

# NAAONB Update

## February 2016

Landscapes  
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### VisitBritain Discover England Fund

VisitBritain's recent announcement of an additional £40m for the Discover England Fund and an uplift in GREAT monies, sets an unprecedented opportunity to drive additional visits and spend across the regions of England in the months and years ahead.

Sally Balcombe, British Tourist Authority Chief Executive, held a series of sessions throughout February across England providing a key opportunity to hear more on

- The spending review settlement for Tourism,
- VB's future organisational priorities and delivery structure, and
- Government aspirations for delivering world class product through the new £40m [Discover England Fund](#)

Richard Clarke attended the London meeting on behalf of the AONB Family where he heard that the three objectives are

- To grow tourism,
- To increase competitiveness, and
- Develop bookable products.

The fund will be available over three years with the first year being preparation, research, seed corn funding and making formal EOIs. Successful proposals will be announced in announced April 2017 and Year 2 and 3 will be about delivery. For more details contact [richard.clarke@surreycc.gov.uk](mailto:richard.clarke@surreycc.gov.uk)

### Great Outdoors: How Our Natural Health Service Uses Green Space To Improve Wellbeing

There is mounting evidence demonstrating the contribution green spaces can make to mental and physical health and wellbeing. The Faculty of Public Health in association with Natural England recently published a statement giving examples of good practice and advice on how to work in partnership to develop and make best use of green spaces for health and wellbeing. See

[http://www.fph.org.uk/uploads/bs\\_great\\_outdoors.pdf](http://www.fph.org.uk/uploads/bs_great_outdoors.pdf)

NB: We will learn more about this at Landscapes for Life Conference 2016 – see below for details.

### Industrial Heritage Conference – 10 key lessons

Historic England recently noted in their Twitterfeed, the findings of the Industrial Heritage Conference

<http://brick-work.org/10-key-lessons-we-learned-at-the-industrial-heritage-conference-2015/>

### Planning changes will do nothing to address housing need in AONBs

The NAAONB responded to the recent Government consultation on proposed changes to national planning policy. The AONB Family supported the delivery of the kind of housing that is needed locally but felt the proposed changes would restrict their ability to do this in the future. For the full response, click [here](#).

### Comparison of the planning systems in the four UK countries: 2016 update

This link is to a Research Briefing published by the House of Commons Library:

<http://researchbriefings.parliament.uk/ResearchBriefing/Summary/CBP-7459>

### Landscapes for Life Conference (L4L2016) – 28-30<sup>th</sup> June 2016

L4L2016 will take place at Lilleshall National Sports & Conferencing Centre, Newport, Shropshire and will make the case for natural beauty in relationship to the health and wellbeing of society.

### Outstanding Week – 17-25<sup>th</sup> September 2016

Plans are underway for this year. If you would like to be involved, contact [Jill.Smith@landscapesforlife.org.uk](mailto:Jill.Smith@landscapesforlife.org.uk)

For more information on what went on last year see [www.landscapesforlifeevents.org.uk](http://www.landscapesforlifeevents.org.uk)

**Articles/snippets/links** for inclusion in the next edition of **NAAONB Update** by 22nd March please.