



City and County of Swansea

Minutes of the **Gower AONB Advisory Group**

Multi-Location Meeting - Gloucester Room, Guildhall / MS

Teams

Monday, 29 January 2024 at 6.30 pm

Present: Councillor P Lloyd (Chair) Presided

Councillors

P R Hood-Williams A H Stevens

Steering Group Members

| | | |
|---------------------|---------------|---------------|
| Judith Doyle | Howard Evans | Stephen Heard |
| Alan Kearsley-Evans | Peter Lanfear | Hamish Osborn |
| Clive Scott | Paul Tucker | |

Officer(s)

| | |
|------------------|--|
| Jake Cosgrove | Communities and Nature Project Officer |
| Eveleyn Gruchala | Natural Environment Volunteer Co-ordinator |
| Ursula Jones | Communities and Nature Project Officer |
| Paul Meller | Natural Environment Section Manager |
| Jeremy Parkhouse | Democratic Services Officer |
| Mike Scott | Gower AONB Officer |
| Kathryn Thomas | Community Greenspace Officer |

Also present

John Watkins National Landscapes Association

Apologies for Absence

Councillors: L James, S E Keeton and N L Matthews

Steering Group Members: Carrie Townsend Jones and Barbara Parry

16 **Declarations of Interest.**

In accordance with the Code of Conduct adopted by the City and County of Swansea, no interests were declared.

17 **Presentation - National Landscapes Association - Rebranding of the AONB's in Wales.**

John Watkins, National Landscapes Association provided the Advisory Group with a detailed and informative presentation regarding the Rebranding of AONB's in Wales. Details provided in the presentation included the following:

Minutes of the Gower AONB Advisory Group (29.01.2024)
Cont'd

- Why now? What we are hoping to achieve.
- A critical moment for nature and climate.
- Extending a warm welcome to everyone.
- Our vision – beautiful, thriving landscapes that we all feel part of.
- Our mission – protect and regenerate our landscapes and make sure everyone can enjoy them.
- Our brand principles – bring people together; keep moving forward; embrace the journey; and listen and amplify.
- Having a more unified identity across the network will better show our collective size, ambition, impact and generate on the ground recognition for visitors.
- Awareness of AONB's is less than half of National Park's within certain age groups.
- An opportunity to build a consistent family of brands.
- Branding – icons for AONB's to communicate on social media, giving a visual identity.

He also referred positively to the relaunch of AONB's to National Landscapes in England last year and to his recent visit to Gower, where he met Julie James MS, Minister for Climate Change.

Lengthy discussions followed regarding the contents of the presentation, the options available for the AONB, collaborative working, Welsh Government preferences, the implications for the AONB of not becoming a National Landscape and the benefits of becoming a National Landscape.

Mike Scott, Gower AONB Officer, stated that a report summarising the comments and responses of the Advisory Group members would be presented to the Advisory Group on 26 February 2024. He added that based on those comments and further discussion at that meeting, a report and recommendations would be made to Swansea Council.

The Chair thanked the National Landscapes representative for his presentation.

The meeting ended at 7.57 pm

Chair