

Date: 4th March 2020

Report: The Prize to Transform the Future

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1. Purpose of Report

To inform the AONB Board about The Prize to Transform for the Future.

2. Summary

The Prize to vision a 'greener, healthier, wilder and low carbon London Region'. This is a joint SEEPL initiative with the London National Park City, supported by Ordnance Survey.

It takes forward the Aecom vision for Protected Landscapes and also the Glover recommendation that National Park Cities should have regard to how they relate to their regional hinterland. As London was formally declared the world's first National Park City last year, this is a timely and unique opportunity for our Protected Landscapes to consider our role in the city region.

The AONB Director is co-chairing the steering group with Dan Raven-Ellison, the founder of the National Park City Foundation. The website and The Prize will be launched in early March 2020 with the Judging Day on 23rd June. We have approached Julian Glover about being a judge. Our Chair, Heather, has already agreed to be a judge.

3. Background

The Prize will be an open call to artists, architects, cartographers, imagineers, optimists, realists, landscape architects, master planners, conservationists, graphic designers, farmers, film-makers, ecologists, illustrators, geographers, students, politicians, professionals, writers, modelers, pensioners, weavers, idealists and bankers.

The Prize itself is a platform to influence, shape and transform the future. It is an opportunity to inspire action and create a positive legacy. If we can see it, we are collectively more likely to make it happen.

The visualisations can be in any format including maps, sketches, video, paintings, fabric or words, as long as the thinking could be applied to the whole region. Submissions should be image-based but you may choose to support your visualisation with a written statement outlining what would be needed to make your possible future happen.

The Prize winners and short listed entrants will feature in an exhibition and be publicised to the media. Depending on the nature of the winning visualisations and ideas, we will work to make sure they are received by the Ministers, departments, organisations, experts and influencers who could help to bring them to life. A collective legacy will also be created by reviewing and synthesizing all of the entries.

Everyone who enters will be acknowledged on this website. You can optionally let us know that you intend to enter and we will add your name below.

The Prize will be awarded by a large judging panel with diverse expertise. The judges will be announced over coming weeks on the website.

Recommendations

Members are asked to help raise awareness of The Prize and encourage their own organisation to submit a vision.

Background papers:

London City Region Protected Landscape Vision

<https://restoring-the-future.netlify.com/>

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