

Cannock Chase Area of Outstanding Natural Beauty

Joint Committee

Thursday 11th September 2008, 10:00am

**Lucy Shotton Room, Stafford Borough Council Offices,
Civic Centre, Riverside, Stafford, ST16 3AQ**

A G E N D A

- 1. Apologies**
- 2. Minutes of the meeting held on 9th June 2008**
- 3. Matters Arising**
- 4. Declaration of Interests**
- 5. Action Plan Progress**
Report of the Chairman of the Officers' Working Group
- 6. Financial Update**
Report of the Treasurer to the Joint Committee
- 7. Management Plan Review Progress**
Report of the AONB Officer
- 8. National Association of AONBs (NAAONB) Annual Conference and NAAONB Board**
Oral Report of Cllr Roberts
- 9. 50th Anniversary Events Update**
Report of the Assistant AONB Officer
- 10. Partners News**
Item for Members to update all from their own part of the AONB
- 11. Any Planning Items that may require consideration**
Relevant papers will be tabled
- 16. Any Other Business**
- 17. Date, Time and Venue of Next Meeting**

Part Two

Exclusion of the Public and Press

The Chairman to move:

"That the public be excluded from the meeting for the following items of business which involve the likely disclosure of information as defined in the paragraphs of Part 1 of Schedule 12A of the local Government Act 1972 (as amended) indicated below"

Cannock Chase AONB Joint Committee – 11 September 2008
Report of the Chairman of the Officers' Working Group
Agenda Item 5
Action Plan Progress

1 Recommendation

- 1.1 The Committee notes the progress made since the last Joint Committee meeting.

2 Progress

- 2.1 The focus of work since the last meeting has been the delivery of the principal events planned this year for the 50th anniversary of the designation of the AONB. These include the co-hosting of the National Association of AONBs (NAAONB) annual conference, the community events held on 9th August jointly with the Friends of Cannock Chase and the formal celebration to be held on 16 September. All of these are the subject of separate reports later in the agenda.
- 2.2 In addition, good progress has been made in the re-drafting of the next five year Management Plan which is also the subject of a separate report later in this meeting.
- 2.3 Delivery against this year's Annual Action Plan is set out at Appendix 1 to this report.

Other delivery of particular note is set out below.

Sustainable Development Fund

- 2.4 To date, the Sustainable Development Fund (SDF) has supported the delivery by Friends of Cannock Chase of the two community event held on Saturday 9 August. The events were to celebrate jointly the 50th and 60th anniversaries of the AONB and Friends of Cannock Chase.
- 2.5 A number of other projects are being developed by partners and discussed with the grant panel. These include the placement of boundary signs to the AONB alongside the canal; the creation of a composting toilet at a farm to serve a proposed classroom for school visits; provision of interpretation and the creation of information schemes to target dog owners.

Other Projects and Funding

- 2.6 A number of projects are being developed with partners, in line with this year's identified needs in the Business Plan. These are being matched with

potential funding sources. One project is to target volunteering within the AONB. This project has the potential to obtain Access to Nature funding and could involve partners new to the AONB's delivery. The majority of projects being developed should start from next financial year.

- 2.7 The Officers' Working Group has been considering the effectiveness of the merchandising in connection with AONB activities that has been trialled as part of the 50th anniversary activities. In addition, some success has been experienced in charging for some parts of awareness day activities. It is proposed that further discussion of this issue is brought to the next Joint Committee meeting in December but that in the interim, small scale merchandising and charging continues.

New Arrangements with Natural England

- 2.8 As reported at the last meeting, Natural England has now confirmed different arrangements with AONBs for future funding. This includes a guaranteed sum over a three year period. The details for the administration of this arrangement are still being confirmed with Natural England. They may mean re-visiting legal Partnership arrangements and the financial operation of the Partnership. It is proposed that the Honorary Secretary and Treasurer to the Committee continue to assess the detail and its implications with Natural England and bring a report for consideration at a future Committee. It is hoped that this information and assessment would be available for the December meeting this year.

Young Person's Representative

- 2.9 At the last meeting, it was reported that Gill Stanford, Staffordshire Commissioner for Children, has joined the Advisory Partnership. She is now to share that role with Jamie Smallman. Jamie will be our first young person's champion for the AONB. He first came into contact with the AONB when he gave a presentation to our annual conference in 2006, as a school student taking part in the Young Enterprise project. He recently approached the AONB Unit asking to become more involved and has been welcomed onto the Advisory Partnership. He has already taken part in supporting two major AONB events this year. Members will be able to see Jamie, who is currently a student at Stafford College, introduce one of the schools' presentations at the 50th anniversary celebrations on 16th September.

External Partnerships

- 2.10 The AONB Unit has been involved in representation with the following in order to progress its work in relation to the AONB:

- NAAONB consultations with Natural England on wind energy policy and three year agreements.
- NAAONB buddy – Lincolnshire Wolds AONB
- Protected Landscape Forum – West Midlands
- Stafford Borough Draft Sustainable Community Strategy consultation
- Presentation and discussion with Natural England monitoring team.

Press and Communications

2.11 In the period since the last meeting, the AONB has continued to attract good press and media coverage. Much of this has been as a result of the 50th anniversary. The file of coverage will be available for Members to view at the meeting.

Appendix 1

Cannock Chase AONB Annual Action Plan 2008 – 2009

Theme: Managing the Landscape

Sub-theme: Landscape Character and Setting

Aims: To develop a wider understanding of the unique mix of AONB landscapes.
To ensure consistency in the management of the AONB's diverse landscapes for long-term enhancement and sustainability.

Policy 1 The opportunity will be taken, through a range of activities, to develop and promote a wider understanding of the unique nature of the landscape of the AONB and its setting in order to ensure that the management of the landscape is carried out in a consistent manner.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|-------------------------------|-----------|--|------------|--|--|
| 1B Investigate, utilise and advise on available landscape and conservation grants. | Advising on available grants. | AONB Unit | Natural England, DEFRA, Advisory Partnership | - March 09 | Up to date information available. Partners assisted in project grant applications. | The principal application for HLS in the Country Park is being progressed by SCC. Advice and support provided to horse community and Beaudesert Park Farm. |

Policy 2 Landscape change within and adjacent to the AONB will be monitored, assessed and appropriate measures supported to ensure landscape quality is maintained or enhanced.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|----------------------|---|-------------------|---|--|
| 2A Monitor and assess overall landscape quality having regard to the periphery and | Pursue boundary proposals with Natural England. | Advisory Partnership | Natural England, Staffs County Council, | April 08 – Feb 09 | Extension of AONB boundary. Due regard taken of newly designated areas. | Decision on guidelines for criteria still awaited from NE. |

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|-------------------|------------------|-----------------------|----------------|--------------------------|-----------------|
| recommend, where appropriate, potential AONB changes to Natural England. | | | Cannock Chase Council | | Public awareness raised. | |

Sub-theme: Nature Conservation

Aims: To conserve and enhance nature conservation interest of the AONB, especially its most important habitat, heathland.
 To develop a wider understanding of AONB nature conservation issues.
 To reduce inconsistencies in the conservation of nature for its long-term sustainability.

Policy 3 The management of the different AONB habitats will be undertaken on a sustainable long-term basis using a range of different techniques to create a mix of habitats where heathland is the primary concern.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|---|---|--|--|--|
| <p>3A Support AONB partners in securing funding for the continuing restoration, management and where appropriate, re-creation of heathland and other key habitats.</p> | <ul style="list-style-type: none"> - Publish Cannock Chase Country Park Management Plan. - Commence implementation of Cannock Chase Country Park Management Plan. | <p>Staffs County Council</p> | <p>Natural England, Forestry Commission Cannock Chase Council, Lichfield District Council, South Staffs Council, Staffs Wildlife Trust</p> | <p>April 08 – Sept 09 Sept 08 – March 09</p> | <p>Co-ordinated and agreed delivery of Country Park Management Plan.</p> | <p>See 1B – SCC progressing HLS grant.</p> |
| <p>3C The Deer Management Partnership will be maintained to deal with deer related issues.</p> | <ul style="list-style-type: none"> - Disseminate minutes of meetings. - Collate statistics of deer deaths. - Report them to Joint Committee. | <p>Forestry Commission Staffs County Council Highways</p> | <p>Natural England, Forest of Mercia, National Farmers Union, Country Land and Business Association</p> | <p>April 08– March 09 April 08- March 09 Dec 08</p> | <p>Information reported to Joint Committee</p> | <p>Census information reported to the June 2008 Joint Committee meeting.</p> |

Policy 6 Land managers within and adjacent to Cannock Chase AONB will be encouraged to investigate enhancing the value and extent of heathland and other BAP habitats and populations of BAP species.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|--|------------------------------|---|--|---|---|
| <p>6A Research and monitor all habitats and species throughout the AONB providing baseline data for present and future management.</p> | <ul style="list-style-type: none"> - Establish gaps in knowledge of State of the AONB in relation to Natural England's performance indicators. - Collate missing data. - Create models for future monitoring. | <p>Staffs Wildlife Trust</p> | <p>Natural England, local authorities, Forestry Commission land owners</p> | <p>April 08 – March 09</p> | <p>Additions made to baseline monitoring. Information quality improved. Future monitoring performance improved.</p> | <p>No scheduled projects due to funding availability. Funding was sought for a third year of streams surveying but bid unsuccessful. SWT is progressing where possible.</p> |
| <p>6C Provide advice to land owners on species and habitat management appropriate to the AONB.</p> | <ul style="list-style-type: none"> - Address actions identified in Fringe Landscapes report. - Publish and disseminate guidance. | <p>Natural England,</p> | <p>AONB Unit, AONB Partners Staffs Wildlife Trust, Farming and Wildlife Advisory Group.</p> | <p>April 08 – Sept 08 Oct 08 – Dec 08</p> | <p>Good practice guidance published</p> | <p>Horsiculture monitoring methodology produced April 08. Funding/ways of achieving regular surveying being investigated.</p> |

Policy 7 The maintenance and improvement of groundwater levels and quality will be promoted.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|------------------------|---|---|---|--|
| <p>7A Evaluate current groundwater levels and influences on them and realistic measures for appropriate improvements</p> | <ul style="list-style-type: none"> - Assess scope of condition monitoring with contacts - Survey as appropriate | <p>Natural England</p> | <p>AONB partners, mining/quarry companies, Forestry Commission landowners, Env't Agency</p> | <p>April 08 – Dec 08 Jan 09 – March 09</p> | <p>Contact established Maintain contact with those undertaking surveys</p> | <p>Results of surveying in Sherbrook Valley are awaited.</p> |

Sub-Theme: The Cannock Chase AONB Experience

Aim: To acknowledge and protect areas of peace and tranquillity within the AONB.

Policy 8 The peace and tranquillity of the AONB will be maintained and enhanced.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|---|----------------------|---------------------|--|---------------------------------------|--|
| 8B Develop and implement guidelines for the management of peace and tranquillity within the AONB. | <ul style="list-style-type: none">- Develop methodology from previous work.- Implement guidelines using methodology.- Create awareness of guidelines. | Advisory Partnership | AONB Partners, CPRE | April 08 – March 09 April 08 – March 09 | Guidelines developed and implemented. | Draft brief being finalised for circulation to consultants for quotes. |

Sub-Theme: Trees and Woodlands

Aim: To encourage sustainable woodland practices that will enhance landscape character and nature conservation value of the AONB and bring social and economic benefits.

Policy 9 Woodland management practices within the AONB will be carried out in a sustainable manner in order to protect and enhance the landscape and nature conservation value of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|--|--|--|---|---|--|
| <p>9B Promote the importance of woodland as a landscape character type in the AONB.</p> | <ul style="list-style-type: none"> - Ensure Partnership input into Forest Design Plan. - Identify private woodland owners. - Make links to AONB with private woodland owners. | <p>Forestry Commission Staffs County Council</p> | <p>AONB Partners, West Midlands Forestry Forum, FWAG</p> | <p>April 08 – March 09 April 08 – Oct 08 Nov 08 – March 09</p> | <p>AONB designation considered in Forest Design Plan. Private woodland extent identified. Special features protected.</p> | <p>Presentation by Forestry Commission staff at September 2008 Officers’ Working Group.</p> |
| <p>9C Support the development of new and existing markets for local timber and woodland produce through product development, improved marketing and entry into national certification schemes.</p> | <ul style="list-style-type: none"> - Promote opportunities for wood fuel boilers, local supply etc. - Forestry Commission to provide technical support and advice particularly on UK Woodland Assurance Scheme. - Promote opportunities for greater use of local wood eg construction. - Forestry Commission to lead by example eg new | <p>Forestry Commission</p> | <p>Advantage West Midlands, Staffs County Council</p> | <p>April 08 – March 09</p> | <p>Local business generated through good practice and high quality management. List of local markets generated.</p> | <p>Association of Professional Foresters event to be held on Cannock Chase in Sept 08. Representatives of wood products involved in stalls and demonstrations at the community event held on 9 August.</p> |

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--------|------------------------------|-----------|-------------|---------|---------|----------|
| | buildings at Birches Valley. | | | | | |

Policy 10 Management or operational plans relating to the AONB will be consistent with and meet the requirements of AONB designation.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|--|---|---------------------|---|---|
| 10A Woodland management plans to promote good practice in sustainable woodland management. | - Promote best practice (seminar). - Forestry Commission to complete one case study of good practice. | Forestry Commission Staffs County Council | AONB Partners, land owners, Farming and Wildlife Advisory Group | April 08 – March 09 | Awareness generated. Good practice implemented. Three WMG applications approved. One case study completed. | |
| 10B Continue to be involved with future reviews of the woodland management plans for Cannock Chase. | Ensure revised Forest Design Plan links appropriately to AONB Management Plan. | Forestry Commission | AONB Unit, local authorities, Staffs Wildlife Trust, Natural England, local land owners | April 08 – March 09 | Up to date Management Plans linking to each other. | Liaison work between FC and the Partnership on the Forest Design Plan continue. |

Sub-Theme: History and Archaeology

Aim: To protect, conserve and enhance the heritage and traditions of Cannock Chase AONB.

Policy 14 Landscapes, sites and their settings of significant archaeological and historical importance will be identified, protected and managed to ensure their continuing role in defining the character of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|---|------------------------------|---|----------------------------|--|--|
| <p>14B Devise and publicise a procedure to ensure appropriate notification procedures exist to allow for recording of remains.</p> | <p>-Develop combined map of known archaeological remains across the Cannock Chase AONB and provide to relevant individuals working on the Chase. - Maintain Historical Environmental Record (HER) register</p> | <p>Staffs County Council</p> | <p>English Heritage, AONB partners, William Salt Library, Museums, Libraries and Archives West Midlands</p> | <p>April 08 – March 09</p> | <p>Combined map of archaeological remains across SCC landholdings on Cannock Chase HER kept up to date</p> | <p>All baseline studies completed and data digitised within HER.</p> |
| <p>14C Monitor and review the current management and conservation needs of sites and if necessary produce new management plans.</p> | <p>-Formally review the results of the Phase 1 & 2 walkover survey of the Great War camps as part of a five year programme of work. -Produce combined map of archaeological potential and sensitivity across the SCC landholding. -Produce site specific management plans following review and mapping.</p> | <p>Staffs County Council</p> | <p>English Heritage, AONB Partners</p> | <p>April 08 – March 09</p> | <p>-Formal review produced. - Archaeological map and database produced. - Site specific Management Plans produced and implemented.</p> | <p>Formal review completed. Map completed and sensitivities assessed. HLS delivery within the Country Park will ensure production of management plans.</p> |

Policy 15 Information and interpretation that promotes the understanding and enjoyment of the historic environment and traditions of the AONB will be provided.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|------------------------------|---|----------------------------|---|---|
| <p>15A Review available information and create and maintain a database on location of historical and archaeological information which can be shared by AONB partners and the public, including the histories and experiences of local people.</p> | <ul style="list-style-type: none"> - Gather information - Formulate database - Advertise availability of information | <p>Staffs County Council</p> | <p>EH, Area of Outstanding Natural Beauty partners, William Salt Library, Museums, Libraries and Archives West Midlands</p> | <p>April 08 – March 09</p> | <p>Creation of a database</p> | <p>Completed. Work is now being addressed to improve dataset.</p> |
| <p>15B Develop projects to interpret cultural and landscape interactions.</p> | <ul style="list-style-type: none"> - Work closely with local groups and re-enactment societies to recreate a Great War barrack hut at Marquis Drive and use this to inform interpretation of historic development of the Chase. -Produce a map of surviving elements of the Great War camps on Cannock Chase. - Produce an historic | <p>Staffs County Council</p> | <p>English Heritage, AONB partners, William Salt Library, Museums, Libraries and Archives West Midlands, Friends of Cannock Chase</p> | <p>April 08 – March 09</p> | <ul style="list-style-type: none"> - Great War hut completed. - Map produced. | <p>Great War Hut opened end of April 2008.</p> <p>Model of camps produced. Maps can be produced as necessary. Further</p> |

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---------------|--|------------------|--------------------|----------------|---|--|
| | character area assessment for Cannock Chase to include the area of the AONB. | | | | - Historic character area assessment published. | assessment of trenches is now being addressed. |

Sub-Theme: Geology and Soils - the backbone of the AONB:

Aim: To gain appreciation of and conserve the geology and soils of the AONB.

Policy 16 To provide information and interpretation that promotes the understanding and enjoyment of the geology, soils and landform of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|---|---------------------------------|--|---|----------|
| 16A Collate and disseminate information about geology, soils and landform so that they are easily understood. | <ul style="list-style-type: none"> - Decide target audiences and information to disseminate. - Develop means of dissemination. - Review use of information. | Staffs County Council, Staffs RIGS, Staffs Wildlife Trust | AONB Partners, quarry operators | April 08 – March 09 April 08– March 09 April 08 – March 09 | Target audiences identified. Information disseminated. | |

Policy 17 Sites of importance for geology, soils or landform will be identified, protected and managed to ensure their continuing role in defining the character of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|--|-------------|--------------------------------|---------------------|------------------------------------|----------|
| 17A Reduce gaps in knowledge on geology, soils and landform. | Confirm RIGS information | Staffs RIGS | Natural England, AONB Partners | April 08 – March 09 | Data collated. | |
| 17B Communicate the importance of sites and the need for their management. | <ul style="list-style-type: none"> - Produce a leaflet of RIGS in AONB - Disseminate leaflet | Staffs RIGS | Natural England, AONB Partners | April 08 – March 09 | Leaflet produced and disseminated. | |

Theme: Managing Visitors

Sub-Theme: Information and Interpretation

Aim: To improve awareness, respect and understanding of the AONB designation thereby fostering a greater appreciation of the designation and the opportunities for more sympathetic participation and behaviours.

Policy 19 Improve awareness, understanding and appreciation of the AONB through the co-ordinated provision of information, interpretation and art in identified visitor locations.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|-------------------------------|-------------------------------------|---------------------|--|----------|
| 19B Use Visitor Management Strategy to develop information and interpretation at agreed visitor locations. | <ul style="list-style-type: none"> - Formalise Visitor Management Strategy - Ensure links to sub-strategies e.g. cycling and interpretation | Managing Visitors Topic Group | Advisory Partnership, other funders | April 08 – March 09 | Formally agreed Visitor Management Strategy Clear framework for partners to deliver | |

Policy 20 Any promotion of the AONB will be carefully and sensitively carried out using sustainable visitor management practices.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|----------------------|---------------------------------|---------------------|---|--|
| 20B Consider the role of other areas, e.g., Chasewater and the Forest of Mercia, in providing alternative visitor destinations to the AONB. | <ul style="list-style-type: none"> - Identify alternative areas. - Feed in to relevant Local Development Frameworks. - Consult with Destination Management Partnership. - Establish links. | Advisory Partnership | Forest of Mercia, AONB Partners | April 08 – March 09 | <ul style="list-style-type: none"> - Input into Chasewater Strategy ensured. - Links to DMP maintained. | Awareness visit to Chasewater in May 2008. |

Sub-Theme: Signing

Aim: To use signing in such a way that it contributes positively to the management of visitors to the AONB.

Policy 21 Signing within the AONB will support the concept of sustainable visitor management and the protection of the visual amenity of the area.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|---|--|-------------------------------|---|---|
| 21B Have an agreed timetable for implementation. | Produce a revised timetable to follow on from 07 / 08 | Advisory Partnership, Officers' Working Group | Forestry Commission Staffs County Council, Cannock Chase Council | Sept 08 Dec 08 March 09 | Signage strategy rolled out. Guidelines published. Timetable in place | Discussion of signage issues took place at Advisory Partnership meeting with Highways representative on 12 May. |

Policy 22 Signs will be used to provide information and also to help create a sense of identity within the AONB, whilst recognising individual needs of land owners.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|-----------------------|--|----------------|---------------------------|---|
| 22B Implementation of signage strategy | - Agreement of signs locations - Contract placed | Staffs County Council | AONB Partners Highways Authority | Dec 08 | Signage programme agreed. | New signs installed at Milford and Longdon. |

Sub-Theme: Balancing Nature Conservation and Recreation

Aims: To balance the needs of recreational use with nature conservation.
To communicate the special nature of the AONB landscape and the needs of a range of users.

Policy 24 A co-ordinated approach to visitor and recreation management across the AONB will be used to ensure that conflicts between users and the environment are minimised.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|---|---|--------------------|---|----------|
| 24C Recreational activities in the Area of Outstanding Natural Beauty will be reviewed to monitor their effects on the Area of Outstanding Natural Beauty. | - Using previous information consult stakeholders on recreational activities - monitor progress on changed recreational strategies | Area of Outstanding Natural Beauty Unit | SCC, FC, Natural England, recreation groups | April 08 – July 08 | Evidence collected, eg, FC/SCC data, increase in ground nesting birds. Progress monitored. | |

Policy 26 Visitor use of the AONB will be managed through the improvement of access networks to minimise degradation of sensitive areas, such as heathlands.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|--|---|---------------------|--------------------|---|
| 26A Ensure that more sensitive areas remain less disturbed by reviewing access into heathland blocks. Develop high quality access in less sensitive areas. | Produce the final Visitor Management Strategy, Forest Design Plan and Country Park Management Plan. | Staffs County Council, Forestry Commission | Natural England, Staffs Wildlife Trust, West Midland Bird Club, recreation groups | April 08 – March 09 | Plans implemented. | See progress above – HLS application will include Country Park Management Plan. FC is progressing Forest Design Plan. |

Sub-Theme: The Local Economy

Aims: To increase the understanding and awareness of the contribution made to and by the diverse rural economy to the economic vitality of the AONB and the potential of the AONB to support that economy.
To encourage sustainable, quality tourism and highlight its role in the conservation of the AONB.

Policy 29 Support initiatives that improve the markets for products which originate from forms of land management which enhance or protect the AONB’s distinctive landscape, wildlife and historic features and strengthens the sense of place of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|--|---|----------------------------|--|---|
| <p>29A Encourage businesses to become more environmentally and economically sustainable particularly in ways that sustain the natural beauty of the AONB.</p> | <p>Disseminate good practice regarding initiatives that improve markets for products and enhance/protect the AONB.</p> | <p>Destination Management Partnership, Forestry Commission</p> | <p>Advantage West Midlands, Staffs Business Env't Network, DMP.</p> | <p>April 08 – March 09</p> | <p>Improved partnership working. Better links between the economy and environment. Potential for increased revenue for local businesses.</p> | <p>Local businesses involved in delivering and sponsoring events for 50th anniversary, including canine awareness, community celebrations and designation anniversary. Awareness in their community has therefore been raised.</p> |

Policy 30 Ensure tourism is sustainable and based upon the natural beauty and local distinctiveness of the AONB, enriches the lives of visitors, operators and employees and contributes positively to the conservation and enhancement of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|------------------|---|---|--|-----------------|
| <p>30A Work closely with those engaged in the preparation and implementation of sustainable tourism strategies to ensure that the role and purpose of the AONB is taken into account.</p> | <ul style="list-style-type: none"> - Confirm links between the Management Plan and Destination Management Partnership strategy. - Access funding from Destination Management Partnership for visitor management. | <p>AONB Unit</p> | <p>AONB partners, Advantage West Midlands, Visit Heart of England, Managing Visitors Topic Group, DMP</p> | <p>April 08 – March 09</p> <p>April 08 – March 09</p> | <ul style="list-style-type: none"> - Improved working on sustainable tourism. - Links maintained. - Funding accessed. | |

Theme: Education and Awareness

Sub-Theme: Understanding

Aims: To communicate, clearly and consistently, the importance of the AONB.
 To ensure AONB designation is seen as contributing to the quality of life both in terms of the environment and socio-economically.

Policy 31 AONB partners will promote a consistent understanding of the importance and significance of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|---|--------------------------------------|--|---|---|--|
| <p>31A Ensure that the AONB is appropriately represented in local policies, plans and strategies.</p> | <ul style="list-style-type: none"> - Identify relevant plans and strategies, considering scope and scale. - Local authorities to identify any plans due to be reviewed. - Involvement of Partnership in consultation, including Local Development Frameworks, Forest Design, Rights of Way Improvement Plan and Diversity Action Plan. | <p>AONB Unit, AONB Partnership</p> | <p>Joint Committee, AONB partners</p> | <p>April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09</p> | <p>Two way awareness information process. AONB issues considered in plans and strategies.</p> | <p>Consultation responses reported separately – include responses to RSS, LAA, LDFs.</p> |
| <p>31B Develop a co-ordinated approach to educational visits across the AONB.</p> | <ul style="list-style-type: none"> - Visitor Centre Sub Group to agree common approach to educational visits. - Review need to expand working group to include other interests | <p>Managing Visitors Topic Group</p> | <p>Staffs CC Forestry Commission Shugboro', Cannock Chase Council, Staffs Wildlife Trust</p> | <p>April 08 – June 08</p> | <p>Specialisms and themes made clear to schools and educational providers.</p> | <p>5C's sub group due to meet in September 2008</p> |

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|--------------------------|-------------------------------------|--|--|---|
| 31D Implement Interpretation Strategy Action Plan. | <ul style="list-style-type: none"> - Seek funding. - Implement agreed projects. | Visitor Centre Sub Group | AONB Partners, Advisory Partnership | April 08 – March 09 April 08 – March 09 | New interpretation installations. Awareness raised and interpretation improved. Educational resources improved. Funding secured. 3 projects implemented. | Projects are being developed with Partners, including visitor centres and the Beaudesert Trust. |

Sub-Theme: Community Involvement:

Aims: To highlight the importance and relevance of AONB designation to local communities.
 To involve AONB communities in the implementation of the Management Plan.
 To value local knowledge and experience.

Policy 32 To continue to 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 of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|--|-----------------------------|--|---|---|--|
| <p>32A Develop innovative ways to increase community action in caring for the AONB.</p> | <ul style="list-style-type: none"> - Decide which groups to target. - Establish funding. - Establish priorities/themes. - Develop programme of projects on the ground. | <p>Advisory Partnership</p> | <p>AONB Unit, Officers' Working Group, Parish & Town Councils, Staffs Parish Councils' Association, Community Council, AONB Partners</p> | <p>April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09</p> | <ul style="list-style-type: none"> - Groups targeted. - Funding obtained. - Aims and directions clearly communicated. - 4 Projects implemented by groups. | <p>The 50th anniversary celebration events and awareness days have targeted this action. Ragwort pulling event held on 12 August in response to requests from individual community members and involving partners from BHS and SWT.</p> |
| <p>32B Review Topic Groups to ensure appropriate representation throughout the period of the Plan.</p> | <p>Reconvene and update membership to deal with appropriate actions as they are timetabled.</p> | <p>Advisory Partnership</p> | <p>Parish & Town Councils, Staffs Parish Councils Association, Community Council, AONB Partners, voluntary sector</p> | <p>April 08 – March 09</p> | <ul style="list-style-type: none"> - Up to date and relevant advisors/representatives contacted and communication achieved. - Topic Groups reviewed. | |

Policy 33 To provide support to local communities for activities that will assist in achieving the aims of the Management Plan.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|------------------------|--|---|--|--|
| <p>33A Involve community stakeholders in implementation and review of the Management Plan and explore options for further volunteer activities within the AONB.</p> | <ul style="list-style-type: none"> - use Management Plan Review report to draft 5 year Management Plan (2009 – 2014) - Consult relevant stakeholders about draft Management Plan. - Implement appropriate procedures for Strategic Environmental Assessment. - Present final draft for comment. - Publish new Management Plan | <p>Joint Committee</p> | <p>AONB partners, Community Council, Staffs Parish Councils' Association, Advisory Partnership</p> | <p>April 08</p> <p>May 08</p> <p>May 08</p> <p>Dec 08</p> <p>March 09</p> | <p>Draft consulted upon.</p> <p>SEA Completed.</p> <p>Final comments received</p> <p>Revised Management Plan published</p> | <p>The opportunity to comment remains open to stakeholders. An early re-draft of the Management Plan for the next five years will be consulted upon in Oct 08. This will also entail requesting support from the stakeholders to supply missing technical information.</p> |

Sub-Theme: Influencing Decision Makers

Aims:

To influence policies affecting the AONB.

To ensure organisations fulfil their CRoW Act and Habitats Directive duties.

To raise awareness about the importance of the AONB and encourage AONB partners as well as the AONB Unit to act as its champions.

Policy 34

To actively seek opportunities to ensure that AONB designation is a key consideration in relevant future policy development.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|-----------------|---|--|--|--|
| 34A Seek to include regular reports about the AONB Partnership within the reporting structure of all partners and feedback from partners on AONB issues. | <ul style="list-style-type: none"> - Provide relevant information on AONB issues. - Review success/frequency of reporting and feedback. - Agree partner presentations to take place at AONB meetings to provide relevant information on AONB issues. - Review success/frequency of partner presentations. | Joint Committee | AONB Unit, AONB partners, Advisory Partnership, Officers' Working Group | April 08 – March 09 April 08 April 08 – March 09 March 09 | 17 reports sent to partners: Joint Committee – 3 Officers Working Group – 6 Advisory Partnership – 4 Interim Updates - 4 | JC – 2 OWG – 3 AP – 2 Interim up-dates have focused on the Management Plan Review and entailed additional sub group meetings (4+) |
| 34B Continue to progress contacts at a regional level through the Joint Statement of Intent between the AONB and Natural England, Government Office, RDA | <ul style="list-style-type: none"> - Action taken forward from meetings. - Establish contacts. - Raise awareness of AONB issues. - Liaise at regional level. | Natural England | Joint Committee, Advantage West Midlands, Government Office for the West Midlands, AONB Unit, | April 08 – March 09 April 08 April 08 April 08 – March 09 | <ul style="list-style-type: none"> - Meetings attended. - Correspondence lodged. | Actions reported in 31A. |

Theme: Quality

Sub-Theme: Development

Aims: To ensure the impact of development on the AONB is a key consideration in development decisions.
To ensure where development does take place, it contributes to the quality of the AONB and its communities.

Policy 36 In order to protect the AONB and its setting from intrusive and undesirable development and to achieve high quality development, where it is appropriate, co-ordinated policies will be prepared.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|---|----------------------|---------------|---------------------|--|--|
| 36C Review the impact that the increase in keeping horses is having on the AONB landscape. | Implement methodology identified in 2007/08 | Advisory Partnership | AONB partners | April 08 – March 09 | - Impact monitored. - Good practice promoted and implemented. | Ragwort event on 12 August targeted equestrian community and provided the opportunity to disseminate good practice leaflet more broadly. |

Policy 38 A strategic approach to traffic and transport will be taken through the Local Transport Plan (LTP) to reflect the special nature of the Area of Outstanding Natural Beauty.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|--|---|-----------------------|-------------------------|---------------------------|----------|
| 38B Identify and seek appropriate speed limits and traffic calming measures to reflect the special nature of the Area of Outstanding Natural Beauty. | - Identify issue and specify sites requiring calming. - Request and obtain action from Highways Agency and Department of Transport. | Staffs County Council/ Forestry Commission | Cannock Chase Council | Sept 08 March 09 | Traffic calming measures. | |

Policy 40 To further the aims of the AONB designation, initiatives to increase the use of public and non-motorised transport will be proposed.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|---|---|---|--------------------------------|--|
| 40A Look at good practice by other protected areas and encourage implementation within the AONB as appropriate. | <ul style="list-style-type: none"> - Investigation of services in other protected areas. - Investigation of sources of funding. | AONB Unit | AONB Partners | April 08 – March 09 | Data gathered | |
| 40B Identify new sustainable transport initiatives. Monitor and review their effectiveness. | <ul style="list-style-type: none"> - Monitor and review provision. - Identify and support other sustainable transport initiatives - Address recommendation of LTP | Officers Working Group | Advisory Partnership | April 08 – March 09 April 08 – March 09 April 08 – March 09 | Initiatives identified | |
| 40C Improve information about access to the AONB from existing public transport and those without cars. | <ul style="list-style-type: none"> - Establish existing public transport routes. - Work with public transport providers and other partners on promotion material as appropriate. | Officers Working Group | Staffs County Council, Advisory Partnership | April 08 – March 09 April 08 – March 09 | Alternative transport provided | |
| 40E Develop a car parking strategy which will consider issues including location, capacity, | <ul style="list-style-type: none"> - Review existing strategies. - Ensure links with Country Park Plan | Staffordshire County Council, Forestry Commission | AONB Partners | April 08 – Sept 08 | Review undertaken. | Draft strategy produced by SCC Countryside Section and under discussion. |

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|---|--|------------------|--------------------|--------------------|---|-----------------|
| crime, charging and provision of alternative means of access to the AONB. | Review and Forestry Commission, include Gentleshaw and Shoal Hill areas in review. - Produce draft car parking strategy - Consult on draft | | | Oct 08 March 09 | Draft strategy produced. Consultation completed. | |

Sub-Theme: Working Together

Aims: To have a co-ordinated and consistent approach to AONB management.
To effectively use available resources to ensure maximum AONB benefit.

Policy 41 Maintain and develop effective partnerships to co-ordinate the management of the AONB.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|---|-----------------------------|--|--|--|
| <p>41A Sustain local and national government funding and support for the AONB Unit.</p> | <ul style="list-style-type: none"> - Provide information to partners on the availability of AONB funding. - Promote the successes of the AONB Unit and Partnership through an Annual Review. - Annual core bids submitted to Natural England. | <p>AONB Unit</p> | <p>Joint Committee</p> | <p>April 08 – March 09 April 08 – March 09 Sept 08 – April 09</p> | <ul style="list-style-type: none"> - 2 newsletters. - 500 participants at 50th Anniversary Events. - AONB Unit maintained. - Increased AONB activity through partner working and funding. - 1000 copies of Annual Review circulated. | <p>First newsletter due to be circulated in September 08 Approximately 700 people attended Canine Awareness Day in May 08. Community Fete and Barn Dance held on 9th August. Annual Review due in Autumn 08.</p> |
| <p>41B Access appropriate funding regimes to implement the AONB Management Plan.</p> | <ul style="list-style-type: none"> - Agree priorities for seeking funding. - Coordinate bids for maximum effect. - Assess gaps on provision. - Access funding accordingly. - Monitor and review effectiveness of funding for AONB Management Plan. - Establish funding sub-group | <p>Officers' Working Group, funding sub group</p> | <p>Advisory Partnership</p> | <p>April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09</p> | <ul style="list-style-type: none"> - Management Plan implementation on target. - Partner funding maximised through leverage of additional funds. - Projects achieved as a result of funding obtained. - Establishment of funding sub-group | <p>Volunteering-based project being developed to commence April 09, target need and funding opportunity. Other discussions with partners and WM AONBs being pursued about funding from AWM and European funding sources. Major sponsorship bid prepared for support from local company for 50th</p> |

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|---|-----------|---|---|---|---|
| | | | | | | anniversary year but unsuccessful. |
| 41C Strengthen links with other protected areas by the AONB Unit and partners through involvement with the National Association for AONB's and other relevant organisations and networks. | <ul style="list-style-type: none"> - Further communicate AONB work via Cannock Chase AONB website. - Contribute to the Learning Network. - Ensure that local authorities are members of the NAAONB. - Attend West Midlands Protected Landscapes Forum meetings. - Attend NAAONB Annual Conference. | AONB Unit | Advisory Partnership, Officers' Working Group | <ul style="list-style-type: none"> April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09 | <ul style="list-style-type: none"> - Increased opportunities for sharing good practice and working together. - Increased knowledge base. Attendance at NAAONB's Conference. - Partnership resources sustained. | <p>Website updated regularly.</p> <p>All LA partners members of AAONB, Chairman CCAONB Joint Committee appointed on the NAAONB board, July 08.</p> <p>PLF meetings attended.</p> <p>CCAONB joint host of the NAAONB Annual conference at Harper Adams. Well attended by representatives from Partnership.</p> |
| 41D Share knowledge and information about AONB issues both locally and amongst other AONB's. | <ul style="list-style-type: none"> - Develop the AONB website further. - Develop in house training/networking opportunities. - Contribute to the Learning Network. - Programme meetings with regional AONB's. - Attend NAAONB Annual Conference. - Awareness Visits for Partners. - Exchange | AONB Unit | Advisory Partnership | <ul style="list-style-type: none"> April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09 | <ul style="list-style-type: none"> - Increased understanding of AONB issues and opportunities for sharing best practice. - Meetings of AONB Officers in Region. - Attendance at NAAONB Conference. - 4 Awareness visits attended by partners. | <p>See above.</p> <p>Awareness visits to Chasewater, Beaudesert Park Farm and Birches Valley Forest Centre as well as Canine Awareness Day, litter picks and ragwort pull.</p> |

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--------|---|-----------|-------------|----------------------------------|---------|----------|
| | information in view of constitutional review. | | | Dec 08 April 08 – March 09 | | |

Policy 42 Establish a monitoring and review programme for the AONB Management Plan.

| Action | Key Stages | Lead Body | Key Players | When By | Outputs | Progress |
|--|--|-------------------------|---|--|--|---|
| 42A Implement monitoring and review programme for the AONB Management Plan. | <ul style="list-style-type: none"> - Continue monitoring and review programme. - Continue to complete actions for monitoring for a future "State of the AONB" report for evidence base. | AONB Unit | Advisory Partnership, Officers' Working Group | April 08 – March 09 July 08 – June 11 | Quarterly reports. Annual Reports. Database developed. | As noted in this document for progress of Management Plan Review. |
| 42B Implement monitoring and review programme for the AONB Annual Action Plans. | <ul style="list-style-type: none"> - Continue monitoring and review programme. - Identify sources and gaps. - Collate information and seek to fill gaps. - Regular reports from all Partners to Officers' Working Group, Advisory Partnership and Joint Committee on progress. | Officers' Working Group | Advisory Partnership | April 08 – March 09 April 08 – March 09 April 08 – March 09 April 08 – March 09 | Quarterly reports. Annual Reports. Annual Action Plan 2009/2010 published. | As noted in this document. |

Item No. 6 on Agenda

| |
|-----------------------------------|
| Local Members Interest |
| N/A |

Cannock Chase AONB Joint Committee- 11th September 2008

**Financial Update
Budget 2008-09**

**Report of the Corporate Director (Development Services)
and the Chairman of the Officers Working Group**

Recommendations

1. Progress on spend for 2008/09 is noted.

Part A

Why is it coming here – what decision(s) are required?

2. The Joint Committee in its role under the Partnership Agreement is responsible for:-
 - The Management of the core funding from the Countryside Agency, this report up-dates the committee on the progress to date on the current year's budget.

Reasons for Recommendations:

3. The recommendations represent an effective way to continue to carry forward the implementation of the Management Plan for the Cannock Chase AONB Partnership.

Part B

Background:

4. Budget Update 2008/09
 - a) A formal offer of funding has now been received from Natural England and accepted. The approved grant funding is £124,302 giving a total budget of £166,142. The original bid was for £125,510. As discussed at the previous meeting, the five local authority partners had set their contributions to the budget based upon the original grant application. This means there is a total contribution of £41,840.

- b) Natural England approved grant funding of £61,666 for the Sustainable Development Fund (SDF). This approval is the same for all AONBs nationwide and is £11,666 greater than the original bid.

- c) No bid was made for partner projects in consultation with Natural England, some of the SDF approval can be used on relevant partner projects.

- d) The projected expenditure for 2008/09 is shown in Appendix 1. It is anticipated that the Core budget will be fully spent.

- e) All the local authority partners have paid their contributions.

- f) The Action projects are also projected to be fully spent. Details of the expenditure are as follows:
 - i) Annual Action Plan – This will be completed in the January – March 2009 quarter.
 - ii) Website – this is in the process of being spent.
 - iii) Annual review – The project is currently being undertaken and will be spent
 - iv) Newsletter – The first quarter newsletter has already been paid for.
 - v) Partner awareness events – This is showing an overspend at the moment but donations from attendees to the events will cover the overspend.
 - vi) Management Plan Review – The publication will be produced towards the end of the financial year.
 - vii) Monitoring projects – The full allocation will be spent.
 - viii) Signage – Projects are currently being approved.
 - ix) 50th anniversary events – The balance remaining will be spent on the main event on the 16 September, This event has also attracted sponsorship funding from local organisations.

- g) The SDF grant is in the process of being allocated to various projects shown in Appendix 2 and should be fully spent. The spend to date is £6,178 with additional proposals for projects totalling £32,500 under consideration by the grant panel.

5. Audit

- a) Staffordshire County Council's Internal Audit section has recently completed an audit of the AONB Unit. The outcome of the audit was that substantial assurance can be placed on the processes and controls of the Unit, this is the highest rating possible. Audit highlighted only one minor area which was that a risk register be

maintained. This will be presented at the December meeting of the Joint Committee. A copy of the audit report is attached.

- b) The AONB Unit is currently in the process of completing the Audit Commission's "Small bodies in England Annual return for the year ended 31 March 2008" and is currently at the stage of letting any interested persons inspect the AONB accounts. Interested people had until the 2 September 2008 to inspect the accounts after which the Audit Commission will complete an audit of the AONB accounts.

6. Reserve

The reserve stood at £8,447.14 at the start of 2008/09.

7. **Equalities Implications**

This report has been prepared in accordance with the equal opportunities policies of the County Council.

8. **Legal Implications**

Actions recommended in this report are in accordance with the provisions of the Cannock Chase AONB Partnership Agreement.

9. **Resource and Value for Money Implications**

This report recommends actions to ensure the continued efficient delivery of the Cannock Chase AONB Management Plan. The matched funding requirements to make up 25% of contributions towards the core activity are set out in the Partnership Agreement. The SDF is a funding "pot" to be administered to partners who are able to provide the necessary matched funding for their Management Plan project proposals.

10. **Risk Implications**

If continuity of funding and spend are not continued as recommended to the Joint Committee, then the five authorities involved in the partnership will need to seek other methods of fulfilling their statutory obligations for the AONB under the Countryside and Rights of Way Act 2000.

Report authors:

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APPENDIX 1

CANNOCK CHASE AONB JOINT COMMITTEE

Budget Update for 2008/09 for
Cannock Chase AONB Core and Project Costs

September 2008

AONB Core Budget

Staff Salaries and Associated costs
Accommodation /Office Equipment
Transport
Partnership budget for PR events
Partnership running costs (In kind)

Core Budget Action Projects:

Annual Action Plan
AONB Website
AONB Annual review
AONB Newsletters
AONB partner awareness raising events
Management Plan Review
Monitoring Projects (SAONB, visitors, peace & tranquility)
Signage
Community Involvement including 50th Anniversary Events

TOTAL BUDGET

AGREED FUNDING:

Countryside Agency
Lichfield District Council
South Staffordshire District Council
Cannock Chase District Council
Stafford Borough Council
Staffordshire County Council
Donations

| Approved Budget | Spent or Committed To Date | Predicted Outturn | Variation |
|-----------------|----------------------------|-------------------|--------------|
| £ | £ | £ | £ |
| 111,142 | 44,126 | 111,142 | 0 |
| 14,200 | 8,163 | 14,200 | 0 |
| 4,300 | 3,930 | 4,300 | 0 |
| 2,300 | 203 | 2,300 | 0 |
| 6,500 | 1,625 | 6,500 | 0 |
| 138,442 | 58,047 | 138,442 | 0 |
| | | | |
| 1,500 | | 1,500 | 0 |
| 200 | | 200 | 0 |
| 3,000 | | 3,000 | 0 |
| 1,000 | 370 | 1,000 | 0 |
| 1,000 | 1,118 | 1,118 | 118 |
| 7,000 | | 7,000 | 0 |
| 6,000 | | 6,000 | 0 |
| 2,000 | | 2,000 | 0 |
| 6,000 | 7,685 | 7,685 | 1,685 |
| 27,700 | 9,173 | 29,503 | 1,803 |
| 166,142 | 67,219 | 167,945 | 1,803 |
| | | | |
| 124,302 | | 124,302 | 0 |
| 2,092 | 2,092 | 2,092 | 0 |
| 2,092 | 2,092 | 2,092 | 0 |
| 8,368 | 8,368 | 8,368 | 0 |
| 8,368 | 8,368 | 8,368 | 0 |
| 20,920 | 20,920 | 20,920 | 0 |
| | 1,803 | 1,803 | 1,803 |
| 166,142 | 43,643 | 167,945 | 1,803 |

CANNOCK CHASE AONB JOINT COMMITTEE

Budget Update for 2008/09 for
Sustainable Development Fund

September 2008

| | Outturn 2008/09 £ |
|---|-------------------------|
| AONB SUSTAINABLE DEVELOPMENT FUND | |
| Approved Projects | |
| Friends of Cannock Chase - Community Day | 6,178 |
| Proposed Projects | |
| Beaudesert Park Farm - Compost Toilets* | 13,000 |
| Beaudesert Trust - Historic Trail | 9,500 |
| SWT-Canal Interpretation. | 4,000 |
| SWT-Kids get Healthy in the Environment. | 3,000 |
| Staffordshire County Council - Paws in the AONB | 3,000 |
| Keith Harris - Photographic Book | TBC |
| | 38,678 |
| TOTAL PROPOSED/APPROVED | 38,678 |

*to be referred to the Joint Committee following grant panel approval

Cannock Chase AONB Joint Committee – 11 September 2008
Report of the AONB Officer
Agenda Item 7
Management Plan Review Progress

1 Recommendations

- 1.1 The Committee notes the progress of the review and re-drafting of the Management Plan.

2 Background

- 2.1 The Management Plan Review is a legal requirement and a formal process ending in a report to the Secretary of State. It may be useful to remember that this is not a full re-write but a review and re-draft. Members delegated the task to the AONB Unit with the Officers Working Group steering the process.
- 2.2 Last year public consultations took place to initiate the review of the Management Plan. The AONB Unit has continued to assemble information about the progress made and changes required.
- 2.3 This year the Officers Working Group, using additional sub group meetings has been working to re-draft the next five years Management Plan. Currently, drafts are being circulated and updated on a weekly basis. The preferred structure has taken some time for officers to develop, as the Management Plan has to deliver the dual role of being a strategic statement and an operational delivery plan. This is now being populated with the detailed content from the existing Management Plan.

3 Progress

- 3.1 As all indications from consultations are that partners and stakeholders find the content of the current Management Plan satisfactory, with some minor amendments required. The principal work has been to amend the style of the document to be simpler, "punchier", flow better and be usable as a working document. The existing Management Plan will stand as an historic document that the second Plan builds upon.
- 3.2 The Officers Working Group aims to commence a formal twelve weeks consultation over the first re-draft in October and is currently finalising wording ready for this. It is anticipated this

period would be split into two parts. The first six weeks would allow stakeholders and technical experts to “fill the gaps” and offer final advice on any amendments to content, with the second six weeks to review the progress made in the first period. The consultation document will focus on wording and will be a text only document. Members will all be included in this process.

- 3.3 The work for the Strategic Environmental Assessment and Appropriate Assessment processes will take place in parallel, as content evolves. It is anticipated that all the work can be collated into a final draft in the fourth quarter of this year and brought for final approval to the Joint Committee at its meeting on 25 March 2009.

Cannock Chase AONB Joint Committee – 11 September 2008
Report of the Assistant AONB Officer
Agenda Item 9
50th Anniversary Events Up-date

1 Recommendations

- 1.1 The Joint Committee notes progress to date.

2 Background

- 2.2 Tuesday 16th September 2008 marks the 50th Anniversary of the designation of Cannock Chase Area of Outstanding Natural Beauty. A celebration event will be held at Shugborough on that date. This will be the culmination of a programme of events, held principally over the summer months, to mark the anniversary, raise awareness of the AONB and its status, encouraging new people and organisations to become involved in the delivery of the Management Plan. Set out below is a summary of achievements so far.

3 Principal Activity Completed

- 3.1 **Canine Awareness Day, 9 May** – the Joint Committee received a report on this event at its last meeting.
- 3.2 **National Association of AONBs Annual Conference (NAAONB), 9-11 July** – sharing its 50th anniversary with Shropshire Hills AONB, the Partnership teamed up with its West Midlands counterparts, Shropshire Hills and Malvern Hills AONBs to host this year's national conference based at Harper Adams University College. A separate report about the event is on the agenda at this meeting.
- 3.3 **Community Day, 9 August** – held at Marquis Drive, this event was a celebration for all-comers. Held jointly with Friends of Cannock Chase, celebrating their 60th anniversary, the event was similar to a village fête. Stalls focused on local products and sustainable activity from in and around the AONB. Walks and activities took place from the location, focusing on a younger audience. The **anniversary "AONBeer"** and other memorabilia were sold at this event and the barn dance (see below). The event announced and displayed the winners of the **photography competition**. Categories across three age groups were judged

by Cllr Williams and members of the community. This has reaped a number of high quality photographs for future use with AONB publications. Despite inclement weather between 200 and 300 people attended.

- 3.4 **Community Day, Barn Dance, 9 August** – held at Cannock Wood Village Hall. Around 70 people across the full spectrum of ages celebrated the anniversaries of the AONB and Friends of Cannock Chase and just had fun! Friends of Cannock Chase was able to increase its funds through a raffle held at the event.

4 Awareness Events and Volunteering

- 4.1 Partners visited Chasewater and the Innovations Centre to take part in environmental activities and understand more about the facilities that might take visitor pressure away from some parts of the AONB on the 21st May.
- 4.2 Following the success of previous events two more litter picks were organised for 2008. These focus on areas that the Ranger services are not usually able to cover. They provide the opportunity for volunteers to feel they are contributing, as well as talking about issues to members of the AONB team. Staffordshire County Council Rangers have supported these events. The first one was held on Thursday 8th May at Marquis Drive with a walk down Brindley Heath Road. The walk was led by Steve Spackman, a Staffordshire County Council Ranger and over 15 community members joined in to help clean up the countryside. The next one will be held on September 25th at Beaudesert Scout Camp and two more to follow in 2009.
- 4.3 A forest walk, led by Andy Coggins from the Forestry Commission, took place on 7 August. This allowed for discussion and improved understanding about forest management issues.
- 4.4 In response to a number of concerned enquiries, a ragwort pull took place on 12 August at Sycamore Hill. This targeted the equestrian community so that there would be the opportunity to discuss sound management practices, responsible riding and any other concerns. It was supported by individuals, members of the BHS and Staffordshire Wildlife Trust and the Staffordshire County Council Ranger Service.

5 50th Anniversary of the AONB's Designation, 16 September

- 5.1 The agenda for this event is attached at Appendix 1. Members should already have received and responded to their invitations for this event. It is hoped that they (or their representatives) will all be able to join in with this formal celebration.
- 5.2 This invitation-only event has targeted a range of guests who are directly involved in supporting the AONB currently or who might ultimately get more involved in supporting activity in the future. The list includes local people and businesses, regional and national representatives and potential future funders of our work. The two keynote speakers reflect the local and the national perspectives. They are Mike Taylor, Chief Executive of the NAAONB and Guy Corbett-Marshall Director of the Staffordshire Wildlife Trust. Guests will also include a number of the 50 year olds who came forward to take part in the year's celebrations. A shape of 50 will be formed by them for a photograph at the event. Also involved are two local schools that have created musical pieces for the day, as well as Cardinal Griffin School's swing band.
- 5.3 A number of contributions have been made towards the costs of the event in the form of sponsorships to be acknowledged on the day. These are:
- Shugborough Estate – staffing and use of the location
 - Pritchard Holdings – donation towards costs of the buffet and loan of 1958 vehicle
 - Buzzard's Valley vineyard (Tamworth) – reduced costs on wine and non alcoholic drinks for toasts
 - Chase Promotions – reduced costs on t-shirts for the 50 year olds
 - Sarah Gayton, Taste of the Moorlands really short shortbread – local producer
 - Cake handmade by Staffordshire WI member Wendy Kirk.
- 5.4 It is hoped that the event will reflect the serious nature of conserving and enhancing the AONB. It will include reflections of the past, celebration of current success and a forward look to continuing the work into the future.

Appendix 1

**50th Anniversary of Cannock Chase's
designation as an
Area of Outstanding Natural Beauty
DRAFT Agenda
16th September 2008
At
Shugborough Hall**

- 10:30 Arrive at car park and catch the land train, shuttle bus or horse and carriage to the Hall. Refreshments will be served while Cardinal Griffin Swing Band play
- 11:00 Welcome by Cllr Neil Roberts, Chairman of Cannock Chase Area of Outstanding Natural Beauty Joint Committee
- 11:05 Reading of the original AONB designation by Ruth Hÿtch, AONB Officer
- 11:10 Keynote speaker, Mike Taylor, Chief Executive, National Association of AONBs, pulling together the past and the present, importance of AONBs nationally
- 11:30 Introduction to the school presentation by Gill Stanford, Staffordshire Children's Commissioner and the importance of young people and the AONB
- 11:35 Presentation by Croft Primary School, Armitage
- 11:55 Reminiscing by June Jukes MBE
- 12:05 Reminiscing by Karen Ward who shares her birthday with the AONB
- 12:15 Reminiscing by Anne-Marie Warburton and Sheila Jardine who celebrate their 50th birthday with the AONB 50 year old
- 12:25 Introduction to the school presentation by Jamie Smallman, young people champion and why he feels it is important for young people to be involved in the AONB
- 12:30 Presentation by Saxon Hill School

- 12:55 Joe the gardener gets down to earth at Shugborough
- 13:05 Keynote speaker Guy Corbett-Marshall, Wildlife Trust, the next 50 years
- 13:15 Toasts to the past, present and future of the AONB and cutting of the cake
- 13:30 Lunch
- 14:00 Aerial photograph of 50 year olds
- During speeches "The Green Man" will entertain school children and teach them heather dances – other delegates can join in the fun later.
- 15:00 Garden tour by Joe 'the gardener'