

Cannock Chase AONB Management Plan 2019-2024 (extended to 2025)

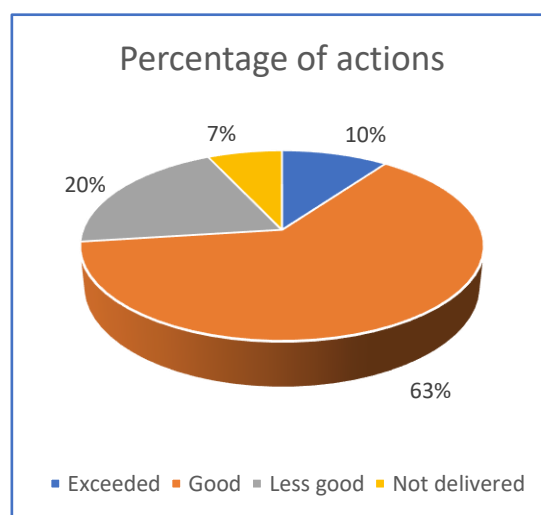
Overview of delivery against the Implementation Action Plan

The 2019-2024 edition of the AONB Management Plan (extended to 2025) splits the actions that will be taken to deliver the policies into 15 that will be started in 2019/20, and 20 that may be started from 2020/21 onwards.

This overview summarises what has been delivered against each of the 35 actions during the lifetime of the Plan, and provides an assessment of progress using a traffic light system. In the absence of clear targets, the assessment is subjective in its nature.

The table and chart below present a high-level assessment of progress in overall numbers and percentage terms. Taken together, performance against the actions in the current Management Plan is considered to be favourable.

Assessment of progress	Number of actions	Percentage
Exceeded	4	10%
Good	22	63%
Less good	7	20%
Not delivered	2	7%
Total	35	100



Performance is considered to be good or exceeded for 73% of the actions (26 in total). Those actions that exceeded expectations largely did so because of the impact of additional funding that became available during the Plan period, for example, through the Government's Farming in Protected Landscapes Programme (Action A12), the investment of the HS2 Environmental Enhancement Fund (Action B8), the efforts of the Chase Through Time volunteers to deliver multiple historic environment projects (Action B9) and significant partner investments in visitor facilities during the Plan period (Action B10).

Performance against 7 actions was considered to be 'Less good'. The reasons are various and include:

- Reappraisal of what is required for the action and a decision taken to consider alternatives (for example, A4 - the need for a Cannock Chase Landscape Trust (CIO) and investigation of a replacement model in the form of a Charitable Fund).
- Competing priorities for resources and capacity to progress some actions (for example, B1 - measures to reduce traffic impacts, B5 – the preparation of a deer management strategy).

- Lack of interest in some initiatives, for example, the sense of place toolkit (B11) and Environmental Quality Mark (B14). Due to the re-brand the resource pack is out of date and the initiative needs to be reconsidered.
- Lack of information about progress against the action (B15)

Two actions have not been delivered:

- *B7: Develop a project to identify suitable heathland restoration areas on conifer plantations, acquiring land for compensation planting and planning a phased approach to delivery.* A feasibility study was undertaken, but the estimated costs of a potential large-scale restoration project were considered unaffordable. Smaller-scale restoration projects have taken place or are planned.
- *B12: Work with facility providers and attractions within the AONB to encourage visitors to arrive by sustainable means of transport through provision of information, incentives such as discounts and the provision of facilities such as secure bicycle parking.* No known measures have been implemented during the current Plan period. Various walking routes into and within the National Landscape have been enhanced, for example, facilitated through the Farming in Protected Landscapes programme.

Performance against the individual actions

Actions	What has been delivered	Assessment of progress
<p>A1: Prepare guidance on 'Building and Infrastructure Design in Cannock Chase AONB' which Local Planning Authorities will be invited to adopt.</p>	<p>Published A Building Design Guide in July 2020 and A Good Lighting Guide in March 2023. Local Planning Authorities were invited to adopt both documents. The guidance is used as supporting text in local plans, and in landscape planning advice offered by the Team.</p> <p>In 2019 the Joint Committee and constituent local authorities agreed an updated planning protocol setting out the formal procedure/communication on planning matters within and adjoining or directly affecting the AONB. On average, the AONB Team is consulted on 125-150 planning applications each year, and provides detailed responses on 40-50% of these.</p>	<p>Good</p>
<p>A2: Monitor and report on the conservation status and needs of key species and their habitats in the AONB, including where they occur outside the SAC, and draw up actions to address identified threats.</p>	<p>Species recovery measures carried out with partners during the plan period included:</p> <ul style="list-style-type: none"> • Nightjar surveys were carried in 2019 and 2020, and the findings shared with landowners. This led to Forestry England adapting tree felling operations to provide more suitable nightjar habitat, and Staffordshire Wildlife Trust putting in place nesting plots on its heathland nature reserves. Monitoring nightjar nests and breeding success is ongoing by West Midlands Ringing Group through thermal imagery using a drone. • Conservation activities have been supported for white-clawed crayfish including the creation of artificial reefs and other refugia, habitat improvements on watercourses, and the capture and removal of invasive non-native American signal crayfish. • 19 County Wildlife Sites have been re-surveyed. 13 sites retained their designation, 2 were downgraded, whilst 4 were no longer considered worthy of designation. • Published Cannock Chase bat audit, February 2021, and the findings shared with landowners. • Published Cannock Chase invertebrate audit March 2021, and the findings shared with landowners. • Long-eared owl survey carried out winter 2020-21 and 21-22 under the auspices of the West Midland Bird Club. • 2022 quinquennial bird survey carried out by West Midland Bird Club, financially supported by the National Landscape Sustainable Development Fund. • Aquatic invertebrate survey (including white-clawed crayfish) carried out in 2023/24 by Staffordshire Wildlife Trust to survey the ecological conditions and evaluate the biological quality of watercourses on the Chase. 	<p>Good (comprehensive - many activities have taken place)</p>

Actions	What has been delivered	Assessment of progress
	<ul style="list-style-type: none"> • Adder conservation programme underway with support of FiPL funding and 11 landowners, led by ARG UK and with modelling support of Centre for Ecology and Hydrology. Activities have included field survey for adders, habitat suitability modelling, public engagement, and discussions for practical conservation works. A report summarising activities and outcomes of the project has been produced and circulated to land managers. An advice note for land managers has been completed and a film about adders is in preparation. • Staffordshire’s last population of small pearl-bordered fritillary is being supported by Staffordshire County Council through habitat management and planting marsh violets in the Sherbrook Valley • Veteran tree training held for landowners and practitioners in September 2021, and for volunteers on 18 October 2022. Recording training day held on November 2024 and recording day in February 2025. <p>Partners are delivering a range of habitat restoration projects, for example:</p> <ul style="list-style-type: none"> • Heathland, wood pasture and wetland restoration in Cannock Chase Country Park (SCC) • Grazing trials on heathland at Moors Gorse (SCC) • Grazing reintroduction on heathland (Cemex) • Woodpasturescape restoration (National Trust) • Heathland restoration on Shoal Hill Common (South Staffordshire and Cannock Chase Councils) • Heathland restoration and scrub control on Castle Ring (Cannock Chase Council) • Heathland restoration on Gentleshaw Common (Staffordshire Wildlife Trust) • Connecting Cannock Chase heathland corridors (Forestry England/Staffordshire Wildlife Trust) • Heathland restoration on Etching Hill • Hedgerow planting, copse and tree planting, wetland creation, improvements to watercourses, heathland restoration, grassland habitats improvements on farmland (Farming in Protected Landscapes programme) 	
A3: Work with local authority transport and green infrastructure teams to design and provide safe, connected	<p>The AONB Partnership supported a successful Cannock Chase Wayfinding application (Feb 2021) to Sport England to connect communities in Hednesford with Cannock Chase. The application brought in £199,000 external investment from Sport England.</p> <p>Cannock Chase District Council refreshed the Cannock Chase Heritage Trail.</p>	

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<p>cycle and pedestrian routes into the AONB.</p>	<p>A strategic review of AONB promoted walking routes was carried out in 2022 with the SAC Partnership, Staffordshire Ramblers and landowners. This resulted in the withdrawal of those routes that intersected with the ecologically sensitive Cannock SAC European wildlife site, and the creation of compensatory new routes around the periphery of the AONB.</p> <p>6 revised/new walking routes have been published. In 2024 these were combined with Milford Trails, Brindley Heath Trails, RAF Hednesford Trail and Tolkien Trails into a new Walk on Cannock Chase booklet.</p> <p>As a legacy of the Commonwealth Games 2022, the Sherbrook cycling trail is no longer promoted in order to reduce the volume of use in the Cannock Chase SAC, and signage has been removed.</p> <p>The Farming in Protected Landscapes programme has improved PRoW access and connectivity at multiple sites by installing pedestrian kissing gates and wooden field gates with associated groundwork to ensure routes are safe. Routes are often ‘greener’ and more pleasant to use due to planting of hedgerows / trees / orchards along or near the routes.</p> <p>Defra’s Access for All Fund (2022-25) has facilitated a range of digital and physical access improvements on the Chase, including:</p> <ul style="list-style-type: none"> • Videos of walking trails • The purchase of adapted/inclusive bikes and equipment for use by people with a range of disabilities • Disability trail improvements to the Toc-H trail • Improved waymarking and access to PRoW • Publication of Features of Cannock Chase guide, 2023 • Publication of accessibility audit and guide, 2023 • Interpretative panel at the Great War Hut • Interactive kiosk in the Great War Hut telling the story of the Chase during the Great War • Removing accessibility barriers at the Wolseley Centre, including path surface improvements and new interpretation 	<p style="text-align: center;">Good (a number of accessibility improvements have been delivered through new funding)</p>

Actions	What has been delivered	Assessment of progress
	<ul style="list-style-type: none"> • Accessibility improvements on the Shugborough Estate including hearing equipment for guided walks, the purchase of a mobility tramper, installation of accessibility gates, accessible picnic benches, accessible path and viewing bench • Improved audio and visual accessibility at Cannock Chase Country Park. • The purchase of a replacement mobility tramper for Cannock Chase Country Park. • Installation of new steps to improve the accessibility of the sculpture trail at the Museum of Cannock Chase. • A new video celebrating Cannock Chase, and updated image library. • Tactile maps for sight-impaired visitors. 	
<p>A4: Support the establishment of the Cannock Chase Landscape Trust (CIO) and, through its business plan, develop ways of proactively engaging local businesses and community groups with delivery of this Management Plan.</p>	<p>An alternative model of a Cannock Chase Charitable Fund for business and voluntary giving has been prepared and is under discussion with Staffordshire County Council and Staffordshire Community Foundation.</p>	<p>Less good (Fund not yet established)</p>
<p>A5: Re-engage with, and draw up an updated database of, interested parties in the AONB and maintain regular contact with them on matters of interest.</p>	<p>Governance membership is regularly reviewed and kept up to date. Interested parties have been re-engaged in governance meetings as well as steering groups to deliver projects.</p> <p>Published an inclusion and diversity study in 2022 that identified the additional voices that need to be heard in the AONB Partnership. A call for new non-voting members on the Joint Committee was issued in 2023, and resulted in the appointment of 5 new members.</p> <p>An e-newsletter has been introduced as the main vehicle for regular communication. As of January 2025 this had 2,620 subscribers. A partnership bulletin was also introduced in Feb 2023.</p>	<p>Good</p>
<p>A6: Work in Partnership with organisations currently using volunteers in the AONB and local area to identify ways that the promotion and recruitment of volunteers can be</p>	<p>At least 7 partner organisations offer volunteering opportunities within the National Landscape that contribute to its conservation and enhancement. In 2022 it was estimated that a total of 619-627 people volunteered with the National Landscape Team and partners, contributing some 47,430 volunteer hours (the equivalent of 24.6FTE people working a 37 hour week).</p>	<p>Good</p>

Actions	What has been delivered	Assessment of progress
coordinated, and their inputs made best use of for different activities on the Chase.	<p>Cannock Chase Council Chase Up! Green Volunteer Network aims to match volunteering enquiries with organisations that have volunteering opportunities.</p> <p>The National Landscape website signposts people to volunteering opportunities with partners on the Chase.</p> <p>In 2023 a new cohort of National Landscape volunteers for Milford Information Hut was established and is provided support by National Landscape officers.</p>	(more promotion and co-ordination could be done)
A7: Use the Annual Conference to report to partners and the local community on the progress of actions contained within this Management Plan. Use this platform to fully engage with these groups and take account of their views.	<p>Annual conferences have taken place as following:</p> <ul style="list-style-type: none"> • 4 October 2019 (Theme: Changing views – heathland management on Cannock Chase. 75 delegates attended) • 3 March 2022 (Theme: Changing perceptions and behaviours. 101 delegates attended) • 8 March 2023 (Theme: The Chase Through Time – Legacy, Lessons and what happens next. 80 delegates attended.) • 25 April 2024 (Theme: Nature recovery. 80 delegates attended) <p>In 2020/21 no conference took place due to the Covid pandemic.</p>	Good
A8: Develop a shared design protocol for recreation and leisure facilities, signage and promotional material, aimed at producing consistent high standards for use by all providers in the Chase.	<p>A place brand for Cannock Chase was developed in 2021 to encourage high quality, consistent interpretation and information materials. This included a design protocol for signage and promotional material. The brand was developed through the consensus of the partners and was rolled out, for example, at Brindley Heath, RAF Hednesford, Milford Hut, Cannock Chase Visitor Centre, Gentleshaw Common. Partners were encouraged to incorporate it within their own signage and messaging.</p> <p>AONBs were re-named as National Landscapes in November 2023, and a new National Landscapes brand replaced the local Cannock Chase place brand. The website, social media, digital and printed materials have been updated in the new brand as opportunities have arisen. The brand has also been rolled out via our funding programmes.</p>	Good
A9: Draw-up and co-ordinate dissemination of consistent messages about the significance and conservation requirements	An independent review of the AONB Partnership’s communications activities was undertaken in 2019, and followed up in 2020 with a strategy to deliver better clarity of purpose, co-ordinating communications activity, stakeholder management, branding and digital communications.	

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<p>of sensitive sites and species in the AONB to key decision-making bodies and networks.</p>	<p>A landowner/emergency services group was set up during the Covid pandemic to respond to visitor numbers and behaviours and improve collaboration and co-ordination of actions and messages. A Cannock Chase Code was prepared and adopted by all major landowners, local authorities and emergency services. It is used on signage and promotional materials to help change perceptions and behaviours.</p> <p>The National Landscape Team has produced a wide range of information and interpretation materials during the plan period, including:</p> <ul style="list-style-type: none"> • Folder and factsheets • Updated map of Cannock Chase National Landscape • Welcome leaflet • Souvenir guide • Updated trail leaflets and accompanying new videos for Brindley Heath, Milford Common and RAF Hednesford • Leaflets for 6 new/updated walks • Walking Cannock Chase booklet • 8 new interpretation panels • Displays in the Museum of Cannock Chase and Milford Information Hut • Features of Cannock Chase guide to the Chase • Essential guide to Cannock Chase induction pack • Video celebrating the National Landscape <p>AONB/FiPL funding has also supported updated interpretation at Etching Hill Nature Reserve, Gentleshaw Common SSSI, and The Wolseley Centre.</p> <p>The Sustainable Development Fund supported Sustainability Matters – Stafford to produce a video to help highlight how visitors and wildlife can co-exist on the Chase.</p> <p>Partners have co-ordinated awareness campaigns to encourage responsible cycling on the Chase and responsible dog behaviour.</p> <p>Partners have been connecting people with nature through the arts in the following ways:</p>	<p style="text-align: center;">Good</p>

Actions	What has been delivered	Assessment of progress
	<ul style="list-style-type: none"> Poetry workshop held in October 2023 on the theme of ‘the environment of Cannock Chase’ Local Cultural Place Makers, global change makers arts programme Art workshop for local artists and producers held in March 2022. 	
<p>A10: Review and influence the content and delivery of visitor management plans and open space strategies surrounding the AONB to ensure they identify and promote sites, facilities and activities inside and outside the AONB boundary that will reduce the negative impacts of recreation on sensitive sites and species in the Chase.</p>	<p>The Cannock Chase Special Area for Conservation (SAC) Partnership prepared Detailed Implementation Plans for Car Parks and Site Users within Cannock Chase in 2019. Preparatory work is underway to improve some car parks, but work has yet to start on the ground. The AONB Partnership issued a Position statement supporting the proposals in September 2020.</p> <p>In 2021 the AONB Partnership published car park landscape principles (2021) to support and inform the implementation of the proposals.</p>	<p>Less good (few noticeable improvements on the ground)</p>
<p>A11: Develop the on-line/social media presence for the Chase, using this to promote its special qualities, co-ordinate information from partners and signpost to appropriate websites and other sources.</p>	<p>The AONB website was refreshed in 2022 to incorporate the Cannock Chase place brand. It has undergone another refresh in 2024 so that it is aligned with the National Landscape rename and rebrand.</p> <p>Social media presence was delayed pending the National Landscape rebrand, but is now beginning to be used. We have 1724 followers on X (formerly Twitter) and a new facebook page has been active from April 2024 with 220 followers. We are also following our partners through X and facebook.</p>	<p>Good</p>
<p>A12: Work with local partners to ensure appropriate advice and incentives are available and suitably targeted to farms and smallholdings in the AONB.</p>	<p>The AONB team ran an Environmental Land Management (ELM) advocacy project (Jan-Mar 2021), that provided farming insight and began to establish contacts with the farming community on the Chase.</p> <p>In July 2021, the AONB Team took on a new role delivering the Farming in Protected Landscapes programme. For the first time the National Landscape has been able to meaningfully engage with farmers and land managers and provide advice and support to deliver outcomes for nature, climate, people and place. A total of 56 projects have been approved over 5,300 hectares of land</p>	<p>Exceeded (FiPL was not envisaged when the Management Plan was approved and has had a major impact)</p>

Actions	What has been delivered	Assessment of progress
	delivering a range of environmental outcomes including hedgerow planting, tree and copse planting, orchard restoration, wetland creation and restoration, wildflower meadow creation, heathland restoration, and species conservation	
A13: Identify and promote projects that enhance the landscape connectivity, biodiversity resilience and heritage value of countryside and public open space around the Chase.	<p>Natural England is delivering the Midlands Heathland Heartland (Purple Horizons) project, aiming to restore heathland connections between Cannock Chase and Sutton Park.</p> <p>The Farming in Protected Landscapes programme has funded projects adjacent to the National Landscape that help to improve landscape and habitat connectivity between the designated area and surrounding countryside.</p> <p>The SDF project has funded school ground improvements.</p>	Good
A14: Assess updated historic environment information on non-designated features to prioritise sites for survey, condition assessment and monitoring to inform future management.	<p>In 2020 an assessment of the historic environment resource of Cannock Chase categorised the significance of all the sites recorded for the Chase in the Staffordshire Historic Environment Record. In total it identified 89 sites of national importance, 364 of regional importance and 533 of local importance, and commented on their vulnerabilities, suitability for visitor access and interpretation.</p> <p>This was followed up in 2021 with a document that began to set out a vision for the historic environment of Cannock Chase, and contained advice and recommendations for the conservation of heritage assets and landscapes, as well as project ideas for improving access and interpretation.</p> <p>These studies formed the foundation for an Historic Environment Strategy, which has been prepared and is awaiting approval.</p>	Good (approval and publication of Historic Environment Strategy awaited)
A15: Produce guidance on the significant view points and views, including historic views, into and out of the AONB.	<p>Published a Views and Setting Guide in July 2020, and distributed to Local Planning Authorities, inviting adoption. The guidance is used as supporting text in local plans, and in landscape planning advice offered by the Team.</p> <p>Two sections of power lines were undergrounded during the Plan period at Moors Gorse (2019 – 3.5kms) and Shugborough (2021 – 1km).</p> <p>Viewpoints have been improved at specific locations, including clearance of obstructing trees at The Peace Vista.</p>	Good (measures have been delivered on the ground that improve views)

Actions	What has been delivered	Assessment of progress
	The Fixed Point Photography project has run throughout the plan period, monitoring landscape change. 2024 marked the 20 th year the project has been running.	
B1: Explore with SCC Highways Department, building on good practice, the practical steps that can be taken to reduce traffic impacts through the AONB.	The Highways Design guide has been updated and is awaiting approval and publication. Scheme ideas / proposals for traffic calming, new route gateway markers, and gateway markers / information points on train stations have been put forward to the Staffordshire Local Transport Plan which is being updated in 2024/25.	Less good (Design guide awaiting approval and publication, and no practical steps yet delivered)
B2: Support the work of the Forestry Commission and other woodland owners and managers to deliver both long term forestry/woodland design plans and short-term woodland management operations in ways which enhance the AONB's special qualities	Forestry England published a new Forest Plan for Cannock Chase Forest covering the period 2024-34. Support for woodland managers is available through the Farming in Protected Landscapes programme (2021-25), but tends to involve the creation and management of small-scale copses on farmland , rather than woodlands. The National Landscapes Team has inputted to consultations for felling licences and woodland management plans .	Good
B3: Prepare and publicise information, and offer advisory events, for rural non-farming landowners in the AONB on how they can help conserve and enhance the special qualities of the Chase.	Support and advice for non-farming landowners has been made available through the Farming in Protected Landscapes programme (2021-25). These include holding awareness-raising events.	Good
B4: Work with stakeholders and local communities to develop a phased reintroduction of livestock grazing to key sites to support sustainable management.	During the plan period partners have reintroduced grazing on the Chase at several locations: <ul style="list-style-type: none"> • The National Trust reintroduced grazing at Berry Hill in 2020. • Staffordshire County Council began a grazing trial at Moors Gorse in 2021, which has continued every subsequent summer. • Cemex introduced fenceless grazing on its land adjoining Rugeley Quarry in 2023. 	Good

Actions	What has been delivered	Assessment of progress
	<ul style="list-style-type: none"> In 2025, grazing should re-commence on the former 'Connecting Cannock Chase corridors', following a long-term lease between Staffordshire Wildlife Trust and the landowner Forestry England. Grazing continues to be carried out on Hednesford Hills LNR, just outside the AONB boundary, and on the historic parkland on the Shugborough Estate. 	
B5: Draw up a strategy and action plan for monitoring and managing the deer population in the Chase and engaging and informing the public about the need to manage the deer population.	A deer strategy has been prepared and is awaiting approval and publication. A deer census and impact assessment was carried out in 2022 and 2024.	Less good (deer strategy not approved and published)
B6: Monitor invasive species and support collaborative and targeted management to address them where required.	A list of non-native species to prioritise for targeted management is being finalised. Partners continue to monitor non-native species on their land and take appropriate action. The Farming in Protected Landscape programme has supported the removal of INNS species.	Good
B7: Develop a project to identify suitable heathland restoration areas on conifer plantations, acquiring land for compensation planting and planning a phased approach to delivery.	A feasibility evaluation of a land exchange to return up to 650 has of the Cannock Chase public forest estate to heathland was published in 2020. The estimated costs involved (for both the purchase and planting of compensatory land and restoration of the conifer plantations to heathland) are considered unaffordable, and a large-scale restoration project will not be progressed. The updated Forest Design Plan for Cannock Chase Forest includes the creation of new heathland corridors.	Not delivered (large-scale conversion of forestry to heathland unfeasible).
B8: Through the Trent-Sow Parklands and Cannock Chase AONB HS2 Group, develop and influence design principles, mitigation measures and environmental enhancement measures for the HS2 route that	The AONB Partnership has participated in the Trent Sow Parklands HS2 Group throughout the plan period, and hosts the web pages for the group on its website. Design principles for the route of HS2 where it passes to the north of the AONB were signed off and endorsed by the AONB Partnership in 2020. The AONB Partnership has also supported the delivery of the HS2 environmental enhancement programme , which has invested £1.5m in 6 projects: <ul style="list-style-type: none"> Shugborough Estate Gardens 	Exceeded

Actions	What has been delivered	Assessment of progress
will minimise impacts on, and conserve and enhance, the special qualities of the AONB	<ul style="list-style-type: none"> • Revealing Tixall’s Halls • Ingestre Orangery Garden • Shugborough woodpasturescape • Trent Sow Washlands • Connecting towpaths 	(Impact of Environmental Enhancement Fund)
B9: Building on the success of ‘The Chase Through Time’, develop a project to engage local communities by celebrating the AONB’s cultural heritage and involving them in historic environment citizen science activities.	<p>Multiple historic environment projects have been delivered during the current Plan period:</p> <ul style="list-style-type: none"> • Apples on the Chase • Lens through the past • Interpretation panels telling the story of the Chase’s military association have been installed at RAF Hednesford (5 panels), Brindley Heath (2 panels), and the Great War Hut (1 panel installed as part of the refresh of the Chase Heritage Trail) • A natural memorial has been created to the Armed Forces by sowing wildflowers on the footprint of 6 wartime barrack huts, accompanied by a new interpretation panel • Ingestre Orangery Garden; Shugborough Estate Gardens; Revealing Tixall’s Halls funded through HS2 Environmental Enhancement programme • Tablets and software have been purchased for Chase Through Time volunteers to record the condition of heritage assets. • Interactive touchscreen kiosk for the Great War Hut. 	Exceeded (multiple projects have been delivered)
B10. Improve facilities at key visitor sites such as Marquis Drive to develop an enhanced visitor experience appropriate to a nationally important protected landscape.	<p>During the Plan period, partners have undertaken or embarked on major investments to improve visitor facilities:</p> <ul style="list-style-type: none"> • Staffordshire County Council SCC used RDPE funding to refresh the interior interpretation at Cannock Chase visitor centre. A new interactive touch-screen kiosk in Cannock Chase Visitor Centre tells the story of the Chase through 4 themes. • In 2024 the County Council announced a major investment to re-develop Cannock Chase Visitor Centre as a discovery centre for the National Landscape. • The National Trust has begun major visitor facility improvement work at Shugborough with its Shaping Shugborough for the future project • Staffordshire Wildlife Trust has undertaken accessibility improvements at The Wolseley Centre. • Forestry England has undertaken car park and other visitor facility improvements at Birches Valley. 	Exceeded (a number of major investment projects are underway/planned)

Actions	What has been delivered	Assessment of progress
B11: Develop the 'Love Cannock Chase' project to promote the ways in which visitors and local businesses can protect and enhance the AONB's special qualities.	As part of the National Landscape re-brand in 2021, the National Landscape Team published A Sense of Place toolkit for businesses to use. Interest and take up has been low, and the initiative needs to be re-thought.	Less good (low interest in initiative)
B12: Work with facility providers and attractions within the AONB to encourage visitors to arrive by sustainable means of transport through provision of information, incentives such as discounts and the provision of facilities such as secure bicycle parking.	No known measures have been implemented during the current Plan period.	Not delivered
B13: Work with healthcare providers to develop and promote activity and wellbeing programmes suitable for different groups, based on key visitor sites.	Inspiring Healthy Lifestyles has introduced the Cannock Chase Can app to encourage local residents to make healthier lifestyle choices. Six new walking routes have been produced, together with trail leaflets and videos for Brindley Heath, Milford Common and RAF Hednesford, as well as a walking Cannock Chase booklet.	Good
B14: Explore the development of an AONB quality mark for businesses within the AONB and wider local economy that support and help deliver the special qualities of the AONB.	The existing Staffordshire Environmental Quality Mark is promoted through the Sense of Place toolkit (published March 2021). A separate quality mark for the AONB was considered unnecessary and duplication, and could not have been supported by the AONB Team. Take up has been low.	Less good (little interest in the initiative))
B15: Report progress with the new Ground Water modelling being undertaken by the Environment Agency and PWS companies to ensure sustainable abstractions.	Natural England conducted a hydrological investigation in the Sherbrook Valley in 2024. Lack of information available about any other activities supporting the action.	Less good (lack of information)

Actions	What has been delivered	Assessment of progress
B16: Monitor the condition of designated heritage features in the AONB to identify management requirements.	<p>Condition surveys of all 7 scheduled monuments in the AONB have been completed.</p> <p>Chase Through Time volunteers have received training to assess the condition of non-designated heritage assets, and provided with tablets for recording purposes.</p>	Good
B17: Develop and deliver sustainable management regimes for heritage assets with landowners, managers, decision makers and local communities through raising their awareness of the historic environment and its significance and providing them with support and guidance.	<p>Partners have undertaken a range of projects to conserve and enhance heritage assets during the Plan period:</p> <ul style="list-style-type: none"> • An historic barn was restored with an Historic Building Restoration Grant through the Farming in Protected Landscapes programme. • Trig point restoration • Conservation works at Castle Ring • Conservation of an assault training wall, part of RAF Hednesford camp • Ingestre Orangery Garden; Shugborough Estate Gardens; Revealing Tixall’s Halls (HS2 Environment Enhancement programme) • The management of other heritage assets has been discussed and delivered with landowners through the Farming in Protected Landscapes Programme. 	Good
B18: Proactively work with Partners to plan for future land use changes ensuring that opportunities are maximised to support and enhance the special qualities of the AONB	<p>During the plan period partners are planning for, and have delivered a range of land use changes that will support and enhance the special qualities of the AONB, including:</p> <ul style="list-style-type: none"> • HS2 Environmental Enhancement programme • Midlands Heathland Heartlands (Purple Horizons) • Greenhouse Gas Emissions assessment undertaken and pathway to net zero prepared 2022, including land use targets • Cannock Chase Forest Design Plan 2024-34 • Potential contributions to delivering the Government’s commitment to delivering 30by30. • Phased restoration at Cemex quarry • The Farming in Protected Landscapes programme • National Grid Landscape Enhancement Initiative 	Good
B19: Increase awareness and appreciation of Local Geological Sites within the AONB amongst Partners and identify ways to coordinate their monitoring and management	<p>A condition assessment of all 6 Local Geological Sites was carried out in 2021, and the findings reported to landowners. Three of the sites remained in good condition, with one site unchanged in an unfavourable state, and one site requiring further investigation. One site could not be accessed.</p>	Good

Actions	What has been delivered	Assessment of progress
<p>B20: Work with education providers to coordinate, develop and promote educational opportunities that allow every local child to understand, experience and explore the natural benefits that the AONB has to offer</p>	<p>The Future Guardians of Cannock Chase programme was launched in 2023. Developed with Cannock Chase SAC Partnership it provides a range of resource materials for Staffordshire Libraries, DofE, Girlguiding Staffordshire and Staffordshire Scouts. The content informs, explains and inspires about the special qualities that define the area, its vulnerabilities, and how young people can get involved to look after it.</p> <p>Joint campaigns with CPRE Staffordshire and Staffordshire Wildlife Trust have promoted the value of dark skies. Star gazing events for local children have been held in 2023, 2024 and 2025.</p> <p>Staffordshire Wildlife Trust has been running school awareness sessions about the importance of the Chase with the support of the SAC Partnership.</p> <p>A number of school grounds have been improved for wildlife through the support of the Sustainable Development Fund.</p> <p>The FiPL programme has supported teachers' resource packs and workshops for school children through LEAF, as well as restoring outdoor learning areas.</p>	<p>Good</p>

19 February 2025

Cannock Chase National Landscape Team