

**CANNOCK CHASE AREA OF OUTSTANDING NATURAL BEAUTY**

***FUNDRAISING STRATEGY***

**APRIL 2004**

***Produced by: Ploszajski Lynch Consulting Ltd.***

## **I INTRODUCTION**

1.1 The Cannock Chase Area of Outstanding Natural Beauty (CCAONB) appointed Ploszajski Lynch Consulting Ltd. to develop a fundraising strategy for generating external sources of finance to help support the implementation of its Management Plan.

### **Background**

1.2 Cannock Chase Area of Outstanding Natural Beauty was designated in 1958 and is part of a family of 41 AONB's in England and Wales. At 68 km.sq., it is the smallest mainland AONB and is located in the West Midlands region.

1.3 The primary purpose of designation of an AONB is to conserve and enhance the natural beauty (which includes the wildlife and cultural heritage as well as scenery) of the area. In pursuing this primary purpose, account should be taken of the needs of agriculture, forestry and other rural industries and of the economic and social needs of local communities. Particular regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment. Recreation is not an objective for designation, but the demand for recreation should be met so far as this is consistent with the primary objectives of conserving natural beauty and the needs of agriculture, forestry and other uses.

1.4 AONB's are human-influenced, cultural, living and working landscapes. Their special characteristics often depend on enlightened and sensitive human management and policy making, as do the habitats with their associated flora and fauna, which characterise and give distinctiveness to the AONB.

1.5 The Countryside and Rights of Way (CroW) Act (2000), highlighted the importance of AONB's in section 85, placing a duty on all public bodies to 'have regard to the purpose of conserving and enhancing the natural beauty of the Area of Outstanding Natural Beauty'. Section 89 of the Act requires that a management plan be prepared and published for each AONB. This is the responsibility of the local authority and where more than one is involved, they should act jointly. The aim of AONB Management Plans is to look to the future of these special areas and ensure their continued conservation to enable enjoyment by future generations.

1.6 The following local authorities cover the CCAONB area and they, along with other partners, have prepared the Management Plan.

a) Staffordshire County Council.

- b) Cannock Chase Council.
- c) Lichfield District Council.
- d) South Staffordshire Council.
- e) Stafford Borough Council.

1.7 The Management Plan describes CCAONB's special qualities and details issues and policies that will ensure the continued conservation of the area. It is supplemented by an annual action plan, which details how these policies will be carried out. Some actions are carried out by partners as part of their existing procedures/commitments, whilst others may be short-term projects. As an important priority, however, the AONB Partnership wishes to identify long-term sources of funding for the implementation of the Management Plan over the next five years and beyond. The CCAONB Unit co-ordinates the implementation of the AONB Management Plan and the team of three staff wish to supplement their current knowledge by commissioning this study.

### **Project brief**

- 1.8 The purpose of the project is to identify sources of funding for the implementation of the Management Plan and the Action Plan for the financial year 2004 - 2005 and onwards.
- 1.9 To date, funding for the AONB Unit, consultations on the draft management plan and production of the adopted plan has been provided by the Countryside Agency and the five local authorities. This support needs to be maintained, especially from the local authorities, to ensure continued Countryside Agency support, but with implementation of the plan approaching, further funding needs to be identified.
- 1.10 Some of the known areas of funding upon which current information is needed are as follows, although this list is not exhaustive:
- a) The Countryside Agency (excluding Finest Countryside).
  - b) Lottery funding.
  - c) Aggregates Levy.

- d) Landfill Tax.
- e) European Union.
- f) The Arts Council of England.
- g) Advantage West Midlands.
- h) The Health Authority.
- i) Local charities and grant making bodies.

1.11 Further investigation should be made with the five local authorities, to establish whether there are wider opportunities from departments not currently funding the AONB.

**The role of the consultant**

1.12 The appointed consultant will:

- a) Identify the name of each funding source and indicate whether it is national, regional or local.
- b) Provide a description of each source, including:
  - The name of the fund and contact details.
  - The aims of the funding provider.
  - Whether there are areas or themes where funders are seeking applications, that are appropriate to the AONB Management Plan.

c) Identify for each source of funding:

- Recommendations on where best to focus initial (2004/5) efforts to secure funding, with evidence to substantiate this.
- The minimum and maximum funds that can be applied for.
- Whether there are geographical constraints and if so what they are.
- Whether there are time constraints on project length and if so what they are.
- Who is eligible to apply.
- If partnership funding is required, the minimum and maximum percentages, including stipulations as to whether the sums have to be in cash, or whether staff and/or volunteer time can be used and if so whether there are any limitations on this.
- Applicant qualifications.
- Any exclusions.
- Application timescales, stages and duration of decision-making.
- The optimum applicant (e.g. AONB Unit, AONB partners, community groups etc.).
- Linkages with other bidding processes, such as the Local Transport Plan.
- The 'lifecycle' of the funding source (e.g. whether it is new or existing, amounts of funding available each year etc.).

d) Suggest priorities for future work areas according to funding availability.

e) Identify examples of good practice from other AONB's.

- f) Identify and assess the use of computer packages such as 'Grant Finder' or other directories.

### **Project outputs**

1.13 The main output from the project will be a report comprising all assessments and recommendations.

### **The methodology adopted**

1.14 The methodology adopted to undertake the commission is as follows:

- a) ***Project initiation meeting:*** An initial meeting was held with CCAONB staff and key partners to confirm and agree the detail of the action plan programmes for 2004/5 and beyond.
- b) ***Review of funding sources:*** A review of potential funding sources was undertaken through a number of mechanisms including:
- Examination of current funding directories.
  - Consultation with the Partnership local authorities and other key partners.
  - Consultation with selected AONB's to identify funding good practice.
  - A review of published material produced by individual funding agencies.
- c) ***Presentation of information:*** The information gathered was set out in tabular form, including:
- The name of each fund.
  - Their aims/priorities.
  - Eligibility criteria.
  - Funding potentially available.

- Application requirements and timescales.
  - Partnership funding issues.
  - Opportunities for CCAONB.
  - Contact details.
- d) **Potential funding opportunities:** Having identified all potential funding sources, we appraised the AONB Management Plan and Action Plan to establish the conformity of existing proposals with the funding priorities of all appropriate agencies. This highlighted:
- Activities that conform with funding priorities in their current form.
  - Activities that do not conform with funding priorities in their current form, but that could, with minor amendments become more compliant.
  - Activities that do not conform with funding priorities in their current form and are unlikely to be funded even with amendments.
  - Activities that do not feature in the Management Plan and Action Plan at present, for which funding is potentially available and that might be tailored to meet CCAONB priorities.
- e) **Sources of funding advice:** We reviewed the sources of funding advice, such as computer packages, websites and other directories.

### **Report format**

1.15 To meet the provisions of the brief, this document adopts the following format:

- a) Review of funding sources.
- b) Analysis of potential financial contributions to the AONB work programme.
- c) Conclusions and recommendations.

## II. REVIEW OF FUNDING SOURCES

### Introduction

2.1 This section comprises a review of potential sources of funding for CCAONB and contains the following sections:

- a) An explanation of the methodology used to conduct the review.
- b) An analysis of the current situation by funding sector.
- c) A detailed examination of individual funding sources.

### The methodology used

2.2 The methodology used to undertake the review of funding sources was as follows:

- a) ***Examination of current funding directories:*** A number of current funding directories were reviewed, including:
  - DEFRA’s ‘Sources of grant for UK sustainable development projects’.
  - The Countryside Agency’s current funding directories.
  - Online sources like ‘Access Funds’, ‘Funderfinder’ and ‘Volcomgrants’.
- b) ***Consultation with partner agencies:*** A proforma was sent to all partnership local authorities and the other key agencies, listed below, to seek details on past funding successes and any specific future intentions:
  - English Nature.
  - Forestry Commission.
  - Forest Enterprise.

- Friends of Cannock Chase.
  - Staffordshire Wildlife Trust.
  - West Midlands Bird Club.
  - British Horse Society.
  - Staffordshire Parish Councils Association.
  - Ramblers Association.
- c) ***Consultation with other AONB's:*** Other selected AONB's were consulted, to seek examples of good practice in attracting external funding.
- d) ***Review of material from individual funders:*** A detailed review was undertaken of the individual websites and publications of all the potential funding bodies, to ensure that the information obtained is as up-to-date as possible.

2.3 The outputs from the above investigations were fed into the analysis below.

### **Analysis of the current situation by funding sector**

2.4 ***Introduction:*** As a prelude to the detailed analysis of individual funding sources, this section includes a commentary on the general funding environment within the main grant-giving sectors, to provide context to the examination of specific funds. The sectors examined include:

- a) The Countryside Agency.
- b) Local authorities.
- c) Lottery funding.

- d) Aggregates Levy.
- e) Landfill Tax.
- f) European Union.
- g) Advantage West Midlands.
- h) The Health Authority.
- i) Charities and grant making bodies.

- 2.5 **General principles:** As a general principle, most grant-making organisations will not provide funding to support existing initiatives or programmes for which current funding support has ceased. In addition, most sources of non-exchequer funding will not fund statutory responsibilities, which ought to be financed from conventional public expenditure.
- 2.6 **The Countryside Agency:** As a consequence of the Haskins Report on the future organisation of countryside-related organisations, the Agency is likely to be subsumed into a new Land Management Agency, also incorporating English Nature and the Forestry Commission. As such, there is uncertainty over the long-term future of its current funding programmes, which include annually renewable funding for AONB core functions and the transport initiatives funded under the Vital Villages programme.
- 2.7 **Local authorities:** None of the Partnership local authorities responded positively to the consultation in terms of identifying any of their budgets that might additionally be deployed on projects associated with CCAONB.
- 2.8 **Lottery funding:** All the Lottery distributing bodies have been adversely affected by the fall in Lottery ticket sales and the consequent reduction in money available for the ‘good causes’. The total funding available is only around two-thirds of the figure when sales peaked in 1998. A large proportion of the available funding is now distributed via set and time-limited ‘funding programmes’, which define in detail the type of project that can be submitted. There are also a number of issues specific to the individual distributing bodies:
- a) **The Community Fund:** The Fund will shortly be merged with the New Opportunities Fund, which will create a single distributing body administering 50% of the money available for good causes.

- b) ***Sport England Lottery Fund:*** After a 15 month moratorium on accepting new grant applications (as a result of over-committing its grant funding hitherto), Sport England opened a brief window for grant applications which will close again on 31st March 2004. Further applications will be accepted later in the year. Forest Enterprise recently submitted a bid to improve trails in the CCAONB area for cyclists but were unsuccessful.
- c) ***Heritage Lottery Fund:*** The HLF was recently criticised by the National Audit Office (NAO) for having almost £1,000 million of grant awards unspent due to project delays. Any future applications offering early expenditure are therefore likely to be favoured. Cannock Chase Council is awaiting confirmation of funding for the ‘Chase Heritage Trail’ from the HLF and Lichfield District Council is currently developing two applications to the HLF that fall into this category.
- d) ***Arts Lottery Fund:*** The ALF was recently criticised by the NAO for having spent too small a proportion of its funding in deprived areas. Any future applications from areas serving poorer communities are therefore likely to be favoured.

- 2.9 ***Aggregates Levy Sustainability Fund:*** The Fund, which is administered by English Nature, the Countryside Agency and English Heritage is currently fully subscribed. However, the Department of the Environment, Food and Rural Affairs (DEFRA) announced in December 2003 that the Fund will be extended until 2007 and expressions of interest are currently being sought from areas like Cannock Chase, that are affected by mineral extraction.
- 2.10 ***Landfill Tax:*** Landfill Tax is available for projects in areas affected by landfill operations and is paid through Distributing Environmental Bodies. The arrangement is funded through a tax credit and the sums available appear to be relatively high at present.
- 2.11 ***European Union:*** The EU LIFE-Nature Fund offers the best possibilities for attracting European funding for conservation and habitat management purposes. Grants of up to £3 million are potentially available and have to be submitted via DEFRA’s European Wildlife Division.
- 2.12 ***Advantage West Midlands:*** The Regional Development Agency’s focus on business and economic development issues means that its interest in the CCAONB is principally confined to tourism development and economic regeneration. There may be some funding opportunities in association with the ‘Southern Staffordshire Visitor Economy Strategy’, which was part-funded by Advantage West Midlands and the local business development objectives of the AONB. However, whilst AWM acts as a ‘grants brokerage’ for other sources of finance, it is unclear to what extent it has funding of its own to grant to third party organisations.

- 2.13 **The Health Authority:** The ‘Walking the Way to Health Initiative’ has strong links with health authorities, but unfortunately, the initial funding allocation has all been fully committed. However, if additional resources are made available, there are possibilities for developing and promoting exercise-related projects.
- 2.14 **Charities and grant-making bodies:** A wide range of charities and trusts provide funding for environmental and recreational projects, although the sums involved are generally rather modest and in many instances the applicant organisation must itself be a charity or community organisation.

### Detailed examination of funding sources

2.15 **Introduction:** The table below contains analyses potential funding sources for the implementation of the CCAONB Management Plan.

<i>Name of the Fund</i>	<i>Aims/priorities</i>	<i>Eligibility criteria</i>	<i>Funding available</i>	<i>Application requirements and timescales</i>	<i>Partnership funding issues</i>	<i>Opportunities for Cannock Chase AONB</i>	<i>Contact details</i>
Aggregates Levy Sustainability Fund	Available in areas affected by aggregates extraction distributed by: <ul style="list-style-type: none"> <li>• <b>English Nature:</b> For habitat restoration, creation and species recovery.</li> <li>• <b>Countryside Agency:</b> For community/recreation benefits.</li> <li>• <b>English Heritage:</b> For improving historic landscapes.</li> </ul>	Partnerships with lead bodies can apply (e.g. AONB’s)	No set maximum, but 13 grants in Staffs. have averaged £77,000.	No applications are currently being accepted, but DEFRA announced in December 2003 that the Fund will be extended until March 2007. Expressions of interest are currently being invited.	Can be matched with any other forms of funding. Costed volunteer labour can be included.	Numerous opportunities for projects involving habitat conservation and enhancement and those involving recycling and sustainability.	www.countryside.gov.uk www.english-nature.gov.uk www.english-heritage.org.uk
Architectural Heritage Fund	The Fund provides grants for the development and preservation of historic buildings	Charitable bodies only	Varies by programme	Varies by programme	Varies by programme	Some possibilities for built heritage projects.	Architectural Heritage Fund, Clareville House, 26-27, Oxendon St. London SW1Y4EL www.ahfund.org.uk
	<b>Feasibility Study Grants:</b> To enable thorough options appraisals to be undertaken, prior to starting projects.	Buildings Preservation Trusts (BTP’s) and other charities	Grants of up to £7,500	Applications are considered quarterly and must be submitted at least five weeks before panel meetings.	Minimum of 25% of project costs.	Some possibilities for built heritage projects.	As above.

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Architectural Heritage Fund (continued)	<b>Project Organiser Grants:</b> To enable project organisers to be appointed to take forward viable projects.	Buildings Preservation Trusts only (charities whose main object is the repair and preservation of historic buildings)	Grants of up to £15,000	Applications are considered quarterly and must be submitted at least five weeks before panel meetings. A feasibility study is needed, to show that the project will be viable.	Minimum of 25% of project costs.	Some possibilities for built heritage projects, if local BTP's can be identified.	As above.
	<b>Project Administration Grants:</b> To help to meet admin.-related project development costs.	Buildings Preservation Trusts only.	Grants of up to £4,000	Applications are considered quarterly and must be submitted at least five weeks before panel meetings. Applicants must have less than £10,000 in uncommitted resources.	No stated partnership funding requirements.	Some possibilities for built heritage projects, if local BTP's can be identified.	As above.
Aspects of Life Fund	Focus areas include preserving and protecting the environment, habitats and wildlife.	Charitable bodies only.	Grants of up to £5,000	Application closing dates: <ul style="list-style-type: none"> <li>• Jan 15 (awards Mar 31)</li> <li>• Apr 15 (awards Jun 30)</li> <li>• Jul 15 (awards Sept 30)</li> <li>• Oct 15 (awards Dec 31)</li> </ul> Basic background information on the project required.	Can be matched with any other forms of funding. Costed volunteer labour can be included.	Options exist for local charities such as the County Wildlife Trust, West Midlands Bird Club and BTCV to seek funding to assist with delivering their elements of the AONB Management Plan.	Aspects of Life, 2, The Square, Stockley Park, Uxbridge UB10 1AD www.aspect.com.company/lifefund
Awards for All	Lottery-funded body providing small grants for projects including: <ul style="list-style-type: none"> <li>• Environment</li> <li>• Heritage</li> </ul>	Not-for-profit organisations e.g. voluntary groups, town and parish councils	Grants of £500 to £5,000 in any 12 month period.	No application deadlines. Grants decisions within 12 weeks. Basic background information on the project required.	No stated partnership funding requirements, but cannot be matched with other sources of Lottery funding.	Options exist for local charities such as the Friends of Cannock Chase, County Wildlife Trust and BTCV to seek funding to assist with delivering their elements of the AONB Management Plan.	Awards for All 8 <sup>th</sup> Floor, Edmund House, 12 - 22 Newhall St., Birmingham B3 3NL www.awardsforall.org.uk

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British Trust for Conservation Volunteers	<b><i>Chestnut Fund:</i></b> Provides funding for Associated Groups to undertake conservation activities	Groups must be voluntary organisations affiliated to the BTCV.	Start-up grants of up to £100. Support grants of up to £300.	No application deadlines. Basic background information on the project required.	No partnership funding requirements	Options exist for local groups affiliated to the BTCV to seek funding to assist with delivering their elements of the AONB Management Plan.	BTCV Community Unit, 163, Balby Rd., Doncaster DN4 0RH www.btcv.org.uk
	<b><i>People's Places:</i></b> To develop and improve green spaces.	Not-for-profit organisations such as voluntary and charitable organisations.	£3,000 to £10,000 per project.	No application deadlines. Basic background information on the project required.	Minimum of £100 or 2.5% of project costs. Cannot be matched with other sources of Lottery funding.	Options exist for local community groups and/or the Friends of Cannock Chase to seek funding to assist with site specific improvements within the AONB.	BTCV People's Place Awards, Howbery Park, Wallingford OX10 8BA www.btcv.org.uk
Coalfields Regeneration Trust	Support for projects in former coalfields areas (including Cannock Chase District) for environmental improvement schemes.	All bodies can apply, with the exception of recently established companies.	£10,000 to £250,000	Main grant scheme is currently over-subscribed, but the next tranche of funds will be available in March 2005. 'Bridging the Gap' grants of up to £10,000 are available until March 2005.	No stated partnership funding requirements.	Opportunities for economic regeneration projects within the part of the AONB administered by Cannock Chase District.	Coalfields Regeneration Trust (West Mids) 1 <sup>st</sup> Floor, 42, High St. Coalville LE67 3EG www.coalfields-regen.org.uk
Countryside Agency	The Agency provides a variety of grants for communities in rural areas and the urban fringe.	Varies by programme	Varies by programme	Varies by programme	Varies by programme	Varies by programme	Countryside Agency, John Dower House, Crescent Place, Cheltenham GL50 3RA www.countryside.gov.uk

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Countryside Agency (Continued)	<b><i>Finest Countryside:</i></b> Supports AONB 'core activities' under its 'Finest Countryside' programme.	AONB's can apply for 'core activity' grants.	Varies, but current grant to CCAONB is £112,000.	Annual funding submissions required by 31 Dec. for following financial year. Details include a business plan, anticipated outputs and monitoring arrangements.	25% from other sources.	A key element in funding the core operations of the AONB Unit.	As above
	<b><i>Rural Transport Partnerships:</i></b> Funding is available to support projects to provide additional transport services and facilities in rural communities.	No restrictions on status of applicant	Up to £250,000	Annual funding submissions required by 31 Dec. for following financial year. Details include a business plan, anticipated outputs and monitoring arrangements.	25% from other sources.	Options for seeking funding to implement some sustainable transport and visitor management initiatives, if this funding programme is retained.	As above
	<b><i>Parish Transport Fund:</i></b> Funding is available to support small-scale transport projects identified by parishes to meet local needs.	Parish Councils and community organisations	Up to £10,000	Annual funding submissions required by 31 Dec. for following financial year. Details include a business plan, anticipated outputs and monitoring arrangements.	25% from other sources.	Options for funding to implement some sustainable transport and visitor management initiatives, if this funding programme is retained.	As above
Countryside Stewardship Scheme	Payments to land managers to enhance and conserve landscapes, wildlife and history outside the Environmentally Sensitive Areas.	Any farmers and land managing agencies.	Payment depends on work done - set rates apply.	Land must include priority habitats and features. Land managers must enter 10-year agreements to manage land in an environmentally beneficial way.	No stated partnership funding requirements.	Opportunities for habitat management.	www.defra.gov.uk
Countryside Trust	Provides funds for fund-raising events and volunteers to undertake practical conservation work.	No restrictions on status of applicant	Up to £2,000	Basic background information on the project required. Closing dates 30th Apr./31st Oct	No stated partnership funding requirements.	Some limited potential for local conservation bodies.	www.countryside trust.org.uk

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English Heritage	Grants programmes include funds for: <ul style="list-style-type: none"> <li>• Urgent major repairs to Grade I and II* listed buildings, scheduled monuments and registered parks and gardens.</li> <li>• Local authorities to support statutory action.</li> </ul>	No restrictions on status of applicant.	No stated maxima	No application deadlines. Detailed background information required. Grants are for major structural repairs, not routine maintenance, alteration, conversion or demolition. Public access must be guaranteed in the future.	No stated partnership funding requirements.	Some possibilities for built heritage projects.	English Heritage, 23, Saville Row, London W1S 2ET www.english-heritage.org.uk
	<b>Heritage Grant Fund:</b> For <ul style="list-style-type: none"> <li>• Encouraging greater access to heritage to those traditionally excluded.</li> <li>• Building up the capacity and commitment of local communities to conserve and enhance local historic environments.</li> <li>• Promoting best-practice.</li> <li>• Supporting cultural diversity.</li> <li>• Delivery of statutory functions.</li> </ul>	Voluntary organisations with national coverage (although regional projects will be considered). Revenue costs only	No stated maxima	Annual funding submissions required in the autumn preceding the financial year in which the project starts. Detailed background information required.	Minimum of 50% of project costs.	Some possibilities for built heritage projects involving voluntary organisations.	As above
English Nature	Funding for: <ul style="list-style-type: none"> <li>• New projects to safeguard, manage and enhance sites and species of conservation importance</li> <li>• Projects enabling communities to participate more fully in conservation activities.</li> <li>• Projects encouraging wildlife management in natural areas.</li> <li>• Innovative projects of wider relevance to nature conservation.</li> <li>• Projects integrating nature conservation with potentially competing activities.</li> </ul>	No restrictions on status of applicant	No stated maxima	No application deadlines, but projects take 3 months to appraise. Detailed background information on the project required.	Minimum of 50% of project costs required from other, non-publicly funded sources. In exceptional circumstances, volunteer labour can be included.	Significant potential for several areas of work within the AONB Management Plan.	English Nature (North Mercia), Attingham Park, Shrewsbury SY4 4TW www.englishnature.org.uk

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English Woodland Grant Scheme	Forestry Commission grants with the following common objectives: <ul style="list-style-type: none"> <li>• To sustain &amp; increase the public benefits derived from woodlands.</li> <li>• To invest in the creation of new woodlands of a size, type and location that most effectively delivers public benefits.</li> </ul>	Private woodland owners	Varies by programme	The grants will be introduced from March 2005. Detailed background information on the project required, including a business plan.	Varies by programme	Significant opportunities in the 40% of the AONB not owned by the Forestry Commission itself.	Forestry Commission, Great Eastern House, Tenison Rd., Cambridge CB1 2DU www.forestry.gov.uk
	<b>Woodland Management Planning Grant:</b> The objectives are: <ul style="list-style-type: none"> <li>• To realise opportunities to obtain public benefit from woodland.</li> <li>• To help owners realise their own objectives.</li> </ul>	Eligible to all landowners not previously grant funded to produce a Forest Plan. Minimum area 3ha	£10 per ha for the first 100ha. £5 per ha for remaining area.	The grants will be introduced from March 2005. Detailed background information on the project required, including a business plan.	No stated partnership funding requirements.	As above	As above
	<b>Woodland Assessment Grant:</b> Provides funding for: <ul style="list-style-type: none"> <li>• Ecological assessments.</li> <li>• Landscape assessments.</li> <li>• Historic and cultural heritage assessments.</li> <li>• Stakeholder interest assessments.</li> </ul>	Eligible to all landowners.	No stated maxima.	The grants will be introduced from March 2005. Information required on proposed management measures, site designations and proposed scale of works.	20% of the costs must be found from other sources.	As above, but including habitat survey work by organisations such as the West Midlands Bird Club.	As above
	<b>Woodland Management Grant:</b> Provides funding for: <ul style="list-style-type: none"> <li>• Permissive access paths.</li> <li>• Maintaining fences and walls.</li> <li>• Protecting cultural heritage.</li> <li>• Old wood habitats.</li> <li>• Open space for biodiversity.</li> <li>• Soil and groundwater protection.</li> <li>• Controlling non-native species.</li> <li>• Pest control.</li> <li>• Woodland health.</li> <li>• Sustainability monitoring.</li> </ul>	No funding to meet statutory responsibilities. 5-year agreements required. Woodland over 30ha must have UK Woodland Assurance Standard	£30 per ha.	The grants will be introduced from March 2005. Information required on proposed management measures, site designations and proposed scale of works.	No stated partnership funding requirements.	As above	As above

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English Woodland Grant Scheme (continued)	<b>Woodland Regeneration Grant:</b> To support desirable change and an increase in capacity for sustainable woodland management.	Available in all areas where felling occurred within normal regulations.	No stated maxima.	The grants will be introduced from March 2005. Information required on proposed management measures and scale of works.	20% from other sources for native trees, 50% for broadleaf trees and 80% for conifers.	As above	As above
	<b>Woodland Improvement Grant:</b> To support work to create, enhance and sustain the social, environmental and economic public benefits of woodland.	Eligible to all landowners. 5-year agreements required.	Maximum of £100,000 per woodland.	The grants will be introduced from March 2005. Information on management measures, projected benefits and proposed scale of works.	50% of the costs must be found from other sources.	As above	As above
	<b>Woodland Creation Grants:</b> The objectives are to: <ul style="list-style-type: none"> <li>• Create woodlands close to where people live.</li> <li>• Encourage the creation of new woodlands for access, recreation and sport.</li> <li>• Create appropriately designed woodlands for wildlife.</li> <li>• Restore former industrial land.</li> </ul>	Eligible to all landowners. 10-year agreements required.	<ul style="list-style-type: none"> <li>• £1,800/ha for native woodland.</li> <li>• £1,200/ha for conifers.</li> <li>• £500/ha extra if within 5 miles of 500,000 people.</li> <li>• £500/ha extra if access meets an identified need.</li> </ul>	The grants will be introduced from March 2005. Information required on proposed management measures, projected public benefits and proposed scale of works.	No stated partnership funding requirements.	As above	As above
Environmental Action Fund	Promotes Government policies for sustainable development to fund: <ul style="list-style-type: none"> <li>• <b>Biodiversity projects:</b> For the development and realisation of national and local biodiversity action plans.</li> <li>• <b>Understanding and awareness:</b> Of sustainable development.</li> </ul>	Voluntary groups only.	Grants from £25,000 to £250,000 per annum for up to 3 years.	DEFRA has fully allocated funding for the period 2002 - 2005, but is seeking expressions of interest for future grant rounds.	No stated partnership funding requirements.	Options exist for local charities such as the County Wildlife Trust, West Midlands Bird Club and BTCV to seek funding to assist with delivering their elements of the AONB Management Plan.	www.defra.gov. uk

<i>Name of the Fund</i>	<i>Aims/priorities</i>	<i>Eligibility criteria</i>	<i>Funding available</i>	<i>Application requirements and timescales</i>	<i>Partnership funding issues</i>	<i>Opportunities for Cannock Chase AONB</i>	<i>Contact details</i>
Esmee Fairburn Charitable Trust	Provides funds for environment projects, including: <ul style="list-style-type: none"> <li>• Conservation projects that link fragmented habitats or protect threatened UK species.</li> <li>• Projects that preserve and enhance public open space and support woodland management.</li> </ul>	Registered charities and all properly constituted bodies. The project purpose must be 'legally charitable'. No substitute for statutory funding.	Grants of up to £250,000 over 3 years, but average grant of £35,000.	No application deadlines. Basic background information on the project required.	No stated partnership funding requirements.	Options exist for local charities such as the County Wildlife Trust, West Midlands Bird Club and BTCV to seek funding to assist with delivering their elements of the AONB Management Plan.	Esmee Fairburn Foundation, 11, Park Place, London SW1A 1LP www.esmeefairburn.org.uk
EU LIFE Fund	The EU LIFE-Nature Fund gives grant for conserving natural habitats and wild flora and fauna, in support of EU Directives on birds and habitats. Priority is given (but not confined) to projects in Special Protection Areas (SPA's) and Special Areas of Conservation (SAC's).	No restrictions on status of applicant.	Up to £3,000,000	Applications must be submitted by 30 September each year, via DEFRA's European Wildlife Division. Detailed information required on the contribution of the project to meeting EU and member state conservation priorities.	25% of project funding must come from non-EU sources if the applicant is a non-government organisation, or 50% of project funding if it is.	Subject to the designation of SAC's within the AONB, this presents a significant funding opportunity.	www.europa.eu.int/comm/life/nature
Heritage Lottery Fund	The HLF runs several Lottery-funded grants programmes: <ul style="list-style-type: none"> <li>• <b>Heritage Grants:</b> For projects seeking over £50,000 that aim to increase involvement in heritage.</li> <li>• <b>Your Heritage:</b> For projects seeking £5,000 to £50,000, with similar objectives to the above.</li> <li>• <b>Landscape Partnerships:</b> For a range of projects in a distinct area.</li> <li>• <b>Public Parks Initiative:</b> For restoring historic parks/gardens.</li> <li>• <b>Young Roots:</b> For projects involving young people in heritage</li> <li>• <b>Project Planning Grants:</b> For surveys or preparatory work that may lead to an HLF application.</li> </ul>	No restrictions on status of applicant, although projects must be primarily for public good and not private gain.	Varies by funding programme. £100,000 for Project Planning Grants.	No application deadlines. Detailed background information is required, including business plan, audience development plan, education policies etc. Larger projects (over £50,000) go through a two-stage application process that takes 6 months. Smaller projects receive a decision of finding within 3 months.	10% partnership funding from non-Lottery sources for projects costing less than £1,000,000. 25% partnership funding from non-Lottery sources for projects costing more than £1,000,000 This can include cash and non-cash (in-kind) contributions.	Project Planning grants offer significant potential for undertaking a variety of baseline and other survey work. Heritage Grants (possibly linked to the outputs from the above) could also be accessed for a variety of education and access elements of the Management Plan.	HLF (West Mids.) Bank House, 8, Cherry St., Birmingham B2 5AL www.hlf.org.uk

<i>Name of the Fund</i>	<i>Aims/priorities</i>	<i>Eligibility criteria</i>	<i>Funding available</i>	<i>Application requirements and timescales</i>	<i>Partnership funding issues</i>	<i>Opportunities for Cannock Chase AONB</i>	<i>Contact details</i>
Landfill Tax Credits	The scheme, which is administered by ENTRUST, was set up to mitigate the effects of landfill on local communities. Individual funds are disbursed by Distributive Environmental Bodies (DEB's) (individual details below).	Applicants pay £100 to register as Environmental Bodies (EB's). Projects must usually be within 10 miles of a landfill site.	Varies by DEB.	Varies by DEB.	Varies by DEB.	Limited opportunities because of the lack of landfill activity locally, but perhaps worth exploring in the future for projects involving habitat conservation and enhancement and those involving recycling and sustainability.	www.ltcs.org.uk
	<b>Staffordshire Environmental Fund:</b> Funding available for environmental improvements and public amenities in Staffordshire.	Applicants must register as EB's. Projects must be located within 10 miles of a landfill site.	Maximum of £100,000	No application deadlines. Detailed background information on the project required.	100% grants are offered, but some partnership funding is normally expected.	As above.	Staffordshire Environmental Fund, Whitebridge Lane, Stone ST15 8LQ www.staffs-environmental.co.uk
	<b>Biffawards:</b> Grants for sustainable projects that improve community facilities and benefit the environment.	Applicants must register as EB's. Projects must be located within 5 miles of a Biffa landfill site.	Maximum of £50,000	Grants are administered by the RSNC. No application deadlines. Detailed background information on the project required, including a statement of community benefit and a business plan for all projects over £10,000.	No stated partnership funding requirements.	As above.	RSNC Biffawards The Kiln, Waterside, Mather Rd., Newark NG24 1WT www.rsnc.org.uk
	<b>Enventure Ltd.</b> Funding for community projects that create/maintain/restore public parks and amenities, buildings of historic/architectural interest and the reclamation of despoiled land.	Applicants must register as EB's. Projects must be located within 10 miles of a landfill site.	Maximum of £100,000	No application deadlines. Detailed background information on the project required.	10% partnership funding is expected.	As above.	Enventure Ltd., Pegholme Bill, Wharfebank Business Centre, Otley LS21 3JP www.enventure.co.uk

<i>Name of the Fund</i>	<i>Aims/priorities</i>	<i>Eligibility criteria</i>	<i>Funding available</i>	<i>Application requirements and timescales</i>	<i>Partnership funding issues</i>	<i>Opportunities for Cannock Chase AONB</i>	<i>Contact details</i>
Landfill Tax Credits (continued)	<b>Hansen Environment Fund:</b> The fund is administered by the RSNC and has two programmes: <ul style="list-style-type: none"> <li>• <b>Community Grants Scheme:</b> For community amenities, wildlife and habitat conservation.</li> <li>• <b>Main Grants Scheme:</b> For the creation and improvement of parks and public amenities.</li> </ul>	Applicants must register as EB's. Projects must be located within 10 miles of a Hansen landfill site.	Up to £4,000 for Community Grants. Up to £25,000 for Main Grants	Grants are administered by the RSNC. No application deadlines. Detailed background information on the project required, including a statement of community benefit and a business plan for all projects over £10,000.	10% partnership funding is expected.	As above.	RSNC Hansen Environment Fund, The Kiln, Waterside, Mather Rd., Newark NG24 1WT www.rsnc.org.uk
	<b>Onyx Environmental Fund:</b> Funding for: <ul style="list-style-type: none"> <li>• Reclaiming and restoring land to benefit wildlife/conservation.</li> <li>• The purchase of land for use as a nature reserve.</li> <li>• Tree-planting or landscaping schemes on public land.</li> <li>• Improving public rights of way.</li> </ul>	Applicants must register as EB's.	Maximum of £1,500,000	No application deadlines. To determine eligibility, a brief outline of the project is required, prior to making a formal application. Bids are then reviewed by a regional board.	No stated partnership funding requirements.	As above.	Onyx Env. Trust Ltd., Ruthdene, Station Rd., Four Ashes, Wolverhampton WV10 7DG www.onyxenvtrust.org.uk
	<b>RMC Environment Fund:</b> Funding for a wide range of partnership projects that tackle environmental issues.	Applicants must register as EB's. Projects must be located within 10 miles of a RMC landfill site.	No set maximum, but grants average £63,000.	No application deadlines. To determine eligibility, a brief outline of the project is required, prior to making a formal application.	10% partnership funding is expected.	As above.	RMC Environment Fund 212, High Holborn London WC1V 7BF www.rmcef.org.uk
	<b>SITA Environmental Trust:</b> Grants for projects including nature conservation, heritage and improvement of local community facilities.	Applicants must register as EB's. Projects must be located within 10 miles of a SITA landfill site.	Maximum of £1,000,000	No application deadlines. To determine eligibility, a brief outline of the project is required, prior to making a formal application.	10% partnership funding is expected.	As above.	SITA Environmental Trust Ltd., The Barn, Brinkmarsh Lane, Falfield GL12 8PT

<i>Name of the Fund</i>	<i>Aims/priorities</i>	<i>Eligibility criteria</i>	<i>Funding available</i>	<i>Application requirements and timescales</i>	<i>Partnership funding issues</i>	<i>Opportunities for Cannock Chase AONB</i>	<i>Contact details</i>
Living Spaces	Funding for improving community green spaces, including natural areas and ponds.	Community organisations	Maximum of £25,000	No application deadlines. To determine eligibility, a brief outline of the project is required, prior to making a formal application with the help of a designated 'Enabler'.	No stated partnership funding requirements.	Options exist for local community groups to seek funding to assist with site specific improvements within the AONB.	Living Spaces, PO Box 2014, Reading RG4 7XU www.living-spaces.org.uk
Manifold Trust	Funding for a wide range of environmental projects.	Registered charities only	£400 - £5,000	No application deadlines. Basic background information on the project required.	No stated partnership funding requirements.	Options exist for local charities to seek funding to assist with delivering their elements of the AONB Management Plan.	Manifold Trust, Shottisbrooke House, Maidenhead SL6 3SW
New Opportunities Fund	NOF provides Lottery funding for a range of environmental, education and health initiatives, often via 'Award Partners'. Current programmes of relevance to CCAONB include: <b>Community Recycling and Economic Development (CRED) Programme:</b> The programme supports community recycling, reuse and composting projects, particularly in disadvantaged communities.	Community organisations	Up to £300,000 over 3 years	No application deadlines. Detailed business plan and supporting information required.	Projects costing up to £100,000 must have 30% partnership funding. Projects costing £100,000 - £200,000 must have 40% partnership funding. Projects costing over £200,000 must have 50% partnership funding.	Some potential for sustainable development and economic development projects.	CRED, The Kiln, Waterside, Mather Rd., Newark NG24 1WT www.rsnc.org.uk
Shell Better Britain Campaign	The Community Projects Fund provides grants for surveying biodiversity and the creation and improvement of wildlife areas.	Community organisations	Maximum of £2,000.	No application deadlines. Basic background information on the project required.	No stated partnership funding requirements.	Options exist for community organisations to seek funding to assist with delivering their elements of the AONB Management Plan.	www.sbbc.co.uk

<i>Name of the Fund</i>	<i>Aims/priorities</i>	<i>Eligibility criteria</i>	<i>Funding available</i>	<i>Application requirements and timescales</i>	<i>Partnership funding issues</i>	<i>Opportunities for Cannock Chase AONB</i>	<i>Contact details</i>
Staffordshire County Council	The County Council is the Local Transport Authority and as such is responsible for the implementation and funding of the <b>Local Transport Plan</b> . This promotes improvements in public and other forms of transport.	No restrictions on status of applicant.	No stated maxima	No fixed application deadlines. Background information on the project required.	No stated partnership funding requirements.	Opportunities exist for applying for funding for public transport initiatives and the development of non-vehicular transport.	Staffordshire County Council, County Buildings, Martin St., Stafford ST16 2LH www.staffordshire.gov.uk
Waterways Trust	Small grants scheme provides funding for: <ul style="list-style-type: none"> <li>• Community-based projects to improve facilities on canals and inland waterways.</li> <li>• Projects to improve access for people with disabilities.</li> <li>• Projects that support schemes to benefit young people.</li> <li>• Wildlife projects that support water vole conservation.</li> <li>• Projects to provide wildlife escape ramps on canals.</li> </ul>	Community organisations and schools.	Up to £5,000	No application deadlines. Basic background information on the project required.	Grants should be a minimum of 20% of overall project costs.	Some potential for any waterways-based initiatives.	Waterways Trust, The Boat Museum South Pier Rd., Ellesmere Port CH65 4FW www.thewaterways trust.com

## Summary

2.16 There are a large number of potential funding options for CCAONB, from a wide range of grant-giving organisations. The key to realising the potential will be to match the most appropriate funding sources with specific programmes of work within the Management Plan and this is considered fully in the next section.

### III. POTENTIAL EXTERNAL FUNDING CONTRIBUTIONS

#### Introduction

3.1 This section examines the potential for the funding sources outlined above to contribute to the work of the CCAONB and includes:

- a) Funding for the CCAONB Annual Action Plan 2004 - 2005.
- b) Longer-term funding for the CCAONB Management Plan 2004 - 2009.

#### Funding for the CCAONB Annual Action Plan 2004 - 2005

3.2 **Introduction:** The CCAONB Action Plan for 2004 - 2005 sets out in detail the work programme for the coming year. The plan is summarised in the table below, with potential funding opportunities annotated alongside where appropriate:

<i>Action (with number from Action Plan)</i>	<i>Lead Body</i>	<i>Potential funding source</i>
1A Develop a message about the special nature of the AONB for dissemination to managers, planning authorities and users.	AONB Unit Landscape and Nature Conservation Topic Group	Funding not required at present
1B Investigate, utilise and advise upon available landscape and conservation grants.	AONB Unit	Various
2A Monitor and assess overall landscape quality, having regard to the periphery and recommend, where appropriate, potential AONB changes to the Countryside Agency.	AONB Unit	HLF Project Planning Grant
3A Support AONB partners in securing funding for the continuing restoration, management and where appropriate re-creation of heathland and other key habitats.	Staffordshire County Council	Aggregates Levy Sustainability Fund Countryside Stewardship English Woodland Grant Scheme Environmental Action Fund EU LIFE-Nature
3B Research sustainable land management techniques, including grazing.	Cannock Chase Council Staffordshire County Council	HLF Project Planning Grant

<b><i>Action (with number from Action Plan)</i></b>	<b><i>Lead Body</i></b>	<b><i>Potential funding source</i></b>
3C The Deer Management Partnership will be maintained to deal with deer-related issues.	Forestry Commission Staffordshire County Council	Funding not required at present
5A Ensure that all partners and landowners/occupiers understand the implications of designated areas, in particular candidate Special Area for Conservation (cSAC) status.	English Nature	Funding not required at present
10A Continue to be involved with future reviews of the woodland management plans for Cannock Chase.	Forestry Commission	Funding not required at present
13A Increase uptake of agri-environment applications within the AONB	RDS	Countryside Stewardship
14A Reduce gaps in knowledge on history and archaeology of the Chase	Staffordshire County Council	HLF Project Planning Grant
16A Collate and disseminate information about geology, soils and landform, so that they are easily understood.	Staffordshire Wildlife Trust	HLF Heritage Grant
18A Develop a Visitor Management Strategy to review existing information and interpretation provision and produce co-ordinated information across the AONB about the roles of partners and visitor centres.	AONB Unit	HLF Heritage Grant
21A Develop a strategy for signing, to include agreement on facilities to be signed, style, materials, design and locations.	Staffordshire County Council	HLF Project Planning Grant
21B Have an agreed timetable for implementation.	Advisory Partnership	Funding not required at present
22A Ensure all appropriate organisations are aware of the strategy and the importance of the AONB.	Staffordshire County Council	Funding not required at present
23A Ensure there is AONB representation at discussions about signing from outside the AONB.	Staffordshire County Council	Funding not required at present
24C Recreational activities in the AONB will be reviewed to monitor their effects on the AONB.	AONB Unit	HLF Project Planning Grant
24D Engage and involve responsible organised recreational bodies in the development, organisation and monitoring of appropriate recreational activity.	Advisory Partnership.	Funding not required at present
25A A co-ordinated and agreed approach adopted for any future recreation proposals.	AONB Unit Recreation Topic Group	Funding not required at present
26A Ensure that more sensitive areas remain less disturbed by reviewing access into heathland blocks. Develop high quality access in less sensitive areas.	Staffordshire County Council Forestry Commission	HLF Heritage Grant
28A Support the delivery of local co-operative scheme, education, advice and training programmes that support the development of skilful workers and the creation and expansion of local rural businesses.	Learning and Skills Council	Advantage West Midlands Coalfields Regeneration Trust
29A Encourage businesses to become more environmentally and economically sustainable, particularly in ways that sustain the natural beauty of the AONB.	Staffordshire Business and Environment Network	NOF CRED Programme Aggregates Levy Sustainability Fund

<i><b>Action (with number from Action Plan)</b></i>	<i><b>Lead Body</b></i>	<i><b>Potential funding source</b></i>
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.	AONB Unit	Funding not required at present
31A Ensure that the AONB is appropriately represented in local plans and strategies.	AONB Unit	Funding not required at present
31B Develop a co-ordinated approach to educational visits across the AONB	AONB Unit Forestry Commission	HLF Heritage Grant
32B Review Topic Groups to ensure appropriate representation throughout the period of the Management Plan.	AONB Unit	Funding not required at present
33A Involve community stakeholders in implementation and review of the Management Plan and explore options for further volunteer activities within the AONB.	Advisory Partnership	Aspects of life Fund Awards for All BTCV People's Places Countryside Trust English Nature Environment Action Fund Esmee Fairburn Trust HLF Young Roots Living Spaces Manifold Trust Waterways Trust
34A Seek to include regular reports about the AONB Partnership within the reporting structure of all partners and feedback from partners on AONB issues.	Joint Committee	Funding not required at present
34B Continue to progress contacts at a regional level, through the Joint Statement of Intent between the AONB, the Countryside Agency, Government Office, Regional Development Agency and the Rural Development Service.	Countryside Agency	Funding not required at present
35A Produce statements about the AONB and the CroW Act and the Habitats Directive as it applies to cSAC areas, to relevant decision-makers.	English Nature	Funding not required at present
35B Identify all partners and encourage a proactive involvement in implementing the CroW Act.	Advisory Partnership	Funding not required at present
36B Consider the idea of a 'Support Zone' based on landscape character.	AONB Unit	Funding not required at present
36D Develop planning protocol	Cannock Chase Council	Funding not required at present
37A Contribute to the debate on the future of quarrying within and around the AONB	Joint Committee	Funding not required at present
38A Develop links with the Local transport Plan process, to ensure that AONB priorities are fully taken into account in developing the LTP strategy for the AONB.	AONB Unit	Funding not required at present
38B Identify and seek appropriate speed limits and traffic calming measures to reflect the special nature of the AONB.	Staffordshire County Council	Local Transport Plan
40C Improve information about access to the AONB from existing public transport and those without cars.	Officers' Working Group	Local Transport Plan

<i>Action (with number from Action Plan)</i>	<i>Lead Body</i>	<i>Potential funding source</i>
40D Develop the draft Cycling Strategy for the AONB to full agreement with partners.	Forestry Commission	Local Transport Plan Sport England Lottery Fund
41A Sustain local and national government funding and support for the AONB Unit.	AONB Unit	Various
41B Access appropriate funding regimes to implement the AONB Management Plan.	Officers' Working Group	Various
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.	AONB Unit	Funding not required at present
41D Share knowledge and information about AONB issues both locally and amongst other AONB's.	AONB Unit	Funding not required at present
42A Implement monitoring and review programme for the AONB Management Plan	Officers' Working Group	Funding not required at present
42B Implement monitoring and review programme for the AONB Action Plan.	Advisory Partnership	Funding not required at present

### **Longer-term funding for the CCAONB Management Plan 2004 - 2009**

3.3 **Introduction:** The CCAONB Management Plan for the period 2004 - 2009 also sets out an overall Action Plan for the period. The plan is summarised in the table below, with potential funding opportunities annotated alongside where appropriate. Actions for 2004 - 2005 (listed in the table above) are included here again for the sake of completeness, but are shown in italics:

<i>Action (with number from Action Plan)</i>	<i>Lead Body</i>	<i>Year</i>	<i>Potential funding source</i>
<i>1A Develop a message about the special nature of the AONB for dissemination to managers, planning authorities and users.</i>	<i>AONB Unit Landscape and Nature Conservation Topic Group</i>	<i>2004</i>	<i>Funding not required at present</i>
<i>1B Investigate, utilise and advise upon available landscape and conservation grants.</i>	<i>AONB Unit</i>	<i>2004</i>	<i>Various</i>
<i>2A Monitor and assess overall landscape quality, having regard to the periphery and recommend, where appropriate, potential AONB changes to the Countryside Agency.</i>	<i>AONB Unit</i>	<i>Ongoing</i>	<i>HLF Project Planning Grant</i>
<i>2b Consider the establishment of an AONB landscape-specific grant fund to maintain and where necessary re-establish, a high quality landscape.</i>	<i>AONB Unit</i>	<i>2005</i>	<i>EU-LIFE Nature Fund</i>
<i>3A Support AONB partners in securing funding for the continuing restoration, management and where appropriate re-creation of heathland and other key habitats.</i>	<i>Staffordshire County Council</i>	<i>Ongoing</i>	<i>Aggregates Levy Sustainability Fund Countryside Stewardship English Woodland Grant Scheme Environmental Action Fund EU LIFE-Nature</i>

<b><i>Action (with number from Action Plan)</i></b>	<b><i>Lead Body</i></b>	<b><i>Year</i></b>	<b><i>Potential funding source</i></b>
<i>3B Research sustainable land management techniques, including grazing.</i>	<i>Cannock Chase Council Staffordshire County Council</i>	<i>2004</i>	<i>HLF Project Planning Grant</i>
<i>3C The Deer Management Partnership will be maintained to deal with deer-related issues.</i>	<i>Forestry Commission Staffordshire County Council</i>	<i>2004</i>	<i>Funding not required at present</i>
<i>4A Consider the appropriateness of Nature Conservation Strategy, AONB, BAP etc.</i>	<i>Landscape and Nature Conservation Topic Group</i>	<i>2005</i>	<i>Funding not required at present</i>
<i>4B Develop and promote a message for explaining nature conservation importance</i>	<i>English Nature</i>	<i>2005</i>	<i>HLF Project Planning Grant</i>
<i>4C Review of AONB partners current nature conservation policies and establish a co-ordinated set of policies</i>	<i>Advisory Partnership</i>	<i>2006</i>	<i>None available</i>
<i>4D Adopt co-ordinated policies as Supplementary Planning Guidance/ Development Plans</i>	<i>Advisory Partnership</i>	<i>2006</i>	<i>None available</i>
<i>5A Ensure that all partners and landowners/occupiers understand the implications of designated areas, in particular candidate Special Area for Conservation (cSAC) status.</i>	<i>English Nature</i>	<i>2004</i>	<i>Funding not required at present</i>
<i>6A Research and monitor all habitats and species throughout the AONB, providing baseline data for present and future management.</i>	<i>Staffordshire Wildlife Trust English nature</i>	<i>2005</i>	<i>HLF Project Planning grant</i>
<i>6B Investigate, utilise and advise on appropriate grant-aid for partners, landowners and occupiers.</i>	<i>AONB Unit</i>	<i>2006</i>	<i>Forestry Commission Countryside Stewardship</i>
<i>6C Provide advice to landowners on species and habitat management appropriate to the AONB.</i>	<i>Staffordshire Wildlife Trust FWAG</i>	<i>2007</i>	<i>English Nature</i>
<i>7A Evaluate current groundwater levels and influences on them and realistic measures for appropriate improvements.</i>	<i>Environment Agency Water Companies</i>	<i>2008</i>	<i>Environment Agency Water Companies HLF Project Planning Grant</i>
<i>8A Identify and agree broad areas and perceptions of peace and tranquillity within the AONB</i>	<i>Advisory Partnership</i>	<i>2005</i>	<i>Funding not required at present</i>
<i>8B Develop and implement guidelines for the management of peace and tranquillity within the AONB.</i>	<i>Landscape and Nature Conservation Topic Group</i>	<i>2006</i>	<i>Funding not required at present</i>
<i>9A Produce information about trees, woodlands and hedgerows in the AONB and their significance in the landscape</i>	<i>Forestry Commission</i>	<i>2006</i>	<i>Forestry Commission</i>
<i>9B Promote the importance of woodland as a character type in the AONB</i>	<i>Forestry Commission</i>	<i>2007</i>	<i>Forestry Commission</i>
<i>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.</i>	<i>Forestry Commission</i>	<i>2008</i>	<i>Forestry Commission Advantage West Midlands</i>

<b><i>Action (with number from Action Plan)</i></b>	<b><i>Lead Body</i></b>	<b><i>Year</i></b>	<b><i>Potential funding source</i></b>
10A Woodland Management Plans to promote good practice in sustainable woodland management.	Forestry Commission	2007	Forestry Commission
<i>10B Continue to be involved with future reviews of woodland management plans for Cannock Chase.</i>	<i>Forestry Commission</i>	<i>Ongoing</i>	<i>Funding not required at present</i>
11A Hold events to create opportunities for the farming and wider community to understand the value of AONB agricultural landscapes.	RDS	2005	Funding not required at present
12A Disseminate information on the special qualities of AONB landscape and sustainable land management practices.	RDS	2005	Funding not required at present
<i>13A Increase uptake of agri-environment applications within the AONB</i>	<i>RDS</i>	<i>2004</i>	<i>Countryside Stewardship</i>
<i>14A Reduce gaps in knowledge on history and archaeology of the Chase</i>	<i>Staffordshire County Council</i>	<i>2004</i>	<i>HLF Project Planning grant</i>
14B Devise and publicise a procedure to ensure appropriate notification procedures exist to allow for recording of remains.	Staffordshire County Council	2007	Funding not required at present
14C Monitor and review the current management and conservation needs of sites and if necessary produce new management plans.	Staffordshire County Council	2008	English Nature
15A Review available information and create and maintain a database on location of historical and archaeological information that can be shared by AONB partners and the public, including the histories and experiences of local people.	Staffordshire County Council	2006	HLF Heritage Grant
15B Develop projects to interpret cultural and landscape interaction.	Staffordshire County Council	2007	HLF Heritage Grant
<i>16A Collate and disseminate information about geology, soils and landform, so that they are easily understood.</i>	<i>Staffordshire Wildlife Trust</i>	<i>2004</i>	<i>HLF Heritage Grant</i>
17A Reduce gaps in knowledge on geology, soils and landform.	Staffordshire Wildlife Trust	2005	HLF Project Planning grant
17B Communicate the importance of sites and the need for their management.	Staffordshire Wildlife Trust	2005	Funding not required at present
<i>18A Develop a Visitor Management Strategy to review existing information and interpretation provision and produce co-ordinated information across the AONB about the roles of partners and visitor centres.</i>	<i>AONB Unit</i>	<i>2004</i>	<i>HLF Heritage Grant</i>
18B Seek funding for the management and improvement of Cannock Chase AONB and its Visitor Centres.	Advisory Partnership	2005	HLF Heritage Grant
19A Develop a campaign for responsible attitudes towards litter, dog walking and dog fouling.	AONB Unit	2005	Funding not required at present
19B Use the Visitor Management Strategy to develop information and interpretation at agreed visitor locations.	Advisory Partnership	2005	HLF Project Planning grant
20A Inform AONB partners about the special nature of the AONB to create a wider understanding amongst those involved in the promotion of the AONB.	Advisory Partnership	2005	Funding not required at present

<b>Action (with number from Action Plan)</b>	<b>Lead Body</b>	<b>Year</b>	<b>Potential funding source</b>
20B Consider the role of other areas, e.g. Chasewater and the Forest of Mercia, in providing alternative visitor destinations to the AONB.	Advisory Partnership	2006	Funding not required at present
21A Develop a strategy for signing, to include agreement on facilities to be signed, style, materials, design and locations.	Staffordshire County Council	2004	HLF Project Planning grant
21B Have an agreed timetable for implementation.	Advisory Partnership	2005	Funding not required at present
22A Ensure all appropriate organisations are aware of the strategy and the importance of the AONB.	Staffordshire County Council	2004	Funding not required at present
23A Ensure there is AONB representation at discussions about signing from outside the AONB.	Staffordshire County Council	2004	Funding not required at present
24A Produce information for users about the multi-purpose role of the AONB.	Advisory Partnership	2005	Funding not required at present
24B Develop strategies and guidelines to resolve recreational conflicts.	Advisory Partnership	2005	Funding not required at present
24C Recreational activities in the AONB will be reviewed to monitor their effects on the AONB.	AONB Unit	Ongoing	Funding not required at present
24D Engage and involve responsible organised recreational bodies in the development, organisation and monitoring of appropriate recreational activity.	Advisory Partnership	2004	Funding not required at present
25A A co-ordinated and agreed approach adopted for any future recreation proposals.	AONB Unit Recreation Topic Group	Ongoing	Funding not required at present
26A Ensure that more sensitive areas remain less disturbed by reviewing access into heathland blocks. Develop high quality access in less sensitive areas.	Staffordshire County Council Forestry Commission	2004	HLF Heritage Grant
27A Create links with businesses to advise on AONB designation on best practice funding opportunities.	AONB Unit	2005	Funding not required at present
28A Support the delivery of local co-operative scheme, education, advice and training programmes that support the development of skilful workers and the creation and expansion of local rural businesses.	Learning and Skills Council	Ongoing	Advantage West Midlands Coalfields Regeneration Trust
29A Encourage businesses to become more environmentally and economically sustainable, particularly in ways that sustain the natural beauty of the AONB.	Staffordshire Business and Environment Network	Ongoing	NOF CRED Programme Aggregates Levy Sustainability Fund
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.	AONB Unit	Ongoing	Funding not required at present
31A Ensure that the AONB is appropriately represented in local plans and strategies.	AONB Unit	Ongoing	Funding not required at present
31B Develop a co-ordinated approach to educational visits across the AONB	AONB Unit Forestry Commission	2004	HLF Heritage Grant

<i>Action (with number from Action Plan)</i>	<i>Lead Body</i>	<i>Year</i>	<i>Potential funding source</i>
31C Develop funding bids for updating existing site-based information and educational material about the AONB	Advisory Partnership	2005	HLF Heritage Grant
32A Develop innovative ways to increase community action in caring for the AONB.	Advisory Partnership	2006	Architectural Heritage Fund Aspects of life Fund Awards for All BTCV People's Places Countryside Trust English Nature Environment Action Fund Esmee Fairburn Trust HLF Young Roots Living Spaces Manifold Trust Waterways Trust
32B Review Topic Groups to ensure appropriate representation throughout the period of the Management Plan.	AONB Unit	2004	<i>Funding not required at present</i>
33A Involve community stakeholders in implementation and review of the Management Plan and explore options for further volunteer activities within the AONB.	Advisory Partnership	Ongoing	Architectural Heritage Fund Aspects of life Fund Awards for All BTCV People's Places Countryside Trust English Nature Environment Action Fund Esmee Fairburn Trust HLF Young Roots Living Spaces Manifold Trust Waterways Trust
34A Seek to include regular reports about the AONB Partnership within the reporting structure of all partners and feedback from partners on AONB issues.	Joint Committee	2004	<i>Funding not required at present</i>
34B Continue to progress contacts at a regional level, through the Joint Statement of Intent between the AONB, the Countryside Agency, Government Office, Regional Development Agency and the Rural Development Service.	Countryside Agency	Ongoing	<i>Funding not required at present</i>
35A Produce statements about the AONB and the CroW Act and the Habitats Directive as it applies to cSAC areas, to relevant decision-makers.	English Nature	2004	<i>Funding not required at present</i>

<b>Action (with number from Action Plan)</b>	<b>Lead Body</b>	<b>Year</b>	<b>Potential funding source</b>
35B Identify all partners and encourage a proactive involvement in implementing the CroW Act.	Advisory Partnership	2004	Funding not required at present
36A Review existing planning policies and where appropriate seek changes through Development Plans.	Local Authorities	2005	Funding not required at present
36B Consider the idea of a 'Support Zone' based on landscape character.	AONB Unit	2004	Funding not required at present
36C Review the impact that the increase in keeping horses is having on the AONB landscape.	Advisory Partnership	2006	HLF Project Planning Grant
36D Develop planning protocol	Cannock Chase Council	2004	Funding not required at present
37A Contribute to the debate on the future of quarrying within and around the AONB	Joint Committee	Ongoing	Funding not required at present
38A Develop links with the Local Transport Plan process, to ensure that AONB priorities are fully taken into account in developing the LTP strategy for the AONB.	AONB Unit	2004	Funding not required at present
38B Identify and seek appropriate speed limits and traffic calming measures to reflect the special nature of the AONB.	Staffordshire County Council	Ongoing	Local Transport Plan
39A Develop design guidelines for traffic management schemes.	Advisory Partnership	2006	Funding not required at present
39B Seek to implement design guidelines	Advisory Partnership	2007	Funding not required at present
40A Look at good practice in the use of public and non-motorised transport by other protected areas and encourage implementation within the AONB as appropriate.	AONB Unit	2005	Funding not required at present
40B Identify new sustainable transport initiatives. Monitor and review their effectiveness.	Officers' Working Group	2005	Local Transport Plan Countryside Agency Rural Transport Partnerships and Parish Transport Fund
40C Improve information about access to the AONB from existing public transport and those without cars.	Officers' Working Group	2004	Local Transport Plan
40D Develop the draft Cycling Strategy for the AONB to full agreement with partners.	Forestry Commission	2004	Local Transport Plan Sport England Lottery Fund
40E Develop a car parking strategy which will consider issues including location, capacity, crime, charging and provision of alternative means of access to the AONB.	Staffordshire County Council Forestry Commission	2005	Local Transport Plan
41A Sustain local and national government funding and support for the AONB Unit.	AONB Unit	Ongoing	Various
41B Access appropriate funding regimes to implement the AONB Management Plan.	Officers' Working Group.	Ongoing	Various

<b><i>Action (with number from Action Plan)</i></b>	<b><i>Lead Body</i></b>	<b><i>Year</i></b>	<b><i>Potential funding source</i></b>
<i>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.</i>	<i>AONB Unit</i>	<i>Ongoing</i>	<i>Funding not required at present</i>
<i>41D Share knowledge and information about AONB issues both locally and amongst other AONB's.</i>	<i>AONB Unit</i>	<i>Ongoing</i>	<i>Funding not required at present</i>
<i>42A Implement monitoring and review programme for the AONB Management Plan</i>	<i>Officers' Working Group.</i>	<i>Ongoing</i>	<i>Funding not required at present</i>
<i>42B Implement monitoring and review programme for the AONB Action Plan.</i>	<i>Officers' Working Group.</i>	<i>Ongoing</i>	<i>Funding not required at present</i>

## IV. CONCLUSIONS AND RECOMMENDATIONS

### Introduction

4.1 This section summarises the main findings of the review of funding sources and contains the following material:

- a) Summary and implications of the funding opportunities.
- b) Review of sources of funding information.

### Summary and implications of the funding opportunities

4.2 **Introduction:** As identified in section III, there are a range of funding opportunities that are potentially available to support the implementation of the AONB Management Plan and this section examines the implications of accessing the sources of finance concerned.

4.3 **HLF Project Planning Grant:** The following elements lend themselves to inclusion within an application for an HLF project planning grant, which provides awards of up to £50,000 for research and developmental work costing up to £100,000 that might lead to a further application to the HLF. The elements concerned are divided into those planned for 2004/5 and those planned for subsequent years:

<i>Elements for 2004/5</i>	<i>Elements for later years</i>
2A Monitor and assess overall landscape quality, having regard to the periphery and recommend, where appropriate, potential AONB changes to the Countryside Agency.	4B Develop and promote a message for explaining nature conservation importance
3B Research sustainable land management techniques, including grazing.	6A Research and monitor all habitats and species throughout the AONB, providing baseline data for present and future management.
14A Reduce gaps in knowledge on history and archaeology of the Chase	7A Evaluate current groundwater levels and influences on them and realistic measures for appropriate improvements.
21A Develop a strategy for signing, to include agreement on facilities to be signed, style, materials, design and locations.	17A Reduce gaps in knowledge on geology, soils and landform.
	19B Use the Visitor Management Strategy to develop information and interpretation at agreed visitor locations.
	36C Review the impact that the increase in keeping horses is having on the AONB landscape.

4.4 The implications of including all the above elements in an HLF Project Planning grant application are as follows:

- a) **Work programming:** HLF Project Planning grants have to be spent within a 12-month period.
- b) **Timescales:** The grant application would realistically take three months to compile (early July 2004) and the HLF will take a further three months to assess the project and make an offer of grant (early October 2004). This would make it possible to undertake the four Management Plan elements proposed for 2004/5 within that timescale, with the remaining six elements either accelerated into 2004/5 or the first six months of 2005/6.
- c) **Project costings:** The elements included within the project will need to be costed as part of the application process and will need to come within the HLF's overall ceiling figure of £100,000 in total.
- d) **Partnership funding:** Partnership funding from non-Lottery sources will need to be identified for the project. This might include the Aggregates Levy Sustainability Fund and English Nature.
- e) **Applicant organisation:** A local authority Lead Partner would be preferable, unless the CCAONB Partnership is formally constituted.

4.5 **HLF Heritage Grant:** The following elements lend themselves to inclusion within an application for an HLF Heritage Grant, which provides awards for projects seeking more than £50,000 to enhance and increase involvement in heritage. The elements concerned are divided into those planned for 2004/5 and those planned for subsequent years:

<i>Elements for 2004/5</i>	<i>Elements for later years</i>
18A Develop a Visitor Management Strategy to review existing information and interpretation provision and produce co-ordinated information across the AONB about the roles of partners and visitor centres.	15A Review available information and create and maintain a database on location of historical and archaeological information that can be shared by AONB partners and the public, including the histories and experiences of local people.
16A Collate and disseminate information about geology, soils and landform, so that they are easily understood.	15B Develop projects to interpret cultural and landscape interaction.
26A Ensure that more sensitive areas remain less disturbed by reviewing access into heathland blocks. Develop high quality access in less sensitive areas.	18B Seek funding for the management and improvement of Cannock Chase AONB and its Visitor Centres.
26A Ensure that more sensitive areas remain less disturbed by reviewing access into heathland blocks. Develop high quality access in less sensitive areas.	31C Develop funding bids for updating existing site-based information and educational material about the AONB
31B Develop a co-ordinated approach to educational visits across the AONB	

- 4.6 The implications of including all the above elements in an HLF Project Planning grant application are as follows:
- a) **Timescales:** The grant application for the project would have to commence following the completion of the HLF Project Planning grant elements, in October 2005. The grant application would realistically take three months to compile (early January 2006) and the HLF will take a further six months to assess the project and make an offer of grant (early July 2006). This would mean that all the Management Plan elements proposed for 2004/5 and 2005/6 would have to be delayed until 2006/7.
  - b) **Project costings:** The elements included within the project will need to be costed as part of the application process. Although there are no stipulated cost maxima, projects costing less than £1 million need only to find 10% partnership funding, whereas projects costing more than £1 million need to find 25% partnership funding.
  - c) **Partnership funding:** As outlined above, partnership funding from non-Lottery sources will need to be identified for the project. This might include the Aggregates Levy Sustainability Fund, Forestry Commission (English Woodland Grant Scheme) and English Nature.
  - d) **Applicant organisation:** A local authority Lead Partner would be preferable, unless the CCAONB Partnership is formally constituted.
- 4.7 **Grants for charitable and voluntary organisations:** A wide range of grants are potentially available for voluntary and charitable organisations and whilst these are for the most part relatively small, there are some elements of the Management Plan implementation where such support would be valuable. These include:
- a) **Restoration, management and re-creation of habitats:** Action number 3A from the Management Plan, voluntary organisations such as the Friends of Cannock Chase, the Staffordshire Wildlife Trust, individual parish councils and the West Midlands Bird Club could apply for funding from a variety of sources for priority, site-specific works.
  - b) **Survey work:** Work undertaken by voluntary organisations to monitor species and habitats on the Chase would be eligible for funding and this could be used as partnership funding towards the HLF Project Planning grant.
- 4.8 Many of the above organisations have successful track records in raising funding of this type, but to achieve the maximum collective benefit, some co-ordination of effort will be required with developing applications and probably some assistance too. A brief supplementary fundraising strategy for charitable and voluntary organisations would be a useful supplement to this document, based on further discussions with the main bodies concerned.

- 4.9 **English Woodland Grants Scheme:** Although it is not due to be introduced until March 2005 and cannot be applied to the 60% of Cannock Chase that is owned and managed by the Forestry Commission, the six components of the new Scheme all have potential applications elsewhere in the AONB. Publicising the availability of the funding and co-ordination applications would again avoid duplication and maximise the amounts of funding attracted.
- 4.10 **Countryside Stewardship:** Whilst new funding regimes are due to be introduced, Countryside Stewardship provides an exciting potential source of funding for landowners. Acting upon Action number 13A from the AONB Management Plan, to ‘increase the uptake of agri-environment applications within the AONB’ would again appear to provide the key to maximising income from this source.
- 4.11 **EU LIFE-Nature:** The Fund appears to offer significant potential to access large sums of funding, although the confirmation of designated Special Areas of Conservation will be key to establishing Cannock Chase as a priority area. Early dialogue with DEFRA’s European Wildlife Division would help to clarify the chances of attracting grant awards. Subject to a positive response and the nature of the application process, it could be possible to submit an application before the deadline of 30 September 2004, to attract funding for the financial year 2005/6.
- 4.12 **Local Transport Plan:** A range of transport-related elements of the AONB Management Plan might usefully be brought together to form a bid for funding to Staffordshire County Council under the provisions of the Local Transport Plan. These include:
- a) **Speed limits/traffic calming:** Action number 38B.
  - b) **Sustainable transport initiatives:** Action number 40B.
  - c) **Information on public transport:** Action number 40C.
  - d) **Cycling strategy:** Action number 40D.
  - e) **Car parking strategy:** Action number 40E.
- 4.13 An approach should be made to the County Council in its capacity as the Local Transport Authority, to establish the extent to which the above elements fit within its Local transport Plan and to confirm the detail and timing of the funding application process.

- 4.14 **Aggregates Levy Sustainability Fund:** Whilst further funding will not be available until April 2005, expressions of interest are being accepted at present and the fund lends itself to a number of Management Plan elements, including some of the survey work proposed as part of the HLF Project Planning grant. It therefore has the potential to provide match funding for this and the HLF Heritage Grant application, as well as some of the smaller projects envisaged for voluntary/charitable partner organisations. Early dialogue should therefore be initiated with English Nature, English Heritage and the Countryside Agency (who administer the various elements of the Fund), to agree on the most appropriate way to progress a grant application (or applications).
- 4.15 **Advantage West Midlands:** The Regional Development Agency has provided funding in the past for the Southern Staffordshire Visitor Economy Strategy and so presumably would have an interest in assisting with the implementation of the AONB Management Plan objectives relating to the economic regeneration of the area. However, it is unclear from the material provided by AWM what funding they provide directly and what funding they secure from third party organisations on a 'brokerage' basis. Further investigations to clarify this would be helpful.

### **Review of sources of funding information**

- 4.16 **Introduction:** With the details of grant funding constantly changing, as priorities and application processes are amended, maintaining up-to-date information on sources of grants is crucially important. The table below sets out a selection of the different sources of funding information, with a brief commentary on their respective merits.

<i>Source of advice</i>	<i>Format</i>	<i>Contact details</i>	<i>Commentary</i>
Directory of Grant Making Trusts	Publication and CD-ROM	Charities Aid Foundation, 48, Pembury Rd., Tonbridge TN9 2JD www.cafonline.org.uk	A useful appraisal of grant-making trusts, but because it covers all such bodies, it includes some subject areas of limited or no relevance to CCAONB.
Sources of grant for UK sustainable development projects	Website run by DEFRA	DEFRA, Zone 6/G9, Ashdown House, 123, Victoria St. London SW1E 6DE Envbusiness@defra.gsi.gov.uk	A useful list of grant sources from all sectors, with contact details and a brief summary of the funding available. A good starting point for identifying possibilities.
Countryside Agency Funding Directories: <ul style="list-style-type: none"> <li>• Sources of funding for Market Towns</li> <li>• Sources of funding for rural transport projects</li> <li>• Sources of funding for access projects</li> </ul>	Downloadable from the CA website	Countryside Agency, John Dower House, Crescent Place, Cheltenham GL50 3RA www.countryside.gov.uk	Helpful summaries of funding available in specialist programme areas, although some information is out of date.
Fundraising UK Ltd.	Website and fortnightly newsletter	Fundraising UK Ltd., 17, Errington Rd., Colchester CO3 3EA www.fundraising.co.uk	A free service that provides links to potential funding sources.

<i>Source of advice</i>	<i>Format</i>	<i>Contact details</i>	<i>Commentary</i>
Government Funding	Website	Directory of Social Change, 24, Stephenson Way, London NW1 2DP www.governmentfunding.org.uk	A free service that includes extensive and up to date details on funding available from Government departments, including the Offices for the Regions.
Funder Finder	Software package with regular updates	Funder Finder, 65, Raglan Rd., Leeds LS2 9DZ www.funderfinder.org.uk	Information on 4,500 sources of funding. The package costs an initial £200 (plus VAT), with annual update fees of £95 (plus VAT). The package will enable material to be searched and sorted, but does not contain any details that are not available elsewhere from free sources of information.
Access Funds	Website	www.access-funds.co.uk	A subscription service costing £50 (plus VAT) per annum, which includes access to a website listing sources of Government, European, Lottery and charitable funding. The service includes a monthly bulletin newsletter and a free seven-day trial.

4.17 **Summary:** Whilst a range of sources of funding advice are available, in general the information on freely accessible websites is not inferior to the subscription-only services. All the services suffer to some extent from the rapid changes in funding policies and priorities, in terms of containing outdated material. However, on balance the free services provide an adequate source of information, provided that specific sources of funding are cross-checked with the websites of individual grant-giving bodies.

### **Recommendations**

4.18 Based on the review of fundraising sources, it is recommended that:

- a) An application should be submitted to the HLF for a Project Planning grant, to cover Management Plan elements involving survey/planning work.
- b) Partnership funding sources should be pursued, for the Project Planning grant and the HLF Heritage Grant below.
- c) Subject to the outcomes of the above, an application should be submitted to the HLF for a Heritage Grant.

- d) Work should be initiated with voluntary/charitable partners, to co-ordinate their involvement in applications to funding sources available only to organisations of their status.
- e) The new English Woodland Grant Scheme should be investigated further, to explore funding opportunities from April 2005 onwards.
- f) The changes to Countryside Stewardship should be examined further, to confirm the applicability of that potential source of funding.
- g) Dialogue should be initiated with the DEFRA European Wildlife Division to clarify the chances of attracting grant awards from the EU LIFE-Nature fund.
- h) Staffordshire County Council should be consulted further over the potential of Local Transport Plan funding to support a range of transport-based initiatives.
- i) Discussion should be initiated with English Nature, English Heritage and the Countryside Agency, to develop grant applications to the Aggregates Levy Sustainability Fund.
- j) Funding sources continue to be reviewed by the CCAONB Unit, using the freely available website services.