

Cannock Chase

Area of Outstanding Natural Beauty

Management Plan 2009 – 14



Foreword

This Management Plan takes forward our vision for the management and conservation of the Cannock Chase AONB into another five years. It builds upon the first Management Plan fulfilling the requirements of the Countryside and Rights of Way Act 2000. In reality, we are advancing into our second half century since the AONB was designated in 1958. We will be building upon a solid history of the efforts of hundreds of people to ensure that Cannock Chase remains a special place.



Cllr Neil Roberts,
Chairman Joint Committee.

The AONB Partnership and its Joint Committee are committed to the delivery of this Management Plan. We have signed up to it formally to demonstrate that commitment. None of this would matter if we were not confident that our local community also endorses the aims and objectives contained here. Our local community has taken a full part in the formal review of our previous plan (2004-09) and the drafting of this one. It has been confirmed that the issues set out here are ones that reflect their concerns and aspirations for the AONB. As the actions in this Management Plan are rolled out, we will continue to monitor closely, with all our partners and stakeholders, that we are getting the job right and adapting to current times. One of the things that makes Cannock Chase AONB so special is the strong positive will from all of the Partnership and its supporters that the task in the Management Plan must be achieved. We will relish this as we continue to deliver in the coming years.

Cllr Neil Roberts, Chairman Joint Committee.
[See Appendix 1 for details of the Partnership members].

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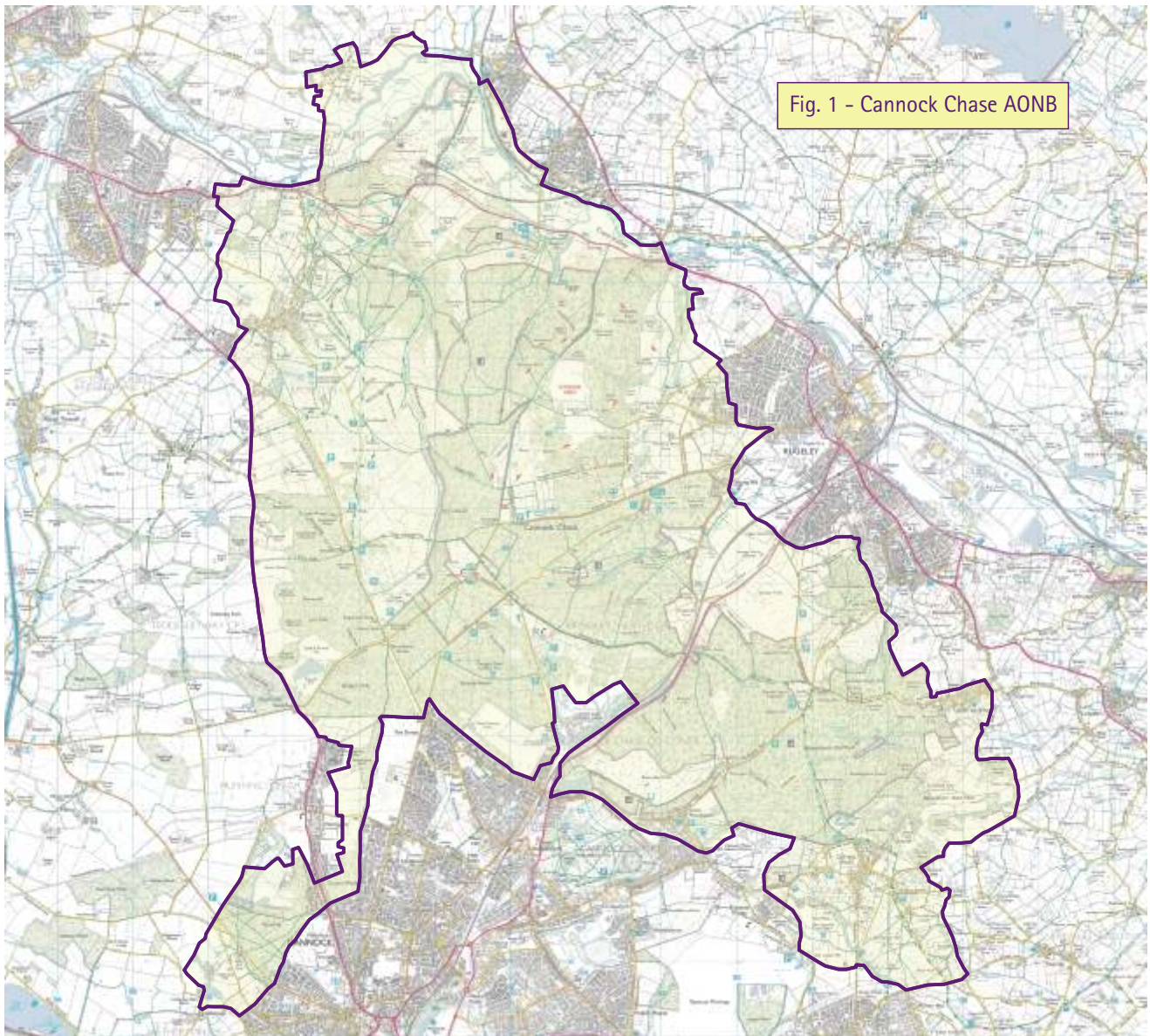
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Introduction

The Cannock Chase Area of Outstanding Natural Beauty (AONB) is a legal designation under the Countryside and Rights of Way Act 2000 (CROW). It places responsibility upon public bodies to "have regard to the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty". This task is undertaken by a legally established partnership, the Cannock Chase AONB

Partnership, led by a Joint Committee of local authorities in whose area the AONB falls.

Cannock Chase is one of 49 designated AONBs in England, Wales and Northern Ireland. Their collective qualities, alongside those of National Parks, make up the finest countryside nationally.



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Fig. 2 - Cannock Chase AONB - regional and national context



Source: *Our finest countryside*
 England's protected landscapes,
 Countryside Agency, CA18, 2001

- Cannock Chase Area of Outstanding Natural Beauty
- Other Areas of Outstanding Natural Beauty
- West Midlands region
- Staffordshire

0 50km

The Cannock Chase AONB Partnership is responsible for fulfilling the statutory duties under CROW. The Partnership has a duty to prepare and review a Management Plan at least every five years. Members of the Cannock Chase AONB Partnership, local communities, local and regional government organisations and other stakeholders have been involved in reviewing the progress of the previous Management Plan (2004-09) and the publication of this Management Plan (2009-14).

The Management Plan is the basis for the strategic direction of the conservation and enhancement of the AONB. It does not stand alone but relates to a range of national, regional and local strategic documents such as the Natural England Strategic Direction, the Regional Spatial Strategy and Local Development Frameworks. Annual Action Plans are drawn from this plan for the implementation of projects.

As this Management Plan has been developed, the processes of Strategic Environmental Assessment and Appropriate Assessment have been undertaken. Strategic Environmental Assessment is a requirement under the Strategic Environmental Assessment Directive 2001 to ensure that any negative environmental effects of its implementation have been avoided or mitigated. Appropriate Assessment is required under the Habitats Regulations 1994 where a plan impacts upon a European Site. As there is a Special Area of Conservation (SAC) within the AONB, this assessment has been undertaken. The intent of this Management Plan is to bring about positive environmental effects.

This Management Plan focuses on the aims, policies and actions for the 2009-14 period. It builds upon everything stated in our previous Management Plan and does not therefore repeat some of those data. Further information in support of the rationale for the Management Plan can also be obtained from the Cannock Chase AONB Partnership.

The rest of this Management Plan sets out:

- 1 our vision
- 2 the AONB's landscape character and its special qualities
- 3 addressing AONB management
- 4 delivering AONB management.

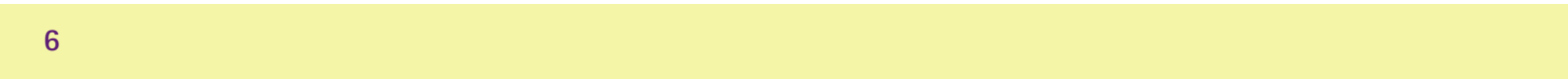
Note:

In this document, the reference system is set out as follows.

- KI = Key Issue
HLO = High Level Objective
L = Landscape
P = People
E = Economy
R = Recreation
S = Support

The Policies, Actions and Monitoring then follow their themes e.g.

- Landscape Policy 1 = LP1;
Economy Action 3 = EA3;
Recreation Monitoring 9 = RM9





"what we want"

A Vision for the Future of Cannock Chase AONB

A Vision for the Future of Cannock Chase AONB

Vision Statement

By 2029, Cannock Chase Area of Outstanding Natural Beauty will be an enhanced area of national and international importance in terms of landscape beauty, wildlife and cultural heritage, centred on its heaths and woods. Improved management of both habitat and public access will bring conservation and enhancement of biodiversity and geodiversity and contribute towards a better quality of life both for local communities and visitors.

Management Plan High Level Objectives

In striving to achieve this vision, the Management Plan will aspire to meet the following high level objectives (HLOs). This is *“what we want”*.

HLO 1 Develop the sense of Cannock Chase AONB as a special place for everyone who lives in, works within or visits the area.

HLO 2 Conserve and enhance the distinctive and nationally important landscape of Cannock Chase AONB and the locally, nationally and internationally important biodiversity it supports.

HLO 3 Develop a place valued and understood by everyone who comes into contact with Cannock Chase AONB, so that they can contribute positively to the shaping of its future.

HLO 4 Ensure a safe, clean and tranquil environment that can contribute to a high and sustainable quality of life.

HLO 5 Support a working landscape where prosperity and opportunity increase, natural life flourishes and pressure upon natural resources is diminished.

HLO 6 Create a place of enjoyment for everyone, providing opportunities for quiet recreation, that contributes positively to physical and mental well being.

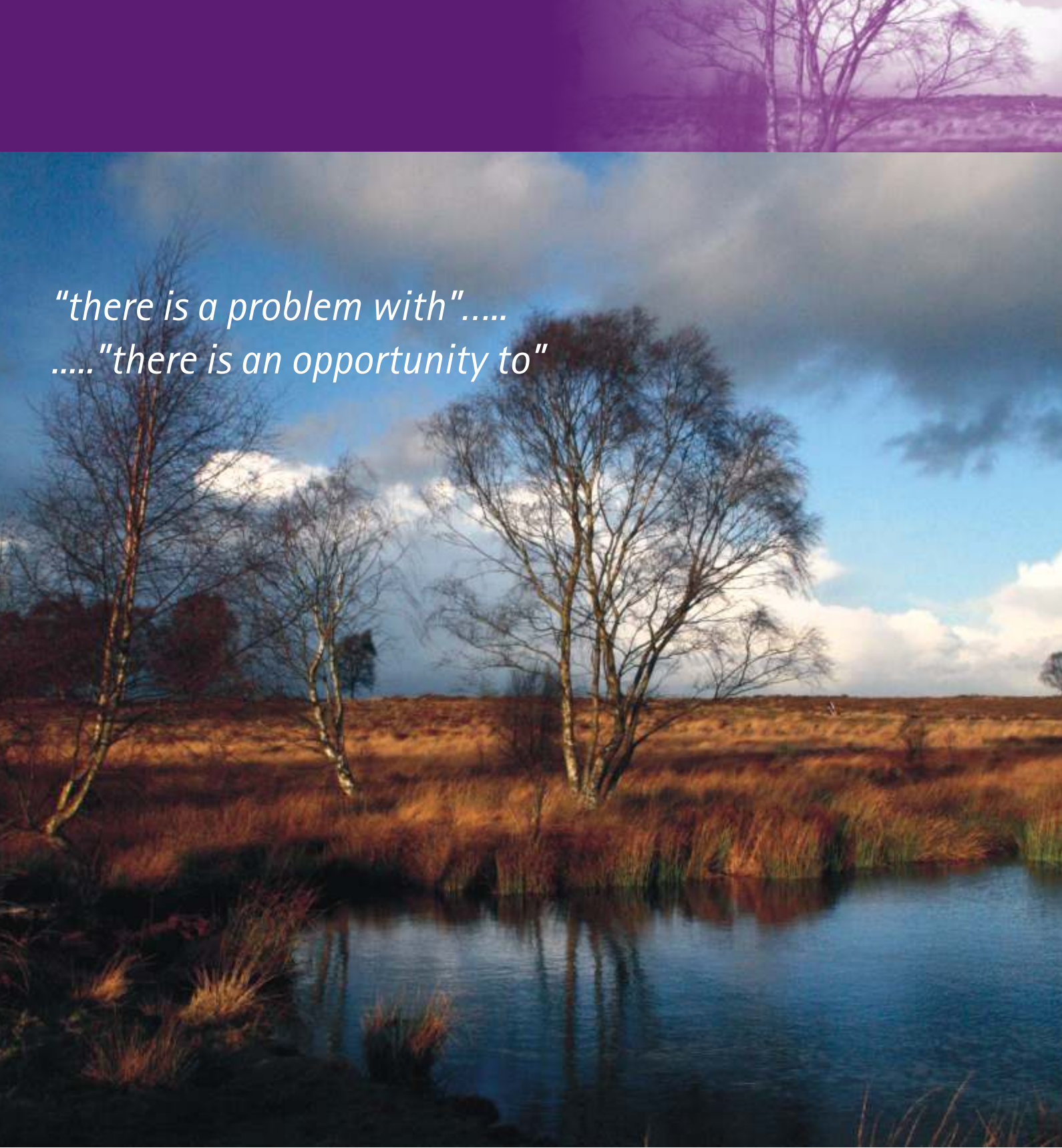
HLO 7 Maintain and develop a successful partnership, working together to manage Cannock Chase AONB effectively.

In Section 2, the landscape character of the AONB, its special qualities and how people interact with it are set out. Linked to these are a series of key issues (KIs). The KIs also link directly to the High Level Objectives. They set out *“what we have”* and *“factors affecting us getting what we want”*.

Section 3 addresses AONB management and breaks the task into five themed areas of work. It sets out the Management Plan Policies. This is *“how we*

must work to get what we want”. It is also a formal statement of the Partnership's strategic position for delivery.

Section 4 addresses the delivery of AONB management. It sets out the Actions we must take and how they will be monitored. This is *“what we must do”* and *“how we will measure the impact of our actions”*.



*"there is a problem with".....
....."there is an opportunity to"*

Landscape Character and People in the AONB



Landscape Character and People in the AONB

This section sets out the landscape character areas within the AONB and factors affecting them. These factors are identified as Key Issues. The Key Issues fall into two categories and show *“there is a problem with.....”* and *“there is an opportunity to.....”*.

The basis of AONB designation is the special nature of the landscape and a description of this is provided by Landscape Character Assessment. This identifies the features giving a locality its sense of place and provides a framework for describing an area. It involves a desk study and field survey and then a description and mapping of the landscape to divide it into areas of common character. It enables different interest groups to make better judgements by knowing what is present and what is distinctive, so any change can respect local character. A number of landscape character assessments cover Cannock Chase AONB.

In addition, man's involvement with aspects of the landscape and its character is what makes Cannock Chase AONB unique. For this reason, other aspects of the AONB have been set out in this section.

For ease of delivery, the Partnership has split its work into five themes. Each of the five themes relates back to the High Level Objectives in Section 1. Much of the content could be classified in a number of the themes but each only appears once within the Management Plan.

The themes are:

LANDSCAPE	Everything relating to the visual and physical aspects of the area and its biodiversity.
PEOPLE	Everything relating to those who visit and use the area, as well as those who are delivering this Management Plan.
ECONOMY	All financial factors and links affecting the work of this Management Plan.
RECREATION	Everything relating to those who come to enjoy activities within the area and those who provide services to support those activities.
SUPPORT	Infrastructure and external factors that we must respond to for Management Plan delivery.

It should be noted that all references to objectives, policies and actions relate to the Cannock Chase AONB area. This wording has therefore not been repeated throughout the Management Plan but is assumed.



Overview of Cannock Chase AONB

In England and Wales, those landscapes considered most valuable are protected as National Parks or Areas of Outstanding Natural Beauty. These landscapes are protected and managed by law to maintain their special character for now and the future. AONBs are designated by Natural England. The purpose of designation as an AONB is to conserve and enhance the natural beauty (which includes wildlife and cultural heritage, as well as scenery) of the area. AONBs are human-influenced, cultural, living and working landscapes. Their special characteristics often depend on enlightened and sensitive human management and policy making, as do their habitats, with the associated flora and fauna, which characterise and give local distinctiveness to the AONB.

Designation

Cannock Chase AONB was designated for its high landscape quality, scientific interest and recreational value as one of 47 areas listed in the Report of the National Parks Committee in 1947. It consists mainly of extensive heathland and coniferous plantation on an elevated plateau of Triassic sandstones and pebble beds, surrounded by large villages, collieries and historic parkland. Much of the heathland area presents an unspoilt almost semi-wilderness character, standing in contrast to the surrounding developments. The Minister confirmed the Designation Order on 16 September 1958.

Locally - Cannock Chase AONB was designated in 1958 under the National Parks and Access to the Countryside Act 1949. It is the smallest mainland AONB at 68 km² (26 square miles). Its 13 parish and town councils fall into four districts and one county local authority (see Figure 3) all within the West Midlands region. The area includes three Local Nature Reserves, as well as three working quarries.

Regionally - Cannock Chase, Malvern Hills, Shropshire Hills, parts of the Cotswolds and Wye Valley AONBs cover just 11% of the West Midlands. This relatively small area of AONB coverage, along with only a small part of the Peak District National Park, means that even more pressures are placed on the protected landscape resource within this region.

Nationally - Cannock Chase AONB is part of a family of 49 AONBs in England, Wales and Northern Ireland. The National Association for AONBs (NAAONB) is an independent organisation which acts on behalf of all AONBs. The area includes five Sites of Special Scientific Interest and six Scheduled Monuments.

Internationally - Cannock Chase AONB also has an international dimension and importance. The World Conservation Union (the IUCN) recognises AONBs as Category V Protected Landscapes. Protected Landscapes are areas recognised for the special quality of the natural environment, whilst also being important for the people that live and depend on the landscape for tourism and recreation. Following the IV World Parks conference at Caracas (1992), the IUCN Commission on National Parks and Protected Areas (CNPPA) recommended that Protected Areas be guided by management plans with a strong emphasis on partnerships and be provided with adequate funding by governments. Cannock Chase AONB's heathland resource is internationally important, reflected in 1237ha of the SSSI being designated a Special Area for Conservation, under the European Habitats Directive. For this reason, activity within that area must undergo Appropriate Assessment as part of the implementation of the Directive to ensure no negative impact to it.

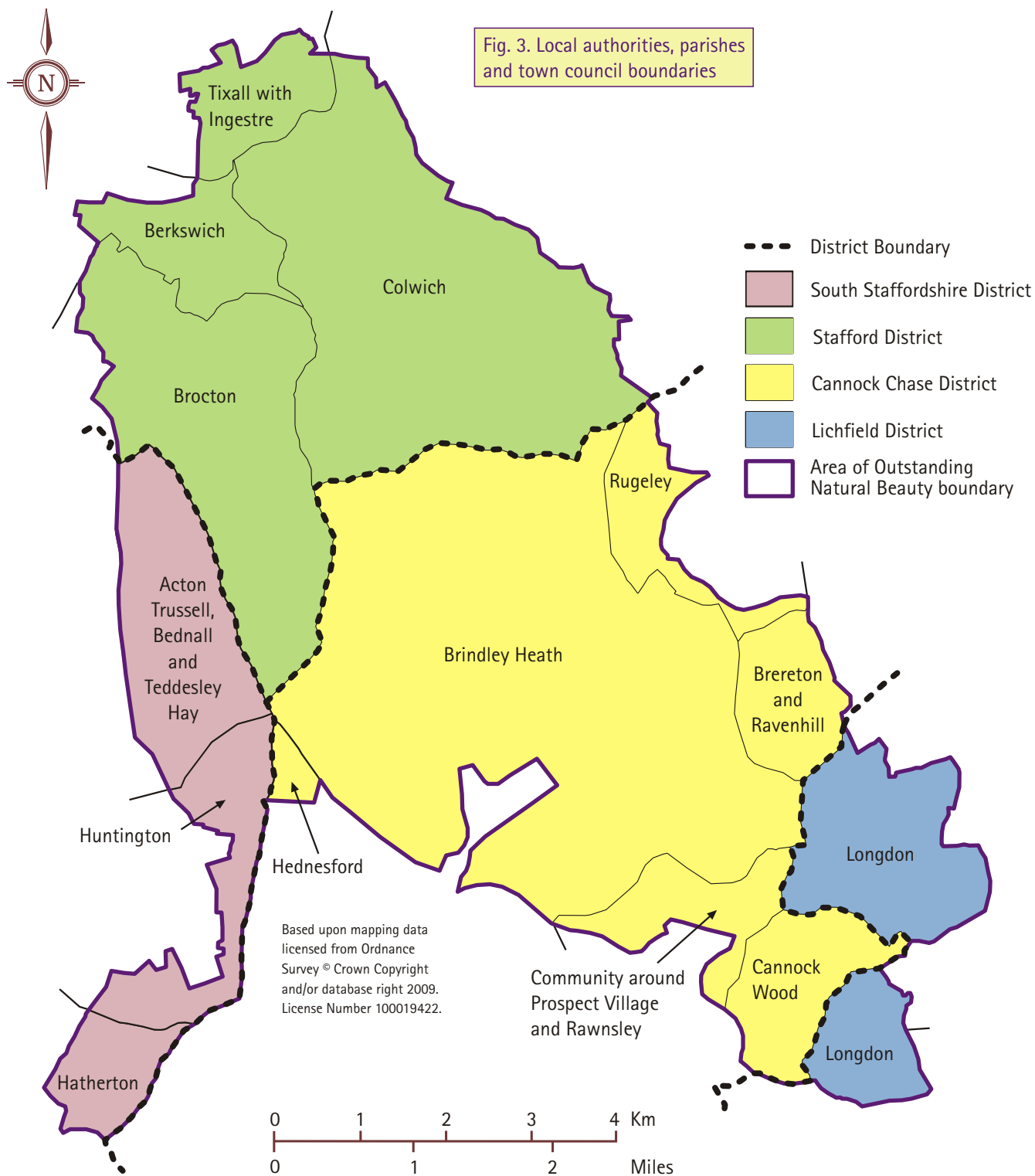
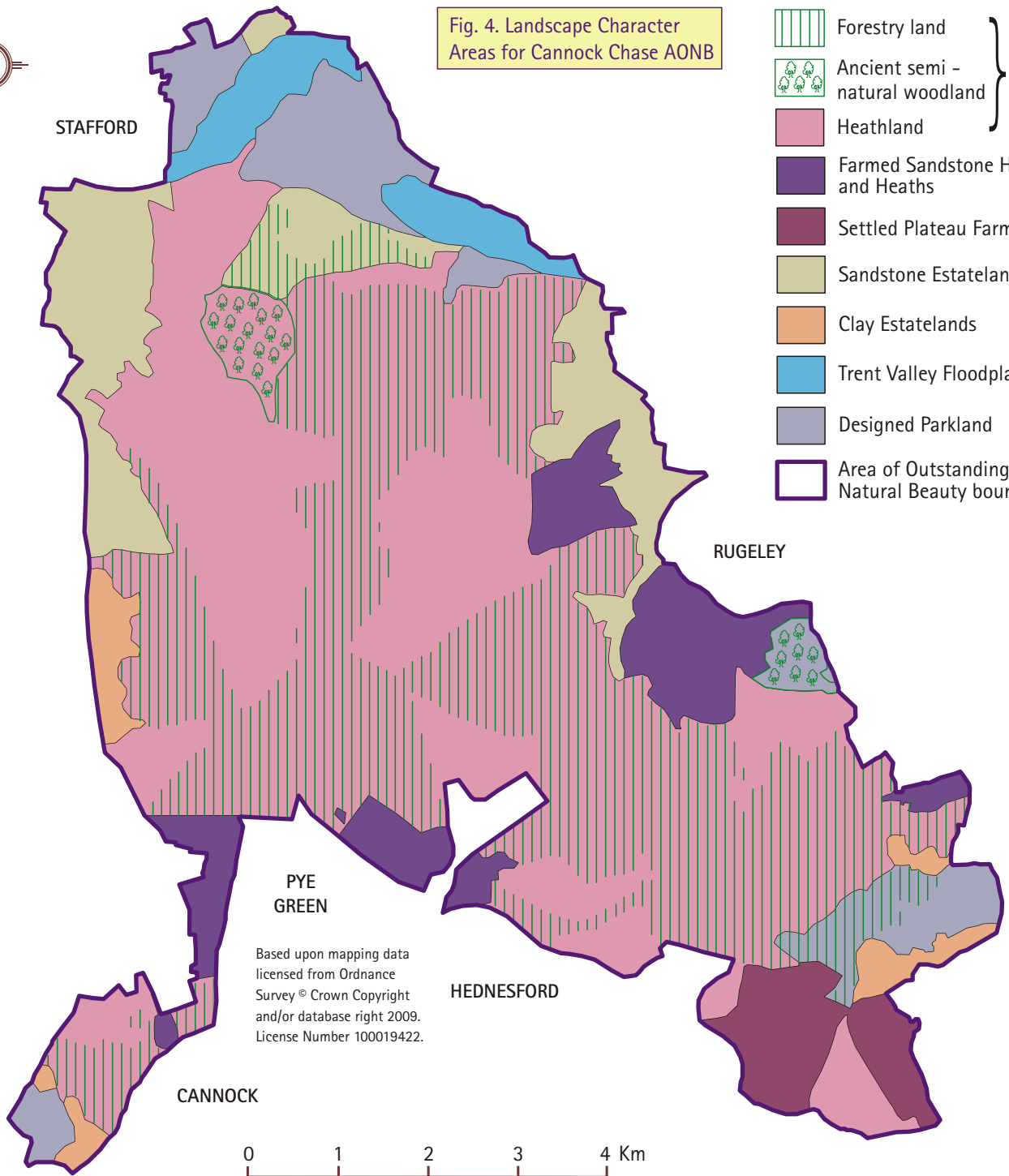


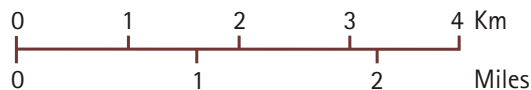


Fig. 4. Landscape Character Areas for Cannock Chase AONB

-  Forestry land
 -  Ancient semi-natural woodland
 -  Heathland
 -  Farmed Sandstone Hills and Heaths
 -  Settled Plateau Farmlands
 -  Sandstone Estatelands
 -  Clay Estatelands
 -  Trent Valley Floodplain
 -  Designed Parkland
 -  Area of Outstanding Natural Beauty boundary
- } Open Hills and Heaths



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Landscape Character Area	Landscape Character Area Subdivisions
Open Hills and Heaths	Heathland
	Ancient Semi-Natural Woodland
	Forestry land
Farmed Sandstone Hills and Heaths	
Settled Plateau Farmlands	
Sandstone Estatelands	
Clay Estatelands	
Trent Valley Floodplain	
Designed Parklands	

Overview of All Landscape Key Issues

Key Issues
KI1 Heathland habitats form the core of the AONB designation.
KI2 It is an intensive long term task to maintain heathland in favourable condition.
KI3 Woodland habitats are an important large scale integral landscape element within the AONB, linking to the heathland areas.
KI4 Woodlands need to be managed to support nature conservation.
KI5 The publicly owned forest areas need to be managed for multi-purpose public benefits.
KI6 Ancient woodland needs to be protected and managed to secure its long term future.
KI7 Some inappropriate landscape elements are being introduced as a result of land use change to horticulture and resulting in some poor quality.
KI8 Field patterns and habitats continue to deteriorate due to lack of hedgerow maintenance.
KI9 Loss of key parkland features such as trees, boundary walls.
KI10 Fragmentation of habitats is a risk.
KI11 Maintaining historical features within the landscape.
KI12 Groundwater and its impact on the AONB habitats - abstraction.
KI13 Rising mine waters - potential to pollute.
KI14 Streams and valley mires - quality of aquatic environment.
KI15 Floodplain maintenance.
KI16 Encroachment of urban elements into landscapes.
KI17 Pressure for development, its quality and impacts may change the character of the AONB landscapes.
KI18 Mineral extraction.
KI19 Protection and enhancement of biodiversity.
KI20 Maintaining views.
KI21 Climate change will continue to impact land management and other activities in the AONB.
KI22 Other formal designations exist within the AONB that must be addressed for long term management.



Open Hills and Heaths – Heathland

Special Qualities

Large tract of open heathland with sweeping views – wide expanse of heather and scattered birch
Many fine views to surrounding countryside
Seasonal colour
Enclosure of dark green edges to adjacent conifer plantations
Tranquillity/remoteness

Landscape Character Description

This is a remote unenclosed landscape of large tracts of open heathland on a dissected sandstone plateau, now associated in many areas with developing tree cover and the spread of bracken. The appearance of these areas changes dramatically with the seasons, from the purple of the heather in the summer and early autumn, to the golds and oranges of the dying bracken.

The large expanses of open land create an impression of spaciousness and give wide sweeping views over the heathland and beyond. Groups of regenerating birch and pine trees provide visual diversity, helping to create a more intimate feel to parts of this landscape, and conifer edges often visually enclose the area so that all horizons appear wooded. Native oak woodlands and wood pasture are a restricted but very important feature as a surviving remnant of the once widespread forests of this area.

High public pressure is evident in deeply eroded paths and tracks which are highly visible because of the contrast between very light sandy soils and darker ground vegetation.

Key Issues

- KI1** Heathland habitats form the core of the AONB designation.
- KI2** It is an intensive long term task to maintain heathland in favourable condition.
- KI3** Woodland habitats are an important large scale integral landscape element within the AONB, linking to the heathland areas.
- KI11** Maintaining historical features within the landscape.
- KI12** Groundwater and its impact on the AONB habitats – abstraction.
- KI14** Streams and valley mires – quality of aquatic environment.
- KI19** Protection and enhancement of biodiversity.
- KI20** Maintaining views.



Open Hills and Heaths – Ancient Semi-Natural Woodland

Special Qualities

Ancient oak trees
Contrast to the adjacent heathland
Historical links

Landscape Character Description

The native oak woodland and wood pasture are a restricted but very important feature as a surviving remnant of the once widespread forest of the area and an important feature of Cannock Chase AONB. Of particular importance are the several hundred ancient pollarded oaks, some of which are 600 years old, found in Brocton Coppice. Clearings and glades within the Coppice give a sense of openness, although these are short views and restricted predominantly by a strongly undulating landform and extensive birch woodland, and are in great contrast to the adjacent heathlands and more recent woodlands. New planting has been carried out in many areas of the Coppice, in the form of plantations and singly planted oaks of local origin to ensure survival of the native oaks into the future.

Key Issues

- KI3** Woodland habitats are an important large scale integral landscape element within the AONB, linking to the heathland areas.
- KI4** Woodlands need to be managed to support nature conservation.
- KI6** Ancient woodland needs to be protected and managed to secure its long term future.
- KI11** Maintaining historical features within the landscape.
- KI19** Protection and enhancement of biodiversity.
- KI21** Climate change will continue to impact land management and other activities in the AONB.
- KI22** Other formal designations exist within the AONB that must be addressed for long term management.





Open Hills and Heaths – Forest

Special Qualities

Changing character of the ordered pattern of different aged conifer forestry

Lines of beech along rides

Dark green coniferous edges to views from adjacent landscape.

Landscape Character Description

These are wooded landscapes occupying the visually important higher ground and steeply sloping edges of flat to gently rolling dissected sandstone plateaux. Variations in woodland type alter the visual character of the landscape, from the mid greens of the deciduous oak and birch woodlands to the dark evergreen hues of the monoculture Scots and Corsican pine plantations. The openness and seasonal changes of the deciduous woodland contrast strongly with the conifer plantations where they are managed on a clear fell system. Here the ordered pattern of the internal landscape varies, from the open spaces of the newly planted areas, through the darkness of the mid-rotation, to the high canopy and more open stands of trees in the older plantations. The extent of planting in many places creates a strong impression of visual enclosure, where virtually all horizons appear wooded.

Remnant heathland vegetation survives along rides, roadsides and in clearings, and more strongly within the broadleaved woodlands. Roads tend to skirt these forested areas – where present they are often straight, and lined with beech trees. Remnant military installations are still evident in places.

Key Issues

- KI1** Heathland habitats form the core of the AONB designation.
- KI2** It is an intensive long term task to maintain heathland in favourable condition.
- KI11** Maintaining historical features within the landscape.
- KI12** Groundwater and its impact on the AONB habitats – abstraction.
- KI14** Streams and valley mires – quality of aquatic environment.
- KI16** Encroachment of urban elements into landscapes.
- KI18** Mineral extraction.





Farmed Sandstone Hills and Heaths

Special Qualities

Remnant heathy character with bracken and birch
Undulating landform cut deeply by stream valleys
Dominated by elevated woodland edges

Landscape Character Description

This landscape type varies from pastoral farmland characterised by an irregular, largely intact pattern of small-scale fields, to areas where intensive arable farming is associated with gappy hedges with declining hedgerow trees. Well-tended estates feature in some areas and strongly influence the landscape character. The undulating landform is deeply cut by stream valleys and this results in both short to medium length, as well as long views across to neighbouring landscapes. Hedgerow tree cover in the pastoral areas is of over mature stunted oaks and is rarely so dense as to cause heavily filtered views across the area. Hedgerows are still largely intact although lack of maintenance is still a threat, leading to hedges becoming gappy or grown up.

The continual removal of trees and hedgerows in the areas of intensive arable farming is emphasising the strongly rounded landform, whilst the proximity of the urban and forest edges often give the landscape the character of being hemmed in.

The urban influence is very great, with built up areas visible and farm cottages improved. The small roads are all very well used, giving the impression of an area that is travelled through by large numbers of people. The variable condition tends to emphasise the vulnerability to change of this landscape.

Key Issues

- KI1** Heathland habitats form the core of the AONB designation.
- KI4** Woodlands need to be managed to support nature conservation.
- KI7** Some inappropriate landscape elements are being introduced as a result of land use change to horsiculture and resulting in some poor quality.
- KI14** Streams and valley mires - quality of aquatic environment.
- KI16** Encroachment of urban elements into landscapes.
- KI17** Pressure for development, its quality and impacts may change the character of the AONB landscapes.
- KI20** Maintaining views.



Settled Plateau Farmlands

Special Qualities

Undulating landform dissected by small wooded stream valleys

Clustered farmsteads and roadside cottages

Winding lanes with high hedgebanks

Small irregular hedged fields

Landscape Character Description

This is a landscape of gently rolling landform with more pronounced slopes and undulations in places, allowing medium and long distance views across to urban edges or surrounding landscapes. The land cover pattern is no longer sufficiently strong to control views, for the most part consisting of a deteriorating irregular pattern of hedged fields with sparse, regularly spaced stag-headed hedgerow oaks and occasional ash. Hedgerows have generally deteriorated to become very gappy, or collections of individual overgrown thorns, or are missing altogether with large amounts of fencing. There are, however, still areas where the field pattern is more intact and the landscape remains at a smaller scale, with hedgerow trees coalescing in the valleys to give a more wooded feel. The isolated presence of woodlands within the landscape has a strong localised effect on the visual quality of the area, with narrow broadleaved belts, ancient woodlands and estate plantations limiting views.

The proximity of the urban edge strongly influences the general character of the landscape. Some areas retain a peaceful, strongly rural character of clustered farmsteads and roadside cottages despite that proximity, whilst others are busy, noisy areas, dissected by major transport corridors, railways, quarries and power lines which, associated with a rapid decline in the maintenance of the landscape, are resulting in a disjointed, neglected character.

A network of winding ancient lanes makes the area readily accessible and subjected to commuter pressures. This combined with encroachment of housing and industry urbanises the general character with deterioration of landscape quality most noticeable at the immediate urban fringe.

Key Issues

KI4 Woodlands need to be managed to support nature conservation.

KI7 Some inappropriate landscape elements are being introduced as a result of land use change to horticulture and resulting in some poor quality.

KI8 Field patterns and habitats continue to deteriorate due to lack of hedgerow maintenance.

KI14 Streams and valley mires - quality of aquatic environment.

KI16 Encroachment of urban elements into landscapes.

KI17 Pressure for development, its quality and impacts may change the character of the AONB landscapes.



Sandstone Estatelands

Special Qualities

Straight hawthorn hedges
Cannock Chase woodland edge
Remnant heathland character
Developing suburban character

Landscape Character Description

These farmed landscapes are characterised by a regular field pattern with straight hawthorn hedges on a gently undulating landform. The scale of the landscape varies considerably from open farmlands of a medium to large scale where hedgerows are in decline and arable land-uses predominate, to other areas of small scale pastoral fields. The increasing introduction of fencing and conversion to horse pasture characterise most areas.

The elevated wooded edge of Cannock Chase dominates these landscapes and there is pressure from expanding settlements and property improvements, increasing the suburban influence on existing character.

Key Issues

- KI4** Woodlands need to be managed to support nature conservation.
- KI7** Some inappropriate landscape elements are being introduced as a result of land use change to horsiculture and resulting in some poor quality.
- KI8** Field patterns and habitats continue to deteriorate due to lack of hedgerow maintenance.
- KI16** Encroachment of urban elements into landscapes.
- KI17** Pressure for development, its quality and impacts may change the character of the AONB landscapes.
- KI20** Maintaining views.





Clay Estatelands

Special Qualities

Large scale regular field pattern
Foreground vista up to Cannock Chase edge
Horse pasture

Landscape Character Description

This landscape type varies from small areas of pastoral farmland characterised by a regular, largely intact field pattern from small-scale fields now largely given over to horse grazing, to open larger scale areas where intensive arable and pastoral farming is associated with straight hedges and the introduction of fencing. This larger scale provides opportunities for extensive views across the landscape, as well as long views across to neighbouring landscapes and up to the Cannock Chase woodland edge. Hedgerows are still largely intact although lack of maintenance is still a threat, leading to hedges becoming gappy or grown up.

Farm diversification is having a localised effect in some areas and adjacent to designed parklands the extensive woodland cover and parkland edges dominate and guide views through the landscape.

Key Issues

- KI4** Woodlands need to be managed to support nature conservation.
- KI7** Some inappropriate landscape elements are being introduced as a result of land use change to horsiculture and resulting in some poor quality.
- KI8** Field patterns and habitats continue to deteriorate due to lack of hedgerow maintenance.
- KI16** Encroachment of urban elements into landscapes.
- KI17** Pressure for development, its quality and impacts may change the character of the AONB landscapes.





Trent Valley Floodplain

Special Qualities

River and stream courses
Flat pastoral landscape
Riverside tree species
Contrast with Cannock Chase wooded slopes

Landscape Character Description

These riverine landscapes are characterised by their flat alluvial floodplain and visual links with the landform and land uses of surrounding areas. The predominantly pastoral farming on the floodplain gives way to areas of arable cropping where this becomes possible due to the slight in land levels.

The landscape is characterised by trees associated with waterside planting, with willow, alder and poplar predominating along the river, stream and ditch courses. Hedgerow condition varies, with some areas intact and well looked after, mainly in the pastoral areas, whilst deterioration in other places is resulting in remnant hawthorn hedgerows, extensive wire fences and occasional hedgerow oaks. The river channels of the Rivers Trent and Sow form a special feature of this landscape.

The visual links with the surrounding landscapes is important in these landscapes. There is always a sharp contrast of character between the steeply rising conifer or broadleaved slopes of Cannock Chase and the flat open pastoral landscapes of the river valley.

Habitation tends to occur adjacent to the floodplain, as at Tixall, Great Haywood and Colwich. Where roads cross these landscapes they are generally small winding lanes, with fast through routes running along the edges. Canals feature strongly and contribute to local character where they are present. The electrified West Coast main line railway route becomes a dominant feature and adjacent built up areas change the character of the landscape in some areas by influencing its rural appearance.

Key Issues

- KI7** Some inappropriate landscape elements are being introduced as a result of land use change to horticulture and resulting in some poor quality.
- KI8** Field patterns and habitats continue to deteriorate due to lack of hedgerow maintenance.
- KI10** Fragmentation of habitats is a risk.
- KI11** Maintaining historical features within the landscape.
- KI14** Streams and valley mires – quality of aquatic environment.
- KI15** Floodplain maintenance.
- KI16** Encroachment of urban elements into landscapes.
- KI19** Protection and enhancement of biodiversity.
- KI20** Maintaining views.
- KI21** Climate change will continue to impact land management and other activities in the AONB.



Designed Parklands

Special Qualities

Unique design and history
Landscape quality
Landmark historic buildings

Landscape Character Description

The parklands of Shugborough, Beaudesert, Tixall, Wolseley and Hatherton all fall within Cannock Chase AONB. Each parkland is a unique product of its original design and its evolution over time and these landscapes are locally and individually sensitive to the impacts of development and land use change. The important hall, gardens and parkland of Shugborough have remained largely intact and it is included on the Register of Parks and Gardens maintained by English Heritage as a grade 1 site. Hatherton Park is the only other historic park that has retained the hall as a central feature, although the parkland has deteriorated in quality and the most notable features are now the central lake and boundary wall. The other parklands remain recognisable to varying degrees and their original designed layout can be traced on the ground, with Wolseley Park having remnants of parkland and designed woodland around Wolseley Park House at Etchinghill. Tixall Gatehouse forms an important architectural feature and the designed influence on the village of Tixall is strong.

Beaudesert is well visited as a Scout and Guide Campsite and the extent of the original parkland can be appreciated by views of the Grand Lodge at Longdon and other boundary properties west of Gentleshaw. The walled garden is important and still complete within the Campsite itself.

Key Issues

- KI3** Woodland habitats are an important large scale integral landscape element within the AONB, linking to the heathland areas.
- KI4** Woodlands need to be managed to support nature conservation.
- KI7** Some inappropriate landscape elements are being introduced as a result of land use change to horticulture and resulting in some poor quality.
- KI8** Field patterns and habitats continue to deteriorate due to lack of hedgerow maintenance.
- KI9** Loss of key parkland features such as trees, boundary walls.
- KI11** Maintaining historical features within the landscape.
- KI16** Encroachment of urban elements into landscapes.
- KI17** Pressure for development, its quality and impacts may change the character of the AONB landscapes.
- KI19** Protection and enhancement of biodiversity.
- KI21** Climate change will continue to impact land management and other activities in the AONB.



People

Factors

Cannock Chase is very accessible to people via highways, car parking, public rights of way and open access. High numbers of people interact with the AONB. Visitors' awareness of the AONB designation can be low or lacking.

The AONB is rich in historical, cultural and geological links to the landscape.

There is a "sense of place" and ownership of the AONB within its surrounding communities.

There are 48 other AONBs across the UK, as well as National Parks. The representatives of these organisations have a wealth of good practice and experience upon which to draw.

The majority of visitors arrive in a car and commuter traffic is high. Traffic and transport have an impact on the AONB and its wildlife from both visitors and the local community as part of their daily lives.

The design/location of the range of 'furniture' (signs etc) needed for the management of traffic has an impact on the visual quality of the area, peace and tranquillity, wilderness and open country.

Key Issues

KI23 Lack of awareness of the importance of the AONB.

KI24 Awareness of the geology and soils of the AONB is low due to a lack of interpretation.

KI25 Raising awareness of the historical features and cultural aspects relating to the landscape.

KI26 Limited involvement and engagement of people in supporting the AONB.

KI27 The work in the AONB is part of a nationwide network of protected landscape organisations that can support us.

KI28 The volume and speed of cars and HGVs in and around the area has potential to damage environmental quality.

KI29 Car parking within the AONB.

KI30 The visual impact of highways design in the area.

KI31 Crime against people, property and wildlife.





Economy

Factors

There are no towns in the AONB, with communities residing in the fringe area around Cannock Chase. Employment within the AONB is largely confined to the core area in forestry, managing recreation and the fabric of the Country and Forest Parks and in the provision of services to visitors. Some of this employment is on the fringe or outside the AONB. Agriculture is confined to the fringe area. In addition, quarrying activity takes place at three sites within the area.

Visitors who spend money in the area during their stay are increasing, as is their spend.

Around the fringes of the area, light industry and small/medium scale businesses exist.

Business activity, such as farming and provision of visitor facilities, relates directly to the landscape.

Some business activity can have a positive and some a negative impact on the area.

Key Issues

KI32 A link can be made between business activity and the AONB environment, creating opportunities.

KI33 Land management practices can generate economic benefits for the area through their products.

KI34 Farm diversification impact on the landscape character.

KI35 The local economy has potential to contribute to the sustainable delivery of the Management Plan.





Recreation

Factors

Recreation is one of the main activities/pressures on the AONB, with a focus on the heathland and woodlands. People's enjoyment of these areas and the high percentage of open access are central to its special qualities.

The area offers opportunities for healthy activity.

The main interaction with the AONB revolves around the sheer number of visitors. This requires management and infrastructure for them e.g. car parks, signs, information/interpretation boards & centres, refreshments.

Income from visitors can provide resources to pay for the cost of managing the AONB.

Cannock Chase is served by five visitor centres. There are further opportunities for visitors to go to areas offering similar activities outside the AONB but nearby.

The quiet enjoyment sought by the majority of visitors can be disturbed by other recreational activity. The range of differing activities undertaken can cause conflicts of interest.

Visitors can have a particular impact on the following special qualities:

- peace, tranquillity and open country
- heathland
- flora & fauna.

Key Issues

KI36 The area is used for all types of recreation, all year round, by a large number of visitors whose pursuit of enjoyment must be balanced against the need to conserve and enhance the AONB.

KI37 National policy directs that people are increasingly encouraged to access the countryside and that may conflict with the need to conserve and enhance the AONB.

KI38 Conflicts can occur between different types of users of the area.

KI39 There is a lack of directional and interpretation signage. Existing signage is not always well maintained.

KI40 A principal concern of visitors relates to litter and dog fouling.

KI41 The development of major new housing provision immediately surrounding the AONB may significantly increase the impact of regular visitors to localised areas.





Support

Factors

The CROW Act requires that the AONB is managed in partnership. Many stakeholders need to be involved. There are legislative requirements for specified organisations and how they should manage the AONB. A range of organisations and individuals have responsibilities for the AONB landscape. Information on progress in management is essential. Climate change will impact the AONB and its future management. Management needs and legislative requirements need to be supported by appropriate management systems, people and finance to ensure progressive improvement.

Key Issues

- KI42** A wide range of organisations and individuals need to work together to achieve delivery of the Management Plan.
- KI43** Existing and future legislation directs activity within the AONB.
- KI44** Some organisations have statutory duties towards the AONB.
- KI45** The policy approach to protecting the AONB needs to be consistent.
- KI46** Data on the condition of the AONB and factors affecting it need to be maintained.
- KI47** A response needs to be made to the impact of climate change.
- KI48** Lack of resources can impact on the delivery of the Management Plan.







"how we must work to get what we want"

Addressing AONB Management

Addressing AONB Management

The management of the AONB must tackle the factors affecting its landscape and special qualities. These are the Key Issues identified in Section 2. The Management Plan Policies in this section set out *"how we must work to get what we want"*. They are the basis of individual actions that will continue to

be rolled out in the five years' period of this Management Plan.

Shown below is a summary of each of the Management Plan themes and the Key Issues and Policies relating to them.

Landscape

High Level Objective	
HLO 1	Develop the sense of Cannock Chase AONB as a special place for everyone who lives in, works within or visits the area.
HLO 2	Conserve and enhance the distinctive and nationally important landscape of Cannock Chase AONB and the locally, nationally and internationally important biodiversity it supports.
Key Issues	
KI1	Heathland habitats form the core of the AONB designation.
KI2	It is an intensive long term task to maintain heathland in favourable condition.
KI3	Woodland habitats are an important large scale integral landscape element within the AONB, linking to the heathland areas.
KI4	Woodlands need to be managed to support nature conservation.
KI5	The publicly owned forest areas need to be managed for multi-purpose public benefits.
KI6	Ancient woodland needs to be protected and managed to secure its long term future.
KI7	Some inappropriate landscape elements are being introduced as a result of land use change to horticulture and resulting in some poor quality.
KI8	Field patterns and habitats continue to deteriorate due to lack of hedgerow maintenance.
KI9	Loss of key parkland features such as trees, boundary walls.
KI10	Fragmentation of habitats is a risk.
KI11	Maintaining historical features within the landscape.
KI12	Groundwater and its impact on the AONB habitats - abstraction.
KI13	Rising mine waters potential to pollute.
KI14	Streams and valley mires - quality of aquatic environment.
KI15	Floodplain maintenance.
KI16	Encroachment of urban elements into landscapes.
KI17	Pressure for development, its quality and impacts may change the character of the AONB landscapes.
KI18	Mineral extraction.

Continued over..

- KI19** Protection and enhancement of biodiversity.
- KI20** Maintaining views.
- KI21** Climate change will continue to impact land management and other activities in the AONB.
- KI22** Other formal designations exist within the AONB that must be addressed for long term management.

Policies

- LP1** The Partnership will ensure consistency in management and operational plans relating to the AONB's diverse landscapes.
- LP2** The practical management, restoration and protection of heathlands will be a priority within the Partnership's delivery of the Management Plan.
- LP3** Sustainable woodland management will be a priority within the delivery of the Management Plan.
- LP4** The Partnership will address the impact of horiculture with land and horse owners.
- LP5** Mechanisms will be sought to identify and encourage sustainable agricultural land management practices.
- LP6** Parklands will be conserved and enhanced.
- LP7** Work will be undertaken to ensure protection of internationally designated sites.
- LP8** Significant archaeological, geological and historical landscapes and their settings will be identified, protected and managed.
- LP9** The maintenance and improvement of water levels and quality will be promoted.
- LP10** Only development that acknowledges and respects the special qualities of the AONB will be supported.
- LP11** Inappropriate development by extractive industries will be resisted.
- LP12** The long-term viability of Cannock Chase's key species will be maintained.
- LP13** The landscape's wilderness and open qualities will be protected for people to enjoy.
- LP14** The distinctive landscape character of the AONB will be conserved and enhanced.
- LP15** The historic sites and wider historic landscape of the AONB will be conserved and enhanced.



People

High Level Objective

HLO 3

Develop a place valued and understood by everyone who comes into contact with Cannock Chase AONB, so that they can contribute positively to the shaping of its future.

HLO 4

Ensure a safe, clean and tranquil environment that can contribute to a high and sustainable quality of life.

Key Issues

KI23 Lack of awareness of the importance of the AONB.

KI24 Awareness of the geology and soils of the AONB is low due to a lack of interpretation.

KI25 Raising awareness of the historical features and cultural aspects relating to the landscape.

KI26 Limited involvement and engagement of people in supporting the AONB.

KI27 The work in the AONB is part of a nationwide network of protected landscape organisations that can support us.

KI28 The volume and speed of cars and HGVs in and around the area has potential to damage environmental quality.

KI29 Car parking within the AONB.

KI30 The visual impact of highways design in the area.

KI31 Crime against people, property and wildlife.

Policies

PP1 The importance of the AONB will be communicated clearly and consistently to foster a greater appreciation and respect for the designation.

PP2 Co-ordinated, high quality information, interpretation and educational material will be provided and available to everyone about Cannock Chase AONB to support sustainable visitor management.

PP3 Centres of excellence will be created at the network of local AONB visitor centres to explain the importance of Cannock Chase AONB.

PP4 Communities, visitors and businesses will be engaged actively.

PP5 The Partnership will seek to influence those who control highways and traffic issues to ensure solutions appropriate to the AONB.

PP6 The Partnership will seek management measures that minimise the potential for crime.

Economy

High Level Objective

HLO 5

Support a working landscape where prosperity and opportunity increase, natural life flourishes and pressure upon natural resources is diminished.

Key Issues

KI32 A link can be made between business activity and the AONB environment, creating opportunities.

KI33 Land management practices can generate economic benefits for the area through their products.

KI34 Farm diversification impact on the landscape character.

KI35 The local economy has potential to contribute to the sustainable delivery of the Management Plan.

Policies

EP1 Prosperous and sustainable land management practices will be promoted and valued as part of a living and working countryside.

EP2 The development of new local businesses complementary to AONB aims will be encouraged.

EP3 Businesses will be encouraged to become actively involved in the delivery of the Management Plan.

EP4 The purchase and use of local products will be encouraged.

EP5 Sustainable, quality tourism will be promoted.





Recreation

High Level Objective
HLO 6 Create a place of enjoyment for everyone, providing opportunities for quiet recreation, that contributes positively to physical and mental well being.
Key Issues
KI36 The area is used for all types of recreation, all year round, by a large number of visitors whose pursuit of enjoyment must be balanced against the need to conserve and enhance the AONB. KI37 National policy directs that people are increasingly encouraged to access the countryside and that may conflict with the need to conserve and enhance the AONB. KI38 Conflicts can occur between different types of users of the area. KI39 There is a lack of directional and interpretation signage. Existing signage is not always well maintained. KI40 A principal concern of visitors relates to litter and dog fouling. KI41 The development of major new housing provision immediately surrounding the AONB may significantly increase the impact of regular visitors to localised areas.
Policies
RP1 Recreation activities will be encouraged, through positive management, towards areas that are the least vulnerable and most capable of absorbing impacts, including other areas nearby. RP2 Areas of peace and tranquillity will be protected. RP3 A welcoming, informative culture will be developed for visitors. RP4 The Partnership will work closely with those engaged in the preparation and implementation of sustainable tourism strategies. RP5 Visitor use of the AONB will be assisted through the improvement of access networks to minimise degradation of sensitive areas. RP6 Visitors will be encouraged to take healthy activity. RP7 Respect for all those using the area will be improved through provision of information and education. RP8 Clear signage and a range of interpretation appropriate to the character of the AONB will be developed and installed to support sustainable visitor management and the protection of the visual amenity of the area. RP9 Provision of new or the expansion of existing recreation activities will only be supported where they are sustainable and benefits to the AONB can be identified. RP10 Where development does take place, mitigation will be sought as necessary to protect the AONB.

Support

High Level Objective
HLO 7 Maintain and develop a successful partnership, working together to manage Cannock Chase AONB effectively.
Key Issues
KI42 A wide range of organisations and individuals need to work together to achieve delivery of the Management Plan. KI43 Existing and future legislation directs activity within the AONB. KI44 Some organisations have statutory duties towards the AONB. KI45 The policy approach to protecting the AONB needs to be consistent. KI46 Data on the condition of the AONB and factors affecting it need to be maintained. KI47 A response needs to be made to the impact of climate change. KI48 Lack of resources can impact on the delivery of the Management Plan.
Policies
SP1 The formal Partnership will be maintained and work with others to deliver the Management Plan. SP2 Activity will be co-ordinated across the AONB Partnership. SP3 The Partnership will seek to ensure organisations fulfil their statutory duties towards the AONB. SP4 The Partnership will work to influence others to adopt policy and strategy to ensure the AONB is placed at the heart of decision-making. SP5 Work will be undertaken with national and international protected landscape communities to ensure best practice. SP6 Partners will aim to reach consensus on how to accommodate regional and local planning requirements. SP7 The condition of the AONB will be monitored and progress reported. SP8 Sustainable practices will be encouraged in the operational work of the AONB Partnership. SP9 Land management strategies will provide for adaptation to climate change and avoid contributing to its increased impact, whilst maintaining the integrity of the AONB. SP10 Sustainable levels of human and financial resource will be generated and maintained to deliver the Management Plan efficiently.





*"what we must do".....
....."how we will measure the impact of our actions".*

Delivering AONB Management

Delivering AONB Management

The key issues and policies identified in Sections 2 and 3 have been broadly consulted upon across local, regional and national individuals and organisations. Set out in this section are the actions the Cannock Chase AONB Partnership

intends to take to address them in the period 2009-14. Also identified are the means to be taken to measure the impact of those actions. These reflect "what we must do" and "how we will measure the impact of our actions".

Landscape

Actions

- LA1** Undertake long-term management using a range of techniques to create a mix of linked habitats.
- LA2** Ensure a comprehensive and effective approach to nature conservation throughout the AONB aligned to the Staffordshire Biodiversity Action Plan (SBAP).
- LA3** Encourage land managers within and adjacent to the AONB to enhance the value and extent of heathland and other BAP habitats and species.
- LA4** Implement the Higher Level Scheme (HLS) for the Country Park.
- LA5** Ensure there is integration between all management plans for heathland.
- LA6** Carry out sustainable woodland management practices to protect and enhance landscape and nature conservation value.
- LA7** Participate in reviews and re-drafting of the woodland management plans for Cannock Chase.
- LA8** Encourage good practice for the welfare of the AONB.
- LA9** Target information to those involved in equestrian activity in the area to ensure understanding of the AONB's importance is maintained.
- LA10** Support the promotion and implementation of environmentally sensitive use of agricultural land within the landscape.
- LA11** Encourage land owners to restore missing and poorly maintained hedgerows.
- LA12** Encourage the uptake of agri-environment schemes.
- LA13** Provide advice to landowners on species and habitat management appropriate to the AONB.
- LA14** Encourage the preparation and implementation of management plans for parkland.
- LA15** Support the management of parklands appropriate to their character and siting.
- LA16** Resist the loss of parkland area.
- LA17** Undertake conservation of the heritage of the AONB for people to appreciate.
- LA18** Identify, protect and manage sites of importance for geology, soils or landform to ensure their continuing role in defining the character of the AONB.
- LA19** Assess the impacts of rising mine waters to identify whether they will impact the area.
- LA20** Manage wetland areas, streams and watercourses to maintain and improve water quality and species.
- LA21** Assess the impact of water abstraction on creation of new wetland habitats and implement plans as appropriate.
- LA22** Seek protection of the AONB and its setting in accordance with the agreed Planning Protocol.

Continued over...

- LA23** Seek to prevent inappropriate extensions of existing quarries and obtain the highest standards of restoration.
- LA24** Research and monitor all habitats and key species as an indicator of AONB condition.
- LA25** Maintain the Deer Management Partnership to deal with deer related issues.
- LA26** Develop and implement management practices that maintain peace and tranquillity.
- LA27** Agree a detailed approach to monitoring with the Biodiversity Partnership.
- LA28** Develop and implement management strategies for historic sites and landscapes.

Monitoring

Mechanism	Who
LM1 Extent, condition and change in characteristic landscape features via fixed point photography	AONB fixed point photography group
LM2 SSSI condition	Natural England
LM3 Delivery of BAP habitat targets	Natural England, SBAP
LM4 Percentage of land under agri-environment schemes	Natural England
LM5 Targets achieved under HLS contract	Natural England Staffordshire County Council
LM6 Area of woodland/heathland cover	Forestry Commission
LM7 Area of woodland in positive management	Forestry Commission
LM8 Number of private woodlands working to woodland management plan/accessing EWGS	Forestry Commission
LM9 Number and condition of SAMs	English Heritage, Local authorities Natural England
LM10 Number and condition of historic parks and gardens	English Heritage, Local authorities Natural England
LM11 Number of listed buildings	English Heritage, Local authorities Natural England
LM12 Number of buildings on 'at risk' register	English Heritage, Local authorities Natural England
LM13 Number and condition of RIGS	SGAP, Natural England
LM14 Extent of farmland under organic cultivation	SGAP, Natural England
LM15 Quality of water	Environment Agency
LM16 Maintenance of aquatic species	Environment Agency
LM17 Number of planning applications in AONB in accordance with development plan policy	Local authorities
LM18 Number and type of departures from development plan policy	Local authorities
LM19 Percentage of AONB in quarrying	Local authorities
LM20 Percentage of AONB under restoration from quarrying	Local authorities
LM21 Percentage of identified tranquil areas maintained	AONB Partnership

People

Actions	
PA1	Provide information and interpretation to champion the AONB, using a wide range of media and targeting understanding and enjoyment.
PA2	Develop the role of the visitor centres located within the AONB as providers of co-ordinated information.
PA3	Implement the AONB Interpretation Strategy and its Action Plan.
PA4	Review and update the Interpretation Strategy every five years.
PA5	Raise awareness of the importance and relevance of the AONB to its local communities and strive to increase the involvement of those communities in decisions, projects and management.
PA6	Provide support to local communities for activities that will assist in achieving the aims of the Management Plan.
PA7	Develop and implement innovative ways to increase community action, volunteering and cultural activity in the AONB.
PA8	Involve community stakeholders in review of the Management Plan.
PA9	Develop and implement a strategic approach to transport that reconciles the needs of the AONB with businesses, residents and visitors and works through the Local Transport Plan.
PA10	Ensure traffic management schemes respect the local distinctiveness of the AONB.
PA11	Support initiatives to increase the use of public and non-motorised transport.
PA12	Identify and seek appropriate speed limits and traffic calming measures to reflect the special nature of the AONB.
PA13	Seek to implement highways design guidelines.
PA14	Develop a car parking strategy which will consider issues including location, capacity, crime, charging and provision of alternative means of access to the AONB.
PA15	Investigate and develop schemes that address the effects of vehicles upon the AONB habitats.
Monitoring	
Mechanism	Who
PM1 Number of articles/informative pieces published/broadcast. Website "hits"	AONB Partnership
PM2 Action plan targets achieved	AONB Partnership Visitor Centre Group
PM3 Number of community groups new to the Partnership engaged	AONB Partnership
PM4 Number of people involved in events	AONB Partnership
PM5 Number of people involved in projects	AONB Partnership
PM6 Numbers of vehicles using the AONB road network	Highways Authority
PM7 Number of passengers on public transport	Highways Authority

Continued over...



PM8 Number of formal/informal car parks in AONB	Staffordshire County Council Forestry Commission
PM9 Numbers of vehicles using formal/informal car parks	Staffordshire County Council Forestry Commission

Economy

Actions	
EA1	Increase the understanding and awareness of the potential of the AONB to support the diverse rural economy, particularly with local businesses.
EA2	Promote appropriate land management practices.
EA3	Encourage economic returns that benefit the AONB.
EA4	Work with economic development and business professionals to identify, access and attract businesses that are appropriate to the AONB.
EA5	Encourage businesses to become more environmentally and economically sustainable, particularly in ways that sustain the natural beauty of the AONB.
EA6	Develop relationships with businesses that can help delivery of the Management Plan.
EA7	Support initiatives to develop the markets for products that originate from the AONB, particularly forestry, agriculture and heathland produce.
EA8	Develop protocols and practices to identify the AONB with products that exemplify sustainable practice and land management.
EA9	Ensure tourism is sustainable and based upon the natural beauty and local distinctiveness of the AONB.
EA10	Ensure that economic returns from tourism help to benefit the AONB.
Monitoring	
Mechanism	Who
EM1 Amount of money into AONB projects	AONB Partnership
EM2 Working systems in place	Local authorities
EM3 Number of businesses with AONB link	Local authorities
EM4 Number of certified schemes supported	Forestry Commission
EM5 Number of people in visitor-related employment	Local authorities

Recreation

Actions	
RA1	Encourage visitors to enjoy the AONB without incurring damage to its precious landscape, habitats and species through the development and implementation of a co-ordinated visitor management strategy.
RA2	Encourage the use of designated access networks.
RA3	Develop the draft cycling strategy to full agreement with partners.
RA4	Develop the peace and tranquillity methodology with visitors to identify the most pressured areas.
RA5	Develop and implement tourism projects that showcase and protect the AONB.
RA6	The Partnership will liaise with those responsible for formal access networks to ensure their maintenance and use.
RA7	It will be ensured that formal access networks are well maintained and waymarked.
RA8	Develop and implement programmes for healthy activity.
RA9	Identify alternative visitor destinations to the AONB.
RA10	Encourage joint working with other visitor destinations and create links between them and the AONB.
RA11	Develop and implement a co-ordinated approach to visitor and recreation management to ensure that conflicts between multiple users, as well as the environment, are minimised.
RA12	Review recreational activities to monitor their effects.
RA13	Engage and involve responsible organised recreation bodies in the development, organisation and monitoring of appropriate recreational activity.
RA14	Support land managers to develop and promote regimes that address removal and reduction of litter and fouling.
RA15	Promote the local code of conduct created by the Partnership.
RA16	Work with the relevant authorities to establish the nature, location and provision of signing outside the AONB, where it relates to facilities within the area.
RA17	Use signs to provide information and also to help create a sense of identity within the AONB.
RA18	Develop and implement projects to interpret and convey the importance of conserving and enhancing all aspects (cultural, historical, geological, environmental) of the landscape.
RA19	Review, update and adhere to the Partnership logo design rules, branding principles, Interpretation Strategy and Highways Design Guide in the implementation of signage projects.
Monitoring	
Mechanism	Who
RM1 Number of co-ordinated AONB publications/events	AONB Partnership
RM2 Number of people on guided walks, events, school visits and activities	AONB Partnership
RM3 Number of visitors to visitor centres	AONB Partnership

Continued over...



RM4	Agreed strategy published	AONB Partnership
RM5	Number of tourism projects implemented	Local authorities Destination Management Partnership
RM6	Percentage of Public Rights of Way (PRoW) that are 'easy to use'	Staffordshire County Council
RM7	Percentage of PRoW that are signposted	Staffordshire County Council
RM8	Reduction in user complaints	Landowners
RM9	Number of user groups involved in implementing AONB policies	AONB Partnership
RM10	Number of signs conforming to AONB "corporate" specification	AONB Partnership

Support

Actions	
SA1	Ensure that the AONB management meets legislative requirements.
SA2	Maintain and develop effective partnerships to co-ordinate management.
SA3	Continue to progress contacts at a regional level with government agencies.
SA4	Hold meetings and other events in accordance with agreed constitution.
SA5	Each Partner must deliver all constitutional requirements.
SA6	Review regularly Topic and project action groups to ensure appropriate delivery throughout the period of the Plan.
SA7	Develop and implement a co-ordinated approach to educational visits.
SA8	Seek to include regular reports about the AONB Partnership within the reporting structure of all partners and feedback from partners on AONB issues.
SA9	Encourage the organisations that have statutory duties towards the AONB to meet them.
SA10	Ensure the AONB is appropriately represented in local, regional and national policies, plans and strategies.
SA11	Actively seek to champion the AONB with influencers, policy and decision makers at a local, regional, national and international level.
SA12	Strengthen links with other protected areas through involvement with the NAAONB and other relevant organisations and networks.
SA13	Share knowledge and information about AONB issues both locally and amongst other AONBs.
SA14	Review the operation of the Planning Protocol, amend and update, as necessary.
SA15	Establish criteria supplementary to the Planning Protocol for addressing proposals for renewable energy installations.
SA16	Ensure a monitoring and review programme for the AONB Management Plan is maintained.
SA17	Monitor, assess and maintain records on landscape condition within and adjacent to the AONB.

SA18 Investigate, pursue and access all available funding sources to support delivery of the Management Plan.

SA19 Create grant funds to deliver individual projects, as appropriate.

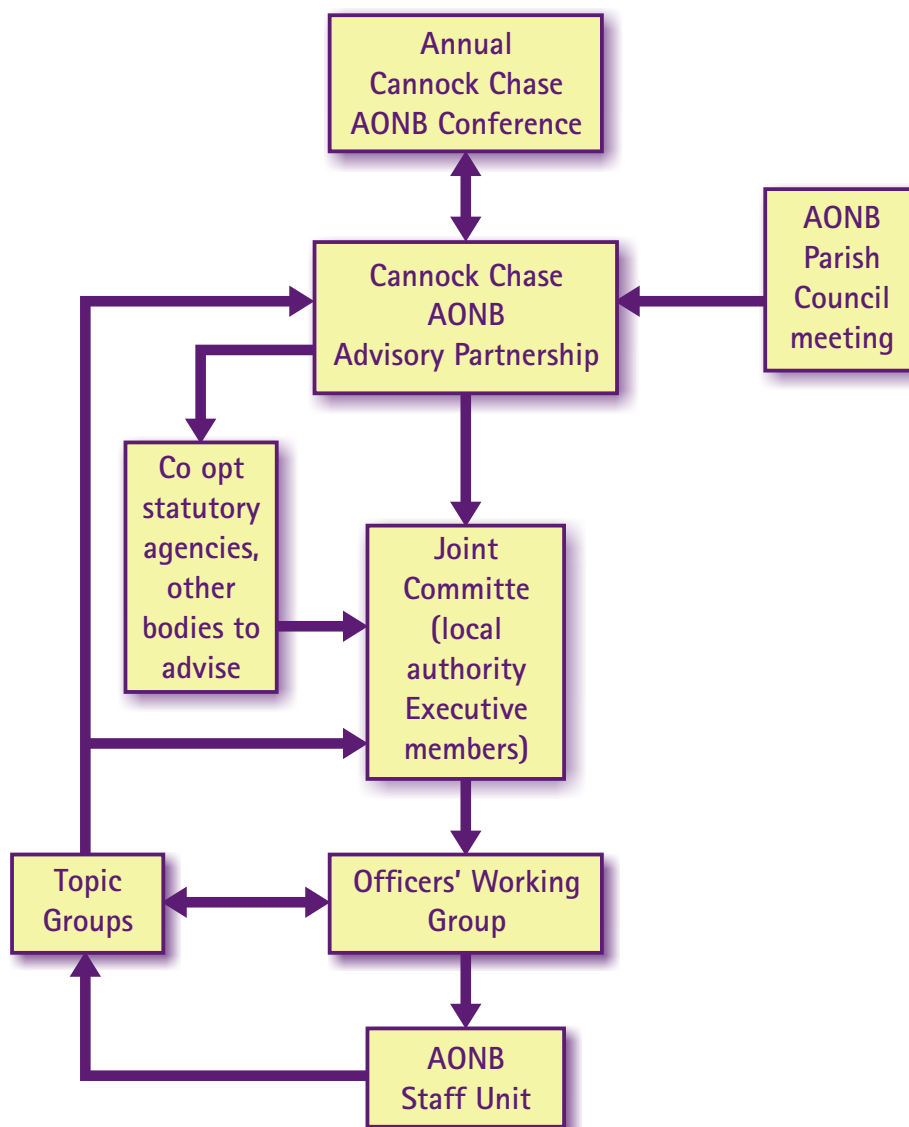
SA20 Sustain local and national government funding and support for the AONB Unit.

Monitoring

Mechanism	Who
SM1 Formal Partnership maintained	AONB Partnership
SM2 Number of contacts made/meetings held	AONB Partnership
SM3 Minutes of meetings	AONB Partnership
SM4 Reports made	AONB Partners
SM5 AONB policies included in policies, plans and strategies	AONB Partnership
SM6 Attendance at meetings, conferences, events	AONB Partnership
SM7 Buddy exchanges	"External" AONB Partners NAAONB
SM8 Submission of review report	Natural England
SM9 Landscape character monitoring	Local authorities
SM10 Amount of money gained for AONB projects	AONB Partnership

Appendix 1

Structure for Cannock Chase Area of Outstanding Natural Beauty Management and Governance



Joint Committee Membership

Cabinet/Executive Elected Member from:

Cannock Chase Council
Lichfield District Council
South Staffordshire Council
Stafford Borough Council
Staffordshire County Council

Advisors to the Joint Committee:

Cannock Chase AONB Officer
Chairman of the Advisory Partnership
Forestry Commission
Natural England

Advisory Partnership Membership

Local Elected Member from:

Cannock Chase Council
Lichfield District Council
South Staffordshire Council
Stafford Borough Council
Staffordshire County Council

Representatives of:

Natural England
AONB Parish and Town Councils
British Horse Society
Cemex UK Operations Ltd
Country Land and Business Association
Forestry Commission
Friends of Cannock Chase
Hanson Aggregates
National Farmers Union
Ramblers Association
Silvertrees Holiday Park
Staffordshire Children's Trust
Staffordshire Parish Councils' Association
Staffordshire Wildlife Trust
Swinerton Cycles Forest Centre Ltd
Walton Chasers
West Midland Bird Club

Parish and Town Councils in the AONB

Acton Trussell, Bednall & Teddesley Hay Parish Council
Berkswich Parish Council Parish Council
Brocton Parish Council Parish Council
Brereton & Ravenhill Parish Council Parish Council
Brindley Heath Parish Council Parish Council
Cannock Wood Parish Council Parish Council
Colwich Parish Council Parish Council
Hatherton Parish Council Parish Council
Hednesford Town Council
Huntington Parish Council
Ingestre with Tixall Parish Council
Longdon Parish Council
Rugeley Town Council

Cannock Chase Area of Outstanding Natural Beauty is supported by:

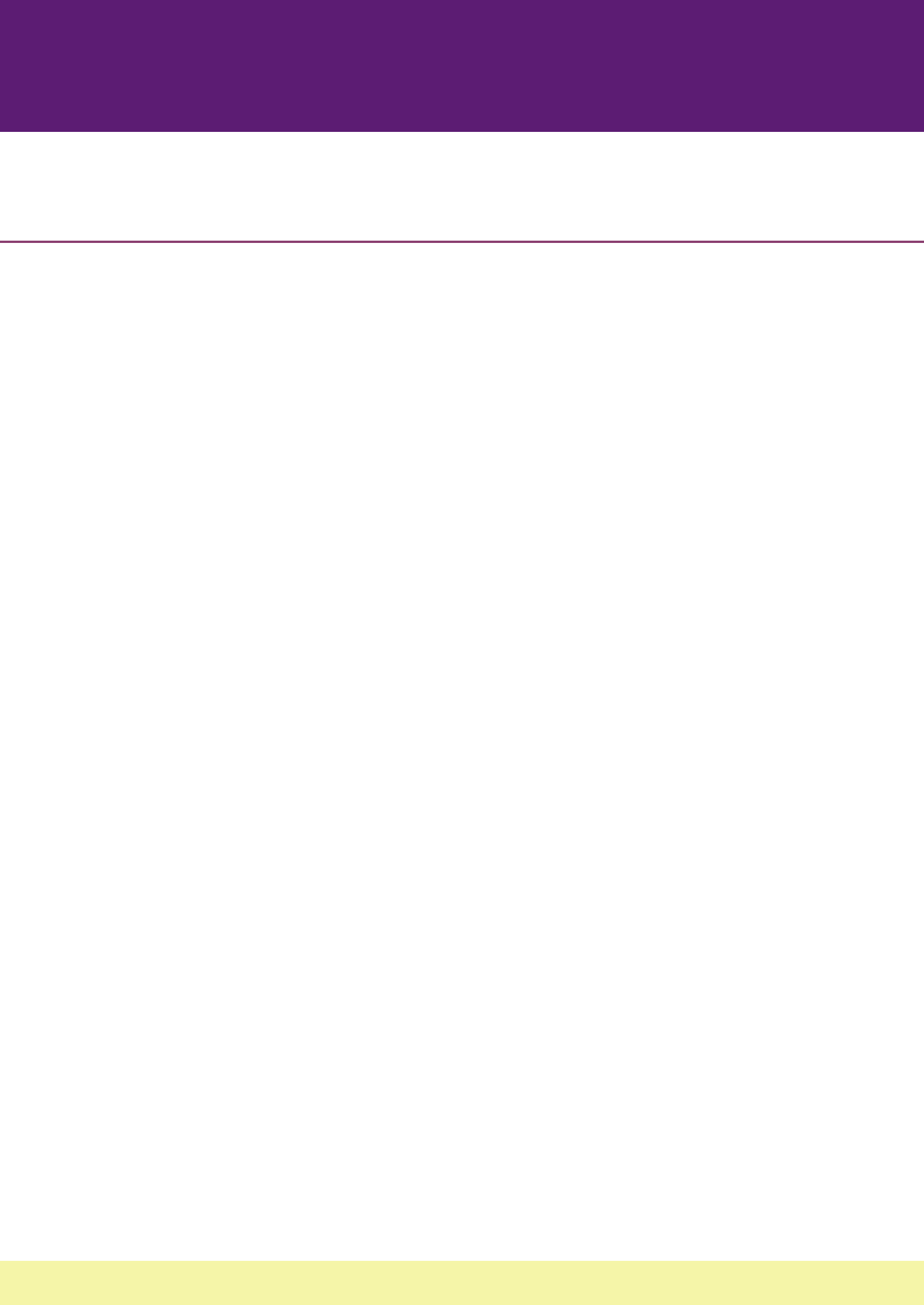
Natural England, Staffordshire County Council, Cannock Chase Council, Stafford Borough Council, Lichfield District Council, South Staffordshire Council, AONB Parish and Town Councils, British Horse Society, Cemex UK Operations Ltd, Country Land and Business Association, Defra, Forestry Commission, Friends of Cannock Chase, Hanson Aggregates, National Farmers Union, Ramblers Association, Staffordshire Children's Trust, Staffordshire Parish Councils' Association, Staffordshire Wildlife Trust, Swinerton Cycles Forest Centre Ltd, Walton Chasers, West Midland Bird Club.

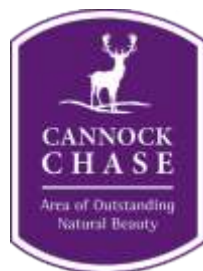
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Cannock Chase Area of Outstanding Natural Beauty,
Shugborough Park Farm, Milford,
Nr Stafford, ST17 0XB.
Tel: 01889 882613. Fax 01889 883912.
www.cannock-chase.co.uk