



The Cotswolds AONB – think of it as The Cotswolds National Landscape

The Cotswolds Conservation Board, which looks after the Cotswolds Area of Outstanding Natural Beauty (AONB) announced a new name and logo in mid-September. The change is an active welcome to the findings in the Government’s Landscapes Review published in 2019.

The review proposed that National Parks and AONBs should be brought together, as “one family of national landscapes”; it suggested that the cumbersome title ‘AONB’ should be replaced – with ‘National Landscape’ – so we’ve done it.



The new look for the Cotswolds reminds us that our precious natural landscape is for all. The logo retains and amplifies the Cotswold Lion sheep synonymous with the region, features the updated ‘Cotswolds National Landscape’ name, and presents a bold new colour. It gives a nod to the heritage of the Cotswolds, but showcases the area in a more energetic, invigorating, and inviting way.

Andy Parsons, its new Chief Executive said, “We firmly believe that this landscape is for everyone to enjoy and explore; and we hope that this exciting step will help people to better understand what we’re about – looking after the Cotswolds National Landscape, and helping people connect with nature in the Cotswolds.”

Brendan McCarthy, the organisation’s Chairman, said, “we warmly welcome the outcomes of the Glover Review. This change will help our work to conserve and enhance this wonderful landscape, and to welcome visitors to enjoy it.”

Julian Glover, author of the Landscapes Review, said, “The Cotswolds stand out among our most famous and beautiful landscapes, as one of the places that make England special. They look unchanging but keeping their character and backing natural recovery will take effort and leadership. It’s a fight we must win - which is why I’m so pleased to see some of the ideas from our recent landscape review put to work in this precious place.”

We hope you might be able to include this news in your Parish publications, to let your residents see the reasoning for the change. And we encourage you to use the new logo and title in whatever you may write about the Cotswolds.

ENDS

Notes to editors:

- Please contact Alana Hopkins at alana.hopkins@cotswoldsaonb.org.uk for further information or interview opportunities.
- The Cotswold National Landscape website is at <https://www.cotswoldsaonb.org.uk/>
- The Landscapes Review Final Report can be found at <https://www.gov.uk/government/publications/designated-landscapes-national-parks-and-aonbs-2018-review>
- The Cotswolds is the third largest protected landscape in England and is comfortably larger than most National Parks
- Areas of Outstanding Natural Beauty (AONB), along with National Parks, are considered to be the most special landscapes in the country and belong to an international family of protected areas. There are 38 AONBs in England and Wales. For further details, visit: www.landscapesforlife.org.uk. For details of the 13 National Parks in England and Wales visit: www.nationalparks.uk.