

Our People are Our Strength



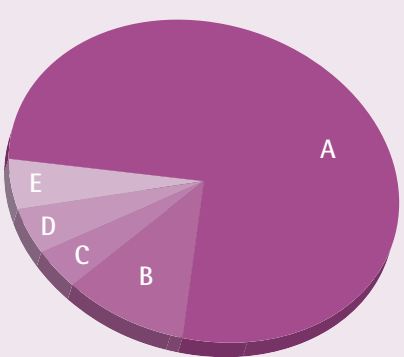
From the Chairman

Change would be my watch word that signifies this year's progress. However this change relates to people, while we have seen the unchanging achievement of full delivery against our project targets. As the new Chairman of the Joint Committee, I have welcomed both the injection of enthusiasts and support from our Partners' newly appointed representatives and the unstinting guidance from the continuing representatives. We have quickly constructed a working partnership, focused on efficient delivery within our AONB and its communities. Highlights of our year include greeting Andy Wilson, Board Member, Natural England and hosting an event to showcase our projects and landscapes as part of the celebration of 60 years of protected landscapes nationwide. Andy was impressed with how much we do with so little and how actively involved

our local communities and organisations are in delivering our projects. I am not surprised at this fact but am immensely proud of it and will continue to shout it from the rooftops. It is our AONB. That is why 25 of you went out in all weathers surveying as volunteers for the latest peace and tranquillity monitoring. Thank you. Underpinning all of this activity is our Management Plan and the latest version of this 2009-14 was formally published at the beginning of this year. Projects have included introducing gateway signs to the area on the highways network, raising awareness with and listening to dog owners using the AONB and litter picking (in the snow) Do talk to our AONB Unit about the full range of projects you can get involved with and what's coming up in the next year – our people are our strength of Clr Tony Williams - Chairman of the Joint Committee

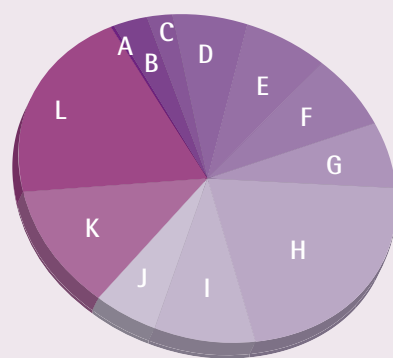
Finances 2009/10 for Cannock Chase AONB Core and Project Costs

AONB Core



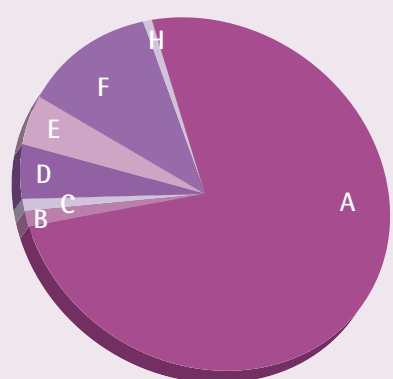
- A) Staff Salaries and Associated costs - £105,285
- B) Partnership running costs (In kind) - £6,600
- C) Partnership budget for PR events - £6,304
- D) Transport - £4,997
- E) Accommodation / Office Equipment - £13,779

Core Action Projects



- A) AONB Website - £150
- B) AONB Annual Action Plan - £1,033
- C) AONB Newsletters - £784
- D) Partner Awareness Raising Events - £2,123
- E) Annual Report - £2,324
- F) Management Plan - £2,406
- G) Annual Conference - £2,083
- H) Peace & Tranquillity - £7,569
- I) Interpretation Strategy - £2,901
- J) Dog Projects - £1,772
- K) Implement Signs Programme - £4,000
- L) State of AONB Reporting guidelines - £6,690

AONB Funding



- A) Natural England - £128,809
- B) Lichfield District Council - £2,092
- C) South Staffordshire District Council - £2,092
- D) Cannock Chase District Council - £8,368
- E) Stafford Borough Council - £8,368
- F) Staffordshire County Council - £20,700
- G) Transfer to reserve - £955 (not shown)
- H) Donations/Sales - £1,326

Management & Governance

Members

Cannock Chase Council Cllr - Tony Williams – Chairman
 Stafford Borough Council Cllr - Doug Davis – Vice Chairman
 Lichfield District Council Cllr - Val Richards
 South Staffordshire Council Cllr - Dave Billson
 Staffordshire County Council Cllr - Mike Maryon

Advisors

Cannock Chase AONB Officer - Ruth Hÿtch
 Natural England - Sally Powell
 Forestry Commission - Ian Hickman
 Cannock Chase AONB Advisory Partnership Chairman Cllr - Pat Ansell
 Staffordshire County Council, Honorary Secretary - Jean Evans
 Staffordshire County Council, Honorary Treasurer - Juliet Hands

Officers

Cannock Chase Council - Tony Lancaster
 Lichfield District Council - John Smith
 South Staffordshire Council - Hayden Baugh-Jones
 Stafford Borough Council - Geoff Unwin/Naomi Perry
 Staffordshire County Council - Andy Goode
 Cannock Chase AONB Unit, Clerk to the Committee - Anne Walker

Advisory Partnership

Staffordshire Parish Councils' Association - Cllr Pat Ansell – Chairman
 Forestry Commission - Ian Hickman – Vice Chairman
 British Horse Society - Doug Smith
 CEMEX UK Operations Ltd - Shaun Denny
 Country Land & Business Association - Barbara Golder
 Forestry Commission - John Winterbourne
 Friends of Cannock Chase - Trevor Warburton/June Jukes MBE
 Hanson Aggregates David Southgate
 National Farmers' Union - Tony Nichols/Mary Cope
 Natural England - Sally Powell and Eleanor Pickard
 Ramblers Association - David Cashmore
 Staffordshire Wildlife Trust - Claire Waterson
 Walton Chasers Orienteering Club - Jane Christopher
 West Midland Bird Club - Frank Gribble MBE
 Cycling Representative: Swinnerton Cycles Forest Centre Ltd - Mark Swinnerton
 Local Business Representative: Silvertrees Holiday Park - Trevor Barber
 Young People's Representatives: Staffordshire Children's Trust Gill Stanford/
 Sea Scouts - Jamie Smallman
 Local Authority Representatives:
 Cannock Chase Council Cllr - Raymond Jones and Karen Ward
 Lichfield District Council Cllr - Gwyneth Boyle and Justine Lloyd
 South Staffordshire Council Cllr - David Heseltine and Hayden Baugh-Jones
 Stafford Borough Council Cllr - John Francis and Geoff Unwin/Naomi Perry
 Staffordshire County Council - Andy Goode
 Parish Councils' Representatives Cllr - Steve Welch and Cllr Bob Lee
 Staffordshire Parish Councils' Association Cllr - Marc Harris and Vivien Evans

Officers Working Group

Stafford Borough Council - Geoff Unwin – Chairman up to November 2009
 South Staffordshire Council - Hayden Baugh-Jones – Chairman from November 2009
 Cannock Chase Council - Tony Lancaster – Vice Chairman
 Lichfield District Council - John Smith
 Stafford Borough Council - Naomi Perry
 Staffordshire County Council - Andy Goode
 Forestry Commission - Ian Hickman
 Natural England - Sally Powell

Cannock Chase AONB Unit

AONB Officer - Ruth Hÿtch
 Assistant AONB Officer - Emma Beaman
 AONB Office Manager - Anne Walker

Management and Governance

What is an Area of Outstanding Natural Beauty (AONB)?

In England, Wales and Northern Ireland there is a huge variety of scenery and landscapes, from dramatic coasts to remote mountains. Those landscapes considered most valuable are designated as National Parks or Areas of Outstanding Natural Beauty (AONBs). These landscapes are protected by law and managed to maintain their special character for now and the future.

Natural England is responsible for English AONBs. The primary purpose of designation is to conserve and enhance natural beauty (which includes wildlife and cultural heritage as well as scenery). In pursuing this, agriculture, forestry, other rural industries and social and economic needs of local communities are taken into account. The Countryside and Rights of Way (CROW) Act 2000 highlighted the importance of AONBs, raising their status and confirming their importance in Government policy.

Cannock Chase Area of Outstanding Natural Beauty

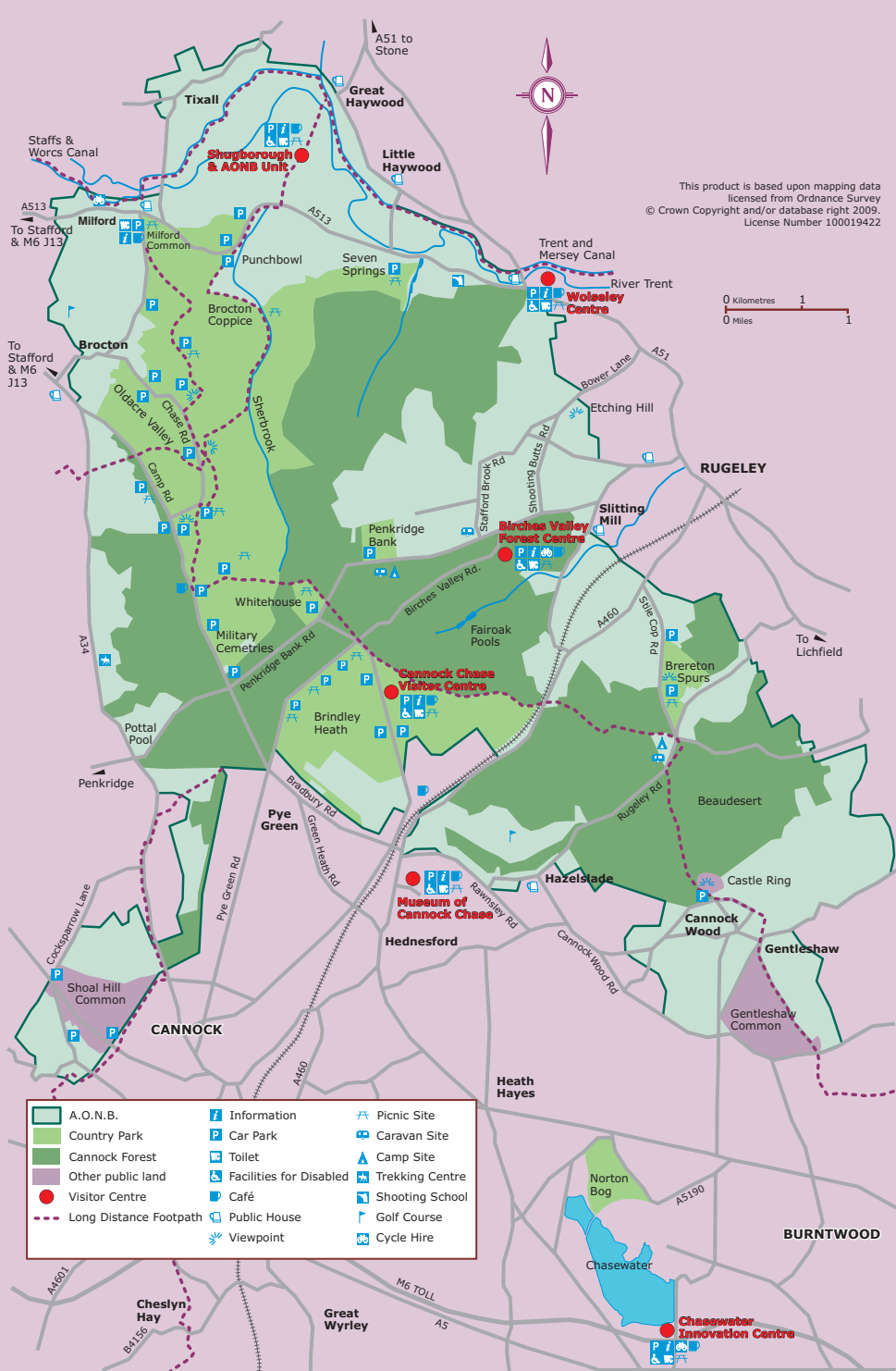
Cannock Chase was designated as an AONB in 1958 because of its beautiful landscape, its wildlife and its history. AONBs are some of our finest countryside and, as part of a family of 46 in England, Wales and Northern Ireland the Chase is important both locally and nationally. At 6800ha, it is the smallest mainland AONB and is much cherished and visited by local people.

1380ha of the AONB's heathland, woodland and valley wetland habitats are protected as Sites of Special Scientific Interest (SSSI) with 1237ha of the SSSI being designated as a Special Area for Conservation (SAC). 1500ha of Cannock Chase AONB form one of England's largest Country Parks. Much of Cannock Chase SSSI overlaps with the Country Park.

With significant areas of lowland heath, extensive areas of forestry (around 40% of the AONB is forest and woodland, 2500ha of this being Forestry Commission holdings) and also designed parkland, sand and gravel quarrying, mixed agriculture and water abstraction, Cannock Chase AONB consists of a comprehensive mix of land uses.

Currently, around 3900ha (58%) of the AONB has public access and the Cannock Chase AONB Visitor Survey in 2000 estimated there were 1.5 million visits per year with around 70% of these from within a 10 mile radius. (The AONB has 464km of public bridleways, 62km of public footpaths and 267m of byways open to all traffic).

Nearly 12,000 people live within Cannock Chase AONB in 13 parish and town council boundaries. 60% of these people are between 16-59 with 20% being under 16 and the other 20% over 59.

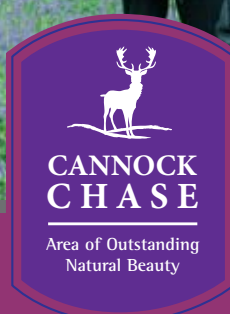


There is considerable economic and recreational pressure on this beautiful landscape and the Cannock Chase AONB Management Plan aims to ensure the right balance is maintained to conserve and enhance the area whilst maintaining it as a living, working environment.



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, Staffordshire Children's Trust, Staffordshire Parish Councils' Association, Staffordshire Wildlife Trust, Swinnerton Cycles Forest Centre Ltd, Walton Chasers, West Midland Bird Club



Cannock Chase AONB Unit

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Email: cannockchase@staffordshire.gov.uk

Web: www.cannock-chase.co.uk

Facebook page : Fredas Footsteps or Cannock Chase AONB

Follow CannockAONB on Twitter

Cannock Chase Area of Outstanding Natural Beauty

Annual Review 2009-10





Annual Conference October 2009

The 6th annual conference took place at The Barns, Huntington attended by around 70 people. The theme this year was Access and Recreation and included presentations from Nick Young and Chris Hogarth of Natural England and Sue Prince (Destination Management Partnership).

The sessions were started with a balloon debate involving 6 characters representing interest groups who use Cannock Chase.

The bird watcher won the day. It highlighted once again that many differing opinions often lead to the same conclusion – we all love the Chase however we enjoy it!

Short presentations and workshops examined healthy living, tourism and peace and tranquillity.

We concluded with Steve Jenkinson outlining the Dog Project he has been working on with us addressing the issue of dogs, their owners and behaviours and workable management solutions for all.



We all love the Chase however we enjoy it!



Awareness Days

Dog Activity Day - Hundreds of dog owners from across Staffordshire and their four-legged friends turned out to the 'Dog Activity Day' on the Forestry Commission estate at Cannock Chase Forest, near Rugeley, on Saturday 9 May 2009. This was part of the ongoing work the AONB Partnership is undertaking with dogs and their owners.

Bluebell Walk – 30 members of the local community joined Mike Street, Chairman of Beaudesert Trust, to view the bluebells and learn about at Beaudesert. The site is not generally open to the public, but on occasions, special visits are arranged, or you could join the Friends of Beaudesert as many of the visitors on the bluebell walk did. Contact Beaudesert for more details on 01543 682278, email info@beaudesert.org or see their website at: www.beaudesert.org

Willow Weaving - In September 2009 a group of 20 people spent the day willow weaving in the AONB at Shugborough with Riverwoods. The group created baskets, trugs and besom brooms with willow they had planted the previous year and learnt about uses of the products from AONB management.

Litter Picks – Two were held during the year in October 2009 and February 2010. Community members were keen to preserve the AONB and came out in difficult weather too.

Canal Trip – Two half day trips were arranged, with an ecologist from Staffordshire Wildlife Trust providing expert knowledge about the wetland ecology. Twenty people signed up for this trip from the Haywoods to Tixall Wide and return.



Introducing Freda!

Freda was the mascot of the New Zealand Rifles Brigade, stationed on Cannock Chase during the Great War. Focus groups for dog owners, sponsored by Arden Grange, a dog feed company, have worked on consistent messages about codes of conduct to ensure enjoyable walks for all over Cannock Chase AONB. A cartoon mascot, based on Freda, now leads on dog issues. Freda has her own Facebook page where she updates information about activities taking place and how dogs and their owners can be ambassadors promoting good behaviour to other users.

Continuing support by our local community



Sustainable Development Fund 2009 – 2010

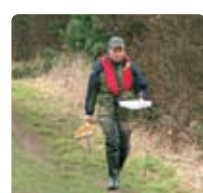
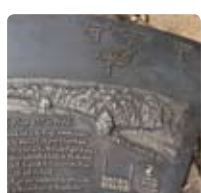
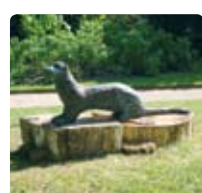
Between 2009 and 2010 the SDF fund supported 11 projects totalling £56,301. The total match funding generated from these projects was £29,703.95 (53%).

The projects varied from compost toilets at Beaudesert Park Farm, which provides an educational resource for children and adults visiting the farm, to the surveying of an important AONB indicator species.

In total:

- 41 farm visits involving 1,000 children and 150 adults
- 84 students learned about biodiversity
- 3 events held to raise awareness of sustainable travel
- 150 people attended a National Beanpole Week event
- A further 436 children were directly involved in 4 of the SDF projects and many more will benefit from creation of 3 educational resources: the audio trail, the compost toilets and the sculpture trail.

Project Title	Project Lead	Project costs	Award
Compost toilets	Beaudesert Park Farm	£18,186.70	£13,640
Audio Trail & Toposcope	Beaudesert Trust	£10,144.57	£7,700
Mammal group phase 2	Mammal Group	£22,189	£9,999
Sustainable Transport project	BE Smart	£3,300	£1,500
Riverwoods sustainable project	Riverwoods	£7,990	£5,300
Photo history in the AONB	Heath Hayes Primary School	£540	£360
Learning about the AONB	The Country Trust	£4,037	£2,000
Chase the Seasons	Young Carers	£10,865	£6,873.25
Sculpture Phase 1	Shugborough Hall	£5,000	£2,500
Surveying The Depressed River Mussel	Staffordshire Invertebrate Group	£4,628.34	£2,471
SAC Mitigation Benches	Cannock Chase Council	£7,000	£3,957.75



Monitoring Projects

Two major pieces of monitoring work commissioned in 2009-10 were Peace and Tranquillity and State of the AONB.

Volunteers helped tremendously with the surveying for the Peace and Tranquillity Report under the guidance of Red Kite Environmental Consulting. The process started at the Conference in October and culminated in a convergence of surveyors just before Christmas at the Museum of Cannock Chase where data was collated.

The State of the AONB Report pulls together the various monitoring reports that had been produced over the five years of the previous Management Plan and establishes progress on both condition of the AONB and its monitoring. It also contains recommendations about a more consistent approach to gathering data used for monitoring in the future, which links more closely to the updated Management Plan published last year.

From biodiversity to peace and tranquillity