH working on the branding and creating new power points for some of the activities.</p> <p>The Clwydian Range AONB Education packs will eventually be tied in with this work on the Dee Valley. A meeting on the 17th March will look at the core resources on the portal.</p> <p><b><u>Final Exhibition</u></b></p> <p>Llangollen Museum will display some OPL exhibition from the end of January and the Ebenezer Chapel in Cefn Mawr have expressed an interest in the exhibition for the spring / summer.</p> <p>HM is in discussion with the International Eisteddfod to display some of the exhibition during the Eisteddfod week.</p> <p>The full myriorama panels are to be displayed in an exhibition in Aberystwyth from February to May.</p> <p>HS commented that Cadwyn Clwyd have space in their building for the exhibition which would enable it to be displayed in Corwen. HS to explore with Cadwyn Clwyd.</p> <p><b><u>OPL Staffing</u></b></p> <p>Staffing flagged as amber on the register as the project has under a year to run until it finishes.</p>	<p>OPL Team/HM</p> <p>HS</p>
<p><b>4.Project Exit Documents.</b></p>	<p>The final detailed evaluation report for the project will be produced by Twenty Degrees Consulting for the Lottery by September. HM will be meeting with them this week to discuss the timescale for a draft</p>	

	<p>report so that the team can pull together statistics. A smaller document with key statistic and highlights that capture the successes in the main report in an infographic format will also be produced. A discussion was had by the group regarding the type of report and its uses.</p> <p>The maintenance plan will map out that the project plans for the following 10 years for maintaining work completed during the last 6 years. This plan will unlock £50k worth of funding for the maintenance.</p> <p>DS expressed an interest to take the exit strategy to the partners to show what the project has delivered over the course of the last 6 years. The WHS board meeting on the 12<sup>th</sup>April could be the first meeting where OPL’s successes and maintenance plan could be reviewed and raise the question of the future of the work within the WHS.</p>	
<p><b>6. AOB</b></p>	<p><b><u>Horseshoe Falls Update</u></b></p> <p>The carpark at this site is currently closed as works on installing a septic tank takes place until the end of February. This work includes additional parking spaces and improving the front of the toilet block. The access points will change with a better link from the car park to the church at Llantysilio. During March the height barrier will be installed. Outside of the parking area there will be a drop off /minibus parking point created for the canoeing community.</p> <p>The Picturesque Bus service this year will have a tap on/off service which may help with people being able to access the Horseshoe Falls site, and Llangollen Railway are discussing the option of having a shuttle type service for a train from Llangollen to Berwyn.</p> <p>A general discussion was had by the group regarding parking around the main honeypot sites within the Dee Valley.</p>	
<p><b>7. Date of Next Meeting</b></p>	<p><b>Next meeting will be Tuesday 30<sup>th</sup> April at Froncysyllte Community Centre.</b></p>	



**Bryniau Clwyd a  
Dyffryn Dyfrdwy**  
Clwydian Range  
and Dee Valley

Ardal o Harddwch Naturiol Eithriadol  
Area of Outstanding Natural Beauty

**Held on:** 12<sup>th</sup> April 2024

**Lead Member / Officer:** Ceri Lloyd

**Report Author:** Ceri Lloyd

**Title:** *Shaping tourism for the future - working in partnership to deliver sustainable tourism*  
**Sustainable Tourism Strategy and Action Plan 2023-2028**

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**1. What is the report about?**

This report is the proposed Vision and Action Plan for Sustainable Tourism within the AONB.

**2. What is the reason for making this report?**

This strategy outlines a long-term vision for sustainable tourism within the Clwydian Range and Dee Valley AONB.

This vision recognises;

- the increasing number of people participating in outdoor recreation which is placing increasing pressure on fragile and precious ecosystems
- the global and regional challenges arising from climate and nature emergencies
- the challenges facing the industry arising from the cost of living crisis and tourism trends post-Covid 19
- the proposed National Park status for an area including the CRDV AONB.

A decision is required on the Sustainable Tourism Vision and Action Plan for the AONB.

**3. What are the Recommendations?**

Members are requested to adopt the Sustainable Tourism Vision and Action Plan for the AONB which covers 2023-2028.

**4. Report details.**

The new Sustainable Tourism Vision and Action Plan can be seen in appendix 1.

**5. How does it contribute to the Clwydian Range & Dee Valley AONB Management Plans Priorities?**

This strategy seeks to define a pathway to achieving this vision for sustainable tourism that aligns with the four key themes of the AONB Management Plan 2020-2025; Nature, Landscape and Heritage, Adapting to a Changing Climate, Recreation, Health and Wellbeing, and the Rural Economy.

**6. What will it cost and how will it affect other services?**

Funding was secured to write the strategy. It is in the remit of some AONB officers to deliver elements of the action plan in officer time. Partner organisations are also expected to deliver elements of the action plan. External funding will also be sought for more complex actions such as the Sustainable Development Fund, Sustainable Landscapes Sustainable places fund, Brilliant Basics etc. There are no direct implications on other services areas.

**7. What are the main conclusions of the Well-being Impact Assessment?**

N/A

**8. What consultations have been carried out with Scrutiny and others?**

The strategy work has been steered by the Sustainable Tourism Working Group which is made up of representatives of the sector including tourism teams from each local authority, business groups and individual sector representation. Two workshops were held with the working group on;

- Tuesday 25<sup>th</sup> April 2023
- Tuesday 18<sup>th</sup> July 2023

The draft work was also presented at the Denbighshire Tourism Forum on 25<sup>th</sup> October 2023.

**9. Chief Finance Officer Statement**

The costs of implementing a Sustainable Tourism Vision and Action Plan for the AONB which covers 2023-2028 are outlined in section 6 of the report.

**10. What risks are there and is there anything we can do to reduce them?**

While an increase in visitor numbers brings revenue, it also significantly adds pressure to the AONB in the following areas:

- Traffic: congestion and parking
- Environment: erosion, creation of unofficial pathways
- Staff and Resources: litter, maintenance, user conflict, dogs off leads

Failure to put in place a Sustainable Tourism Action Plan will undermine efforts to conserve and enhance the natural beauty of the area. The strategy looks to find

ways of balancing the impact of increasing visitors with sustaining the special qualities of the landscape they have come to see.

#### **11. Power to make the Decision**

The Legal basis lies in Section 101 (5) of the Local Government Act of 1972 and the Local Government Act 2000, where Local Authorities can enter arrangements to 'discharge functions jointly with one or more Local Authorities by means of a Joint Committee.'



**Bryniau Clwyd a Dyffryn Dyfrdwy**  
Clwydian Range and Dee Valley

Ardal o Harddwch Naturiol Eithriadol  
Area of Outstanding Natural Beauty

## Appendix 1

### **Clwydian Range and Dee Valley AONB Shaping tourism for the future - working in partnership to deliver sustainable tourism**

This strategy outlines a long-term vision for sustainable tourism within the Clwydian Range and Dee Valley AONB.

This vision recognises;

- the increasing number of people participating in outdoor recreation which is placing increasing pressure on fragile and precious ecosystems
- the global and regional challenges arising from climate and nature emergencies
- the challenges facing the industry arising from the cost of living crisis and tourism trends post-Covid 19
- the proposed National Park status for an area including the CRDV AONB.

This strategy seeks to define a pathway to achieving this vision for sustainable tourism that aligns with the four key themes of the AONB Management Plan 2020-2025; Nature, Landscape and Heritage, Adapting to a Changing Climate, Recreation, Health and Wellbeing, and the Rural Economy.

This sustainable tourism strategy for the CRDV AONB sets comprehensive long-term goals that will require procedural and management changes, along with research, learning and behavioural change. There is significant work to be done if they are to be achieved. The challenges cannot be met by the AONB alone but will require a collaborative approach from the public, private and third sector.



The CRDV AONB Sustainable Tourism Action Plan (2023-2028) represents the beginning of the journey to achieving the vision. The activities outlined in the Action Plan represent a challenging but pragmatic start.

This Vision . . .

...recognises that the communities/culture, landscape and environment of the Clwydian Range and Dee Valley AONB are central to the tourism offer of the region and defines how the management and delivery of tourism can promote and provide experiences of the uniqueness and beauty of the area whilst also protecting and enhancing its special qualities.

As organisations involved in the management and delivery of tourism within the AONB and as partners in the development and delivery of this strategy, we are committed to delivering a high-quality experience for our visitors which is underpinned by strong sustainability principles framed by the climate and nature emergencies.

We will ensure that the offer is holistically managed by a strong partnership committed to working together to meet our sustainability objectives.

**As signatories to this long-term vision for sustainable tourism within the AONB, we will:**

1. Communicate clearly to our visitors the value of our landscapes and biodiversity and our commitment to caring for our natural environment. When educating and engaging visitors with our natural environment we will present a clear expectation of how they should behave responsibly during their visit.
2. Consult with and engage communities to;
  - identify and address tourism-related issues
  - identify and act on opportunities to protect and promote cultural heritage and language
  - support and deliver projects that protect, restore and enhance biodiversity throughout the AONB with a focus on AONB-managed sites and protected species.
3. Support local businesses within thriving communities, focusing on;
  - the challenges faced by micro-businesses such as skills, staffing and fuel costs
  - opportunities to develop new products that engage visitors with the natural environment and culture of the AONB
  - embedding resilience and adapting to climate change, recognising and minimising risks from changing weather patterns and extreme weather events and responding creatively to business opportunities.
4. Support the tourism sector to meet strong low carbon, nature recovery objectives by;
  - better understanding the carbon footprint of visitors to the region and supporting and delivering carbon reduction projects
  - lobbying to ensure that low carbon, nature recovery objectives are central to public sector decision-making with regard to tourism development in the region.
5. Reduce tourism-related waste; with specific aims of eliminating single-use plastic and reducing food waste within the regional tourism industry.

6. Support the tourism sector to facilitate access to the countryside for all by identifying and overcoming barriers for under-represented groups.

7. Measure and monitor our progress towards meeting our objectives and keep communities and visitors updated on our progress.

This strategy seeks to define and deliver a collective vision for sustainable tourism within the Clwydian Range and Dee Valley AONB region; by working in partnership to implement this action plan we will protect and regenerate our landscapes and ensure everyone can enjoy them in the future.

**Strategy Signatories:**



## CRDV AONB Sustainable Tourism Action Plan 2023-20210

### 1. BIODIVERSITY

**Goal - to establish tourism in the region as nature-positive; protecting, restoring and enhancing biodiversity and educating visitors about the ecology of the region.**

- Develop and implement mechanisms to reduce disturbance of key species and recreational impacts on the environment.
- Review the tourism marketing/promotion of the region to ensure it is recognised as an eco-tourism destination.
- Review AONB website content to ensure that details of the ecology and biodiversity are adequately covered, especially with regard to individual site information.
- Develop a free digital guide to the ecology of the region disseminated by tourism businesses via booking guides, newsletters etc.

### 2. Communities and culture (including the Welsh language)

**Goal - to ensure all tourism policies and activities are conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations.**

- Engage communities in a debate as to how the development of sustainable tourism can be a positive driver for change within communities.
- Increase the number of people completing the Wales Ambassador Scheme; Denbighshire and Flintshire courses; strengthen the content of the sustainability module and review the number of people who have completed this module as part of these courses.
- Strengthen cultural tourism through the development of activities and stories that engage visitors with experiences encompassing the Welsh language, arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

### 3. Business support

**Goal - to support all businesses to help them meet their sustainability goals.**

- Work with tourism groups to engage Welsh Government on local issues and priorities for sustainable tourism development and lobby for policies that support a sustainable tourism industry in the region.
- Support tourism groups as a means of engaging their members with the delivery of sustainable tourism in the AONB.
- Develop a Hospitality Business Sustainability Toolkit - bespoke for the region, using the best of free tools and resources.
- Provide businesses with access to a suite of images, video and print for them to use in their own websites, guest packs etc.
- Produce materials for businesses, to help them encourage their visitors to make sustainable choices during their stay. For example, posters and videos that they can use on their social media channels and websites.
- Undertake a feasibility study to gauge the potential for a regional brand/quality mark.

### 4. Visitor management

**Goal - to ensure that visitors have the knowledge and opportunity to visit the AONB in an environmentally, culturally and economically sustainable way.**

- Improve visitor management and facilities at key sites to reduce the impacts of recreation. These impacts will be considered with regard to the ongoing pressure of climate change.
- Work with businesses to enable them to better communicate with visitors as to where to go and what to do during their stay, in a way that encourages responsible recreation.
- Seek to ensure that national and regional marketing initiatives focus on sites, areas and activities that have the necessary capacity and infrastructure.
- Influence visitor choice on how to get to the Clwydian Range and Dee Valley and how to travel around focusing on prioritising low-carbon transport options and reducing car miles where appropriate.

## 5. Communicating with visitors

**Goal - All visitors to be aware of the high-value landscape, environment and culture of the region and understand what we are doing to protect and enhance the AONB. In addition, all visitors to be aware of how to ensure their visit is sustainable.**

- Be creative in the promotion of the responsible recreation behaviours enshrined in the Countryside Code. Explore how messages can be made more relevant to specific audiences and target specific behaviours, such as littering.
- Review AONB website content to ensure it provides detailed information about where to go, what to do, where to park etc. Also, to ensure it provides detailed information on how to have a sustainable visit and responsible recreation messages; this information to be accessible and relevant for all audiences.
- Develop opportunities for businesses to use their location in the AONB to build sustainable growth through branding, product development and targeted marketing.
- Showcase and prioritise best practices from committed responsible, low-carbon businesses and destination visitors.
- Share evidence as to how this Vision and Action Plan contributes to globally responsible tourism.
- Support businesses to improve their website content by producing content and digital assets such as '20 Things to do' pdfs.
- Develop the AONB website as the central online visitor-facing information resource for the region.

## 6. Carbon footprint

**Goal - To reduce the carbon footprint per visitor to net zero by 2050 at the latest.**

- All signatories to the CRDV AONB Sustainable Tourism Vision to become signatories of Tourism Declares and the Glasgow Declaration.
- The CRDV Sustainable Tourism Partnership to become a Race to Zero Cymru partner



- Develop a better understanding of how the carbon load per visitor is split through all stages of the visitor journey. Investigate appropriate data to benchmark the carbon footprint of visitors.
- Develop a better understanding of the carbon footprint of tourism businesses. Pilot project working with a small number of businesses to carbon footprint their offer using a range of free online tools.
- Develop and implement a business-led Climate Action Plan that engages all businesses in opportunities to lower their carbon footprint; supporting businesses to develop and implement carbon reduction plans using existing and freely available resources such as the guide for hospitality businesses produced by the Carbon Trust .
- Work together to support and develop low-carbon transport options; such as strategically and conveniently located electric charging points, and improved public transport services.

## 7. Waste

**Goal - to set and meet stringent targets for waste reduction by 2030, including a 50% reduction in food waste and an 80% reduction in single-use plastic.**

- Learn from the Plastic Free Snowdon project to establish Plastic Free CRDV AONB with the aim of eliminating the sale/use of single-use plastic on any publicly owned site and by tourism businesses. Supporting and building on the initiatives ongoing in Ruthin and Llangollen.
- Support hospitality and catering to businesses to commit to embedding the principles of Target, Measure, Act - work with WRAP - trialling interventions to tackle food waste at a business level.
- Review waste management infrastructure/services at AONB sites. Where bins are not appropriate review what and how information is provided to visitors about how to dispose of their waste responsibly.
- Provide guidance to businesses on external lighting in order to promote greater sustainability, and reduce light pollution and ecological harm.
- Significantly reduce the water footprint of tourism businesses by supporting businesses to undertake DIY Water Audits for businesses. Develop a pilot project to support a small number of accommodation businesses to calculate their water usage per guest night.

## 8. Mitigation and adaptation

**Goal - to engage all tourism stakeholders in an iterative process of implementing and evaluating adaptation strategies as climate conditions continue to evolve over time.**

- Inform and support businesses to embed climate resilience within their activities through the development of a guide for tourism business owners explaining how climate change affects their business and providing a checklist for planning and adapting for climate change impacts.

## 9. Monitoring and evaluation

**Goal - to monitor the implementation of the Action Plan and evaluate its effectiveness in meeting the stated goals. To include ongoing assessment of the barriers to implementation.**

- Review signatories to this Vision and Action Plan to ensure the inclusion of all relevant stakeholders, including conservation and landowning organisations.
- Monitor implementation of the Action Plan: Progress reviews to be undertaken in 2024 and 2028 in order to evaluate the implementation of the Action Plan. This review should include an honest assessment of the barriers to implementation and include recommendations as to how these can be overcome to ensure that the draft strategy is delivered successfully.
- Monitor and assess tourism's economic, social and environmental impacts. Including the identification of key performance indicators and the gathering of baseline data to enable benchmarking of progress.
- Improve and maintain data on visitors to enable evaluation of the effectiveness of implemented actions; including modes of transport, activities, length of stay, environmental awareness etc.
- Conduct surveys to assess the attitudes of visitors and local residents towards sustainable and responsible behaviours.



## Bryniau Clwyd a Dyffryn Dyfrdwy Clwydian Range and Dee Valley

Ardal o Harddwch Naturiol Eithriadol  
Area of Outstanding Natural Beauty

<b>Held on:</b>	<b>12<sup>th</sup> April 2024</b>
<b>Lead Member / Officer:</b>	<b>Howard Sutcliffe</b>
<b>Report Author:</b>	<b>Howard Sutcliffe</b>
<b>Title:</b>	<b>Rebranding of the AONB to National Landscape</b>

### 1. What is the report about?

*Over several years two national reports, the Marston Review (Wales) and the Glover Review (England) have looked at how all aspects of AONBs can be improved including their future direction. One of the major opportunities is a refresh in name, direction, and branding. Both reports suggest a change in name for **AONBs** to **National Landscapes**. On 22<sup>nd</sup> November 2023, AONBs, primarily in England became National Landscapes. For many years the acronym 'AONB' has been mispronounced, misunderstood, and has remained in the background of designations. Our association also became **The National Landscape Association**.*

**Why now?** - National Landscapes teams have always delivered incredible work that makes a difference for nature, climate, and people. For every £1 of core funding they receive, National Landscapes teams deliver at least £4 of work on the ground by securing external funding, mobilising their team of volunteers, and collaborating effectively. The profile they have, does not match the immense impact the network has. - By creating a more unified identity across the family, we are better able to show the collective size, ambition, and impact of our network. - We have the opportunity to make our brand more accessible and inclusive – delivering on the recommendations of both governments Landscapes Reviews', and making all people feel welcome in these landscapes. - This rebrand is a statement of our ambition, for us to be seen as a delivery partner and creates a stronger case for funding opportunities. (See Appendix 1 for Welcome Pack to National Landscapes)

### 2. What is the reason for making this report?

*Decision Required – is to change the name of the Clwydian Range and Dee Valley AONB to the Clwydian Range and Dee Valley National Landscapes.*

*AONB/National Landscapes teams have been at the forefront of delivering natural solutions to the main challenges facing the nation for many years. The new brand underscores their commitment to redoubling their efforts and engaging with a wider audience. The rebrand marks the next step in fully realising the National Landscapes' vision, to be the leading exemplars of how thriving, diverse communities can work with and for nature in the UK: restoring ecosystems, providing*

food, storing carbon to mitigate the effects of climate change, safeguarding against drought and flooding, whilst also nurturing people's health and wellbeing.

### 3. What are the Recommendations?

*Recommendation – That the Joint Committee adopts that it is rebranded **The Clwydian Range and Dee Valley National Landscape**, line with the other 45 National Landscaped, and that the AONB Joint Committee becomes **The National Landscape Joint Committee** .*

### 4. Report details.

*The AONB Partnership discussed and received a presentation on the change in name at its meeting in February 2024. It then set up a sub group who met in March where the following observations/recommendations were made:*

- *V2 Draft logo has been created. The publicity for the name change in Wales would be launched in April 2024.*
- *Less than 40% of people in their 30's did not know what an AONB was.*
- *It was explained that all the new logos of the National Landscape would complement each other and would visually appear more joined up with a common identity.*
- *The AONB Team would have a new email signature with the new logo.*
- *Change of font would be Effra – this was not available via word and had to be downloaded.*
- *Iconography has been created via the project, to assist with key messages. Tool kits also have been created, that could be useful in getting messages across.*
- *The recommendation for new branding /name change would be taken to the Joint Committee Meeting being held on 12th April.*

*It was raised that It may be perceived by some of the general public what would be the difference be between National Landscape status and National Park*

#### **Next Steps**

- *There should be some assistance with Comms especially regarding the bilingual element - all the design tools were English based – to discuss further Action – Llyr Jones NLA to be contacted prior to April JC Meeting.*
- *share Presentation with Partnership Members – Action KW*
- *Press release to go to AONB Champions Town & Community Councils, Local Members etc*
- *Consistent message to be drafted (following JC Meeting) that AONB Champions etc can take to their next community / Town Meeting*

### 5. How does it contribute to the Clwydian Range & Dee Valley AONB Management Plans Priorities?

*This reflects the commitment of the family of National Landscapes to a collective position and new direction on several new topics such as Nature Recovery and climate change that will be reflected in individual Management Plans, together with a renewed collective image for all Management Plans.*

**6. What will it cost and how will it affect other services?**

*The existing materials and guidance are all paid for by the National Landscape Association. This proposed National Landscape will just replace exiting logos with new as materials and equipment are renewed.*

**7. What are the main conclusions of the Well-being Impact Assessment?**

- A prosperous Denbighshire - **Positive**
- A resilient Denbighshire - **Positive**
- A healthier Denbighshire - **Positive**
- A more equal Denbighshire - **Positive**
- A Denbighshire of cohesive communities - **Positive**
- A Denbighshire of vibrant culture and thriving Welsh language - **Positive**
- A globally responsible Denbighshire – **Positive**

**8. What consultations have been carried out with Scrutiny and others?**

- *February 2024 AONB Partnership*
- *Bespoke Task and Finish Working Group set up March 2024.*
- *Officers Working Group discussion January 2023*

**9. Chief Finance Officer Statement**

*The focus of the report is around renaming the AONB to National Landscapes in line with other AONBs in England and Wales. As set out within section 6 of the report materials and guidance are paid for by National Landscapes Association.*

**10. What risks are there and is there anything we can do to reduce them?**

*The major risk is not to move to being a National Landscape when all the other 45 AONBs have rebranded into National Landscapes. Having said this the process needs managing carefully, in the light of Welsh Government's 'Programme for Government' which includes setting up a new National Park in North East Wales. There is the possibility to confuse the new designation of National Landscape with the National Park Designation.*

## **11. Power to make the Decision**

The Legal basis lies in Section 101 (5) of the Local Government Act of 1972 and the Local Government Act 2000, where Local Authorities can enter arrangements to 'discharge functions jointly with one or more Local Authorities by means of a Joint Committee.'

# Welcome to National Landscapes

Page 39



On 22 November 2023, the Areas of Outstanding Natural Beauty you know and love will become National Landscapes.

We're thrilled to share this next step in realising our vision with you, our partners.

This pack gives you all the information you need to understand the change, the reasons for it and our plans for the future.

Welcome to National Landscapes



This document gives you everything you need to understand the rationale behind the journey to become National Landscapes and how you can be a part of the bold future we share.

It includes:

1. Welcome from our Chair and Chief Executive
2. Introduction and objectives of the rebrand
2. How we developed the brand
3. Introduction to the brand identity
4. The launch campaign – ‘Welcome to National Landscapes’ – and how you can help

# Welcome from our Chair & Chief Executive

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## Philip Hygate, Chair

As Chair of the National Association for Areas of Outstanding Natural Beauty, it is a privilege to introduce the new National Landscapes brand to you.

The work in developing this new, united personality for our network has been conducted with the input of AONB teams, representatives of groups we haven't traditionally engaged with, the general public and existing stakeholders from partner organisations, landowners, local businesses and Welsh and English government.

The brand captures the essence of our family – the ambition, collaboration, commitment and readiness to serve and share for the good of our landscapes; for nature, climate and people.

I commend the National Landscapes rebrand to you all as we stand at this threshold: where National Landscapes become the landscape designation for the 21<sup>st</sup> century and beyond.



## John Watkins, CEO

AONB teams and partnerships do incredible work. Their approach is unique: convening powerful coalitions, enabling partners and communities to vision the change they agree through a democratically derived management plan, and empowering them to deliver in partnership across the entirety of a landscape. The change to National Landscapes is an opportunity to broadcast this work clearly and loudly. To restate our values and demonstrate the importance, size and impact of these landscapes.

The rebrand to National Landscapes has been mooted and discussed for a number of years. Some AONBs are already being referred to locally as National Landscapes, where teams and partnerships had already recognised the power of this change to enhance the status of the designation in their area. The strength of AONB is that it is a national designation which is managed locally. This new identity is the opportunity to assert a collective national identity as part of a family of locally managed and celebrated landscapes.



# Introduction & Objectives

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# Why now?

## What are we hoping to achieve?

- National Landscapes teams have always delivered incredible work that makes a difference for nature, climate and people. For every £1 of core funding they receive, National Landscapes teams deliver at least £4 of work on the ground by securing external funding, mobilising their team of volunteers and collaborating effectively. The profile they have does not match the immense impact the network has.
- By creating a more unified identity across the family, we are better able to show the collective size, ambition and impact of our network.
- We have the opportunity to make our brand more accessible and inclusive – delivering on the recommendations of the government’s Landscapes Review (2019), and making all people feel welcome in these landscapes.
- This rebrand is a statement of our ambition, for us to be seen as a delivery partner and creates a stronger case for funding opportunities.

# A critical moment for nature and climate

Page 47

National Landscapes teams have been at the forefront of delivering natural solutions to the main challenges facing the nation for many years. The new brand underscores their commitment to redoubling their efforts and engaging with a wider audience. In 2019, teams set themselves the most ambitious targets for nature and climate in the sector (the Colchester Declaration) and continue to work to meet them.

The rebrand marks the next step in fully realising the National Landscapes' vision to be the leading exemplars of how thriving, diverse communities can work with and for nature in the UK: restoring ecosystems, providing food, storing carbon to mitigate the effects of climate change, safeguarding against drought and flooding, whilst also nurturing people's health and wellbeing.

# Extending a warm welcome to everyone

Page 48

The Glover Landscapes Review of 2019 articulated what many of us knew, that AONBs should become more relevant to a wider audience, including urban residents, people from deprived backgrounds, people from ethnic minority backgrounds, those with disabilities, neuro diverse people, those with learning disabilities and LGBTQIA+ people.

Clearly changing a brand name cannot do this by itself. However, it can signal a step-change, a threshold in how we do things as a family to ensure that we individually and collectively do more to ensure that everyone feels welcome and that all voices are heard in how the landscapes continue to evolve.

Representatives from these groups have given input into the rebrand process, as have many representatives from our existing audience.



# An opportunity to build a consistent family of brands



The strong, collaborative approach we take wasn't represented in the very different visual identities we had.

The new unified identity shows our collective size, ambition and impact, and will generate on the ground recognition for visitors.

# Developing the brand



# Listening to our stakeholders

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The National Landscapes brand has been developed over the course of the past year, but research into perceptions of AONB began in 2021. We spoke to representatives of AONB teams and external partners including Welsh and English government representatives, people from deprived backgrounds, local business people, people from ethnic minority backgrounds, landowners and farmers, colleagues from partner and tourist organisations, LGBTQIA people. We learnt that people like the 'AONB way', but there was more we could do to demonstrate the power of our network to attract greater profile, funding and a wider audience.

# A brand that meets our ambition

Page 52

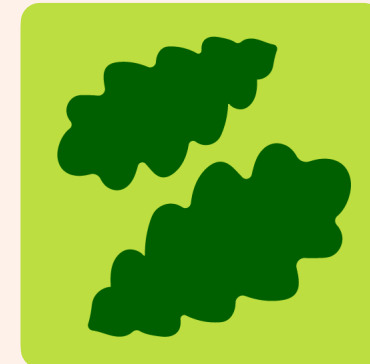
As our brand partners Nice & Serious developed the brand vision and story, and the all important new visual identity, we continued to sense check with our steering group of AONB staff, and our Creative Council, representing currently underserved groups.

Nice & Serious developed an inspiring story and a friendly, expert and united tone of voice, with fresh new logos, photo library and a new font chosen for its accessibility to people with dyslexia.

We feel that the new look and feel is easy for our partners to understand and use, and that we finally have a brand that matches the significant national impact our network has.

# Our new brand identity

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# Logos



## A consistent family of logos with local distinctiveness

Each National Landscape has worked with Nice & Serious to develop a new logo that reflects their landscape or one of its iconic species.

We now have a suite of 39 logos (including the National Landscapes Association logo) which make a patchwork representing the whole family.

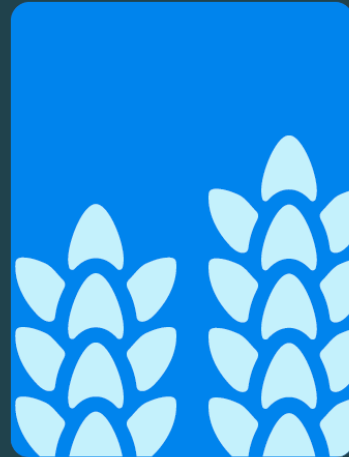
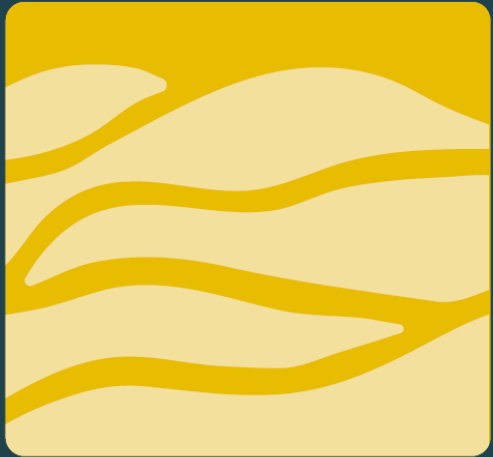


**National  
Landscapes  
Association**





# Typography



**Typography**  
**Typefaces**

**Headline / Subheading type**  
Effra Bold

**A b c**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Effra is our primary headline typeface, with clean lines and humanist shapes, Effra is a supremely flexible sans serif.

Our subheadings and body copy is also set in Effra which has high legibility even at small scale. This makes the typeface ideal for all applications.

Effra is available from our brand resources (with the correct license)

**Body type**  
Effra Regular

**A b c**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Welcome to National Landscapes – our launch campaign

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## Campaign aims

The **Welcome to National Landscapes** campaign intends to:

- Unveil the name change and new brand to our audiences.
- Showcase how all of the UK's National Landscapes are as special and diverse as the people who live there, work there and visit them.
- Make it clear to our audiences that absolutely everyone is welcome to enjoy their beauty, and the many ways we are working hard to make sure the landscapes are open for everyone to enjoy.
- Communicate that National Landscapes exist to protect and regenerate these landscapes, and the importance of communities coming together to achieve this.

# How can you help us with the launch?

Page 61

- Have a read through this pack and understand the reasons for the change
- Spread the word with your colleagues
- Please share a message of congratulations on 22 November 2023 (launch day) on your social media channels. Suggested text:  
'Congratulations to our partners at XXXXX National Landscape - the new name for XXXXX AONB. The new name highlights the national importance of this special place. We look forward to continuing our essential work with the team.'
- We'll be sharing a film: 'Welcome to National Landscapes' on 22 November via our socials, please like and share this with your network.
- If you have a public facing screen in your office – you could share the film

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**Bryniau Clwyd a  
Dyffryn Dyfrdwy**  
Clwydian Range  
and Dee Valley

Ardal o Harddwch Naturiol Eithriadol  
Area of Outstanding Natural Beauty

**JOINT COMMITTEE  
of the  
CLWYDIAN RANGE & DEE VALLEY  
AREA OF OUTSTANDING NATURAL BEAUTY**

**Held on: 12<sup>th</sup> April 2024**

**Lead Member / Officer: Steve Gadd**

**Report Author: Paula O'Hanlon**

**Title: Joint Committee Outturn and Accounts 2023/24**

---

**1. What is the report about?**

The report gives details of the AONB's projected revenue budget outturn position for 2023/24.

**2. What is the reason for making this report?**

The purpose of the report is to provide an update on the AONB's projected financial position as at 31<sup>st</sup> March 2024.

**3. What are the Recommendations?**

Members are asked to note the latest financial outturn forecast for 2023/24 (Appendix 1) and the progress against the agreed budget strategy.

**4. Report details.**

The report provides a summary of the AONB's projected revenue outturn for 2023/24 detailed in Appendix 1. The projected overall position is a contribution from the revenue reserve of c.£20k, slightly less than anticipated when the budget was set.

**5. How does it contribute to the Clwydian Range & Dee Valley AONB Management Plans Priorities?**

Effective management of the AONB's revenue budgets will help the delivery of the agreed management plan priorities for the current year and underpins activity in all areas, particularly our relationships with funding partners and our joint priorities.

**6. What will it cost and how will it affect other services?**

There are no direct costs associated with this report.

**7. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report.**

N/A

**8. What consultations have been carried out with Scrutiny and others?**

The financial position is a standing item at each meeting of the Joint Committee.

**9. Chief Finance Officer Statement**

This report outlines the financial position for the AONB for 2023/24.

**10. What risks are there and is there anything we can do to reduce them?**

The budget is dependent on income from NRW, Welsh Government and the three Local Authorities. Any changes to these income levels will pose a risk to the future delivery of projects and our ability to deliver against the priorities in the AONB Management Plan.

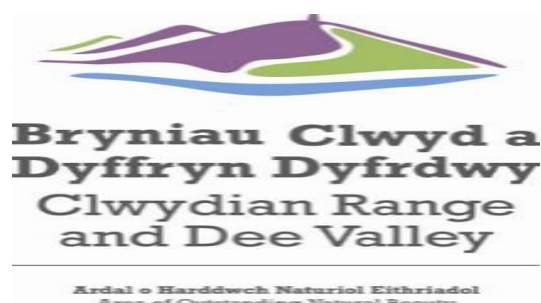
As stated in the budget there is a requirement to support the revenue budget from the revenue reserve.

**11. Power to make the Decision**

Local authorities are required under Section 151 of the Local Government Act 1972 to make arrangements for the proper administration of their financial affairs.



	Budget 2023/24	Forecast Outturn 2023/24
	£	£
<b>EXPENDITURE</b>		
<u>Employees</u>		
Salaries	196,747	210,647
Training & Conference	500	89
<b>Total Employee costs</b>	<b>197,247</b>	<b>210,736</b>
<u>Vehicle and Travel</u>		
Fuel	4,000	5,963
Fleet	19,000	12,000
Travel	1,200	1,687
<b>Total Vehicle &amp; Travel Expenses</b>	<b>24,200</b>	<b>19,650</b>
<u>Other</u>		
Protective Clothing	1,500	1,181
General Equipment	250	
IT / Communication costs	3,100	3,421
Telephones	1,000	550
Site Management		1,178
Projects/Activity expenditure	4,000	3,578
<b>Total Other Expenses</b>	<b>9,850</b>	<b>9,908</b>
<b>TOTAL EXPENDITURE</b>	<b>231,297</b>	<b>240,294</b>
<b>INCOME</b>		
NRW Forestry Partnership	-30,821	-30,821
LA funding	-177,325	-189,217
Contributions from Reserve	-23,151	-20,256
<b>TOTAL INCOME</b>	<b>-231,297</b>	<b>-240,294</b>
<b>Total Net Expenditure</b>	<b>0</b>	<b>0</b>



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## Bryniau Clwyd a Dyffryn Dyfrdwy Clwydian Range and Dee Valley

Ardal o Harddwch Naturiol Eithriadol  
Area of Outstanding Natural Beauty

Forward Work Programme April 2024 Update				
Project Existing	Detail/Action	Timescale	Timescale Not Started or Problem =Red In Progress on track =Amber Complete =Green	Cost -ve or +ve (£ Cost) or neutral (Through existing and external budgets)
New	Updated Action	New Dates		
<b>Finance</b>				
Finance and Funding	<i>Draft Risk Register to JC 10.11.22</i>	<b>2023-24</b>		Neutral
NRW Core AONB Funding	<i>New Offer 2024-26 £108k for two years. Unfortunately, now reduced to one year after an initial offer of 3 year!.</i>	2024-26 2024-25		-ve
SDF Fund	WG continue fund at £100k.	2022-25		+ve
SLSP Fund	<i>Year 2 and 3 increase to £200k</i>	2022-25		
<b>Strategic Plans 2022-25</b>				
AONB Management Plan	<i>. LUC are producing new guidance after consultation with National Landscapes/AONBs</i>	<b>2024</b>		Neutral
South Recreation Plan	<i>South Area Rec Plan under consultation. North Plan implementing.</i>	<b>2024</b>		+ve
AONB Tourism Plan	<i>Consultation gone to Tourism Forum October 2023. Draft of Tourism Strategy to JC 12.4.24</i>	<b>2023-24</b>		Neutral
<b>AONB Joint Committee</b>				
Joint Committee Meetings	<i>JC Meetings on track</i>	<b>2023-24</b>		Neutral
LA Legal Agreement	All agreed and sealed by LAs for next 5 years. <i>Reviewed by Head DCC Legal 31.1.24 2024</i>	2019-2024		Neutral
AONB Meet Local Members/Town and Community Councillors/AONB Champions	<i>Meet 8.11.23 Llysfasi - Theme Trees. Become an open invitation 2x per year absorbing the AONB Forum.</i>	<b>2023-24</b>		Neutral

## Forward Work Programme April 2024 Update Continued

Project Existing	Detail/Action	Timescale	Timescale Not Started or problem =Red In Progress on track =Amber Complete =Green	Cost –ve or +ve or neutral
New	<i>Updated Action</i>	New Dates		
<b>AONB Partnership</b>				
Full AONB Partnership Meetings	<i>3 x AONB Partnership Meetings completed.</i>	2023-24		Neutral
10 Year AONB Working Group Review	<i>Reported back to Partnership on 19.5.23 and 20.10.23</i>	2023-24		Neutral
<b>Partnership Working Groups:</b>				
Landscape Character and Built Environment	<i>Landscape Character and Quality 2023</i>	2023-24		+ve
Land Management and the Natural Environment	<i>Habitats and Wildlife 2023</i>	2023-24		+ve
Heritage, Culture and Communities	<i>Historic Environment 2023</i>	2023-24		+ve
Tourism	<i>Sustainable Tourism 2023</i>	2023-24		+ve
Recreation and Health	<i>Access and Recreation 2023</i>	2023-24		+ve
Sustainable Development	<i>Sustainable Communities 2023</i>	2023-24		+ve

## Forward Work Programme April 2024 Update Continued

Project Existing	Detail/Action	Timescale	Timescale Not Started or problem =Red In Progress on track =Amber Complete =Green	Cost –ve or +ve or neutral
New	Updated Action	New Dates		
<b>AONB Special Projects</b>				
SLSP	<p><i>Majestic Moorlands and Wild Woods of the AONB</i></p> <ul style="list-style-type: none"> <li>• CPAT Heritage work</li> <li>• Dinas Bran Improvements</li> <li>• Bryn Alyn Accessibility</li> </ul> <p><i>Enjoying our remoter landscapes 2022-25.</i></p> <p><i>Projects:</i></p> <ul style="list-style-type: none"> <li>• The Moorlands and the traditions of the Commons</li> <li>• Woodlands Study</li> <li>• LNR/Llangollen GI/Pengwern Planting</li> </ul>	<b>2022-25</b>		+ve
SLSP Collaborative	<p><i>The AONB is engaged in three collaborative projects:</i></p> <ul style="list-style-type: none"> <li>• North Wales Traditional Boundaries</li> <li>• All Wales Dark Skies Project</li> <li>• All Wales Education Project</li> </ul>	<b>2022-25</b>		+ve
SDF	<p><i>2022-25 £100k per annum</i></p>	<b>2022-25</b>		+ve
Special Project WG	<p><i>2022-25 £300k allocated to increase staffing:</i></p> <p><i>Farming/Engagement Officers appointed: Huw Morgan/Mari Jones. AONB Mgt Plan Ros Stockdale</i></p>	<b>2022-25</b>		+ve

## Forward Work Programme April 2024 Update Continued

NRW Projects	<ul style="list-style-type: none"> <li>• 10-year Review of Partnership</li> <li>• Overheads Meetings</li> <li>• New Hand Book</li> <li>• Highways Doc</li> <li>• SPG Revisions</li> <li>• Threshold Signs</li> <li>• New Leaflets Moel Famau/Loggerheads</li> <li>• National Park Alignment Review</li> <li>• Draft Map for National Park Produced and shared.</li> </ul>	2022-24		
Our Picturesque Landscape Project	<p><i>Coming in to final year projects progressing.</i>  <i>Latest minutes to JC 12.4.24</i></p>	2018-23		+ve
Climate Change	<p><i>Appointment of Graham Berry as Climate Change and Nature Recovery Officer</i></p>	March 2023		Neutral
Northeast Wales National Park Designation Project	<p><i>One member of Staff attended all consultation meets so far.</i></p>	June 2023		

## Forward Work Programme April 2024 Update Continued

Project Existing	Detail/Action	Timescale	Timescale Not Started or problem =Red In Progress on track =Amber Complete =Green	Cost –ve or +ve or neutral
New	<i>Updated Action</i>	New Dates		
<b>Section 85 Organisations</b>				
SP Network Lines	<i>The Shelf back on track. New schemes in consideration - Shelf, Llangar, Plas Newydd and Llangollen Water Tower. Met March 2024 SPEN keen on new schemes being brought forward.</i>	2022-25		Neutral
Dark Skies SPG	All 3 LAs agreed Dark Skies SPG. 2 of the 3 LAs approve	2023-24		+ve
National Grid VIP and Landscape Enhancement Initiative	AONB Officer is rep for 39 AONBs on National Board. 4 x LEI Schemes Morwinion Valley and Minera Corwen EOI approved <b>AONB Award to National Grid on 23.3.23.</b> <i>New scheme for Tremeirchion passed stage 1 worth £200k</i>	2023-24		Neutral
National Landscape Association formally NAAONB	<b>New Logos/Rebrand to JC 12.4.24.</b> Regular Monthly Meets 1x Lead Officer's.	2023-24		Neutral
Pontcysyllte Aqueduct and Llangollen Canal World heritage Site	<i>HS appointed Vice Chair of Steering Group</i>	2023-24		+ve
Severn Trent/Dwr Cymru	<i>Joint Meet to discuss working on Land holdings 9.6.23 Dwr Cymru attended Partnership 20.10.23</i>	2022-23		+ve

## Forward Work Programme April 2024 Update Continued

Highways Guidance for LAs	<i>FCC and WCBC support scheme. GB reviewing programme with DCC Highways Manager</i>	2023-24		-ve
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