

Induction for new staff, committee members and volunteers

Welcome to Cannock Chase,

one of England's finest landscapes as well as one of Staffordshire's most popular and cherished assets.

This induction provides an introduction to Cannock Chase, what makes it special, how it is looked after, the benefits it gives to us, and ways to get involved.

You may not realise it, but you are part of a much larger picture and contributing towards the conservation and enhancement of the nation's most important protected landscapes.

What is covered



What is an AONB?

- The beginnings of UK landscape protection
- Purposes
- Naturally beautiful
- AONBs – the wider context
- AONB facts and figures
- Looking ahead

Introduction to Cannock Chase

- What makes Cannock Chase special (video)
- Where is it?
- Cannock Chase at a glance

Looking after Cannock Chase

- Mike Dilger video
- The AONB model
- AONB Partnership
- AONB Management Plan
- Collaborating working
- The AONB Team
- AONBs and planning
- Land management
- Cannock Chase Code

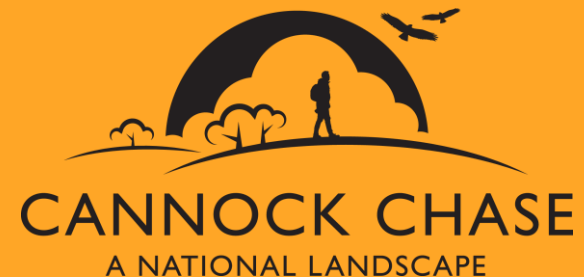
Benefits of Cannock Chase

- Snapshot of the value of AONBs in England
- Ecosystem services
- Value for money

Appendices

- Ways to get involved
- Visitor centres / hubs
- Visitor information
- Resources
- Find out more

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





In 1949 the National Parks & Access to the
Countryside Act was passed

This legislation allowed our Areas of Outstanding
Natural Beauty and National Parks to be created

Just a year before, in 1948, the NHS was formed

The two acts were seen as complementary,
preventing illness through recreation, and then
curing people if they did get ill

What does AONB designation do?

The primary purpose of an AONB is “to conserve and enhance natural beauty”.

Designation gives a formal statutory protection but does not mean that the area is preserved with no development or change being allowed.

In pursuing the primary purpose, account should be taken of the needs of agriculture, forestry and other rural industries, and of the economic and social needs of the local community.

Recreation is not an objective of designation, but the demand for recreation should be met in an AONB so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.

Naturally beautiful

Natural beauty goes well beyond scenic or aesthetic value.

The natural beauty of an AONB is to do with the relationship between people and place. It encompasses everything - 'natural' and human - that makes an area distinctive.

It includes geology and landform, climate and soils, flora and fauna. It includes the rich history of human settlement, land use over the centuries, archaeology and buildings, cultural associations, and the people who live in it, past and present.

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AONBs – the wider context

National Parks and AONBs share the same level of protection in UK law, but the purpose of the two designations differs.

In international terms, AONBs are part of a worldwide family of protected landscapes (IUCN Category V) that includes our own National Parks and those of North America and elsewhere.

	Areas of Outstanding Natural Beauty	National Parks
Statutory Purpose	Protect Natural Beauty	Protect Natural Beauty
	Conserve Natural Beauty	Conserve Natural Beauty
		Promote understanding of the area's special qualities
		Promote enjoyment
Governance	Lies mainly within the constituent of local authorities	Independent authorities with their own planning functions
Protected Landscape	Part of the Worldwide Protected Landscape Family	Part of the Worldwide Protected Landscape Family

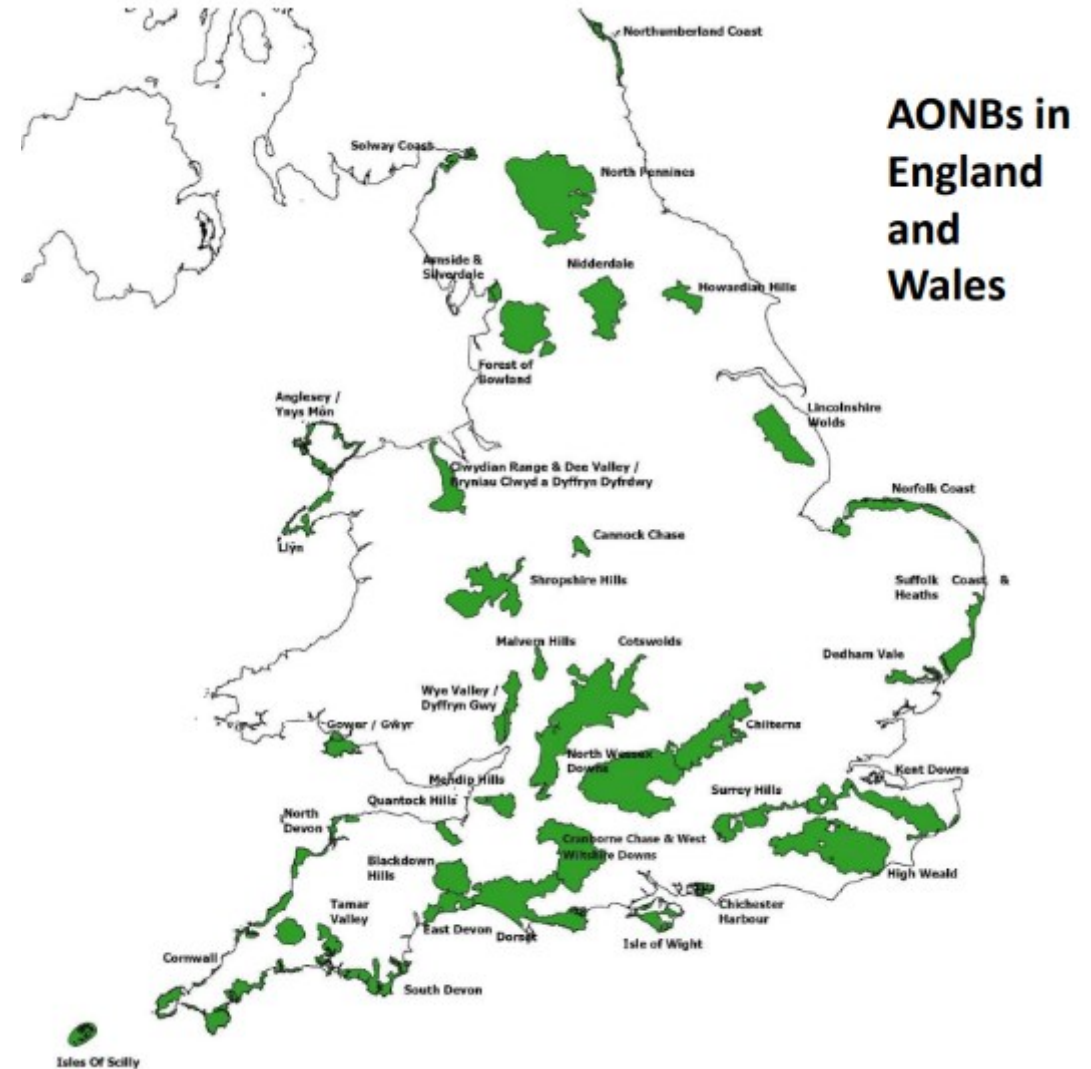
AONB facts and figures

There are 34 AONBs in England, and a further 4 in Wales. There are also 8 AONBs in Northern Ireland, but these have a different statutory basis.

AONBs cover just under 20,000 km² equivalent to around 13% of the land area of England and Wales.

AONBs vary greatly in size, from the Isles of Scilly (16 km²) to the Cotswolds (2,038 km²).

Cannock Chase is the smallest mainland AONB, at just 69 km² (26 miles²).



Looking ahead

In May 2018 the government commissioned a review into England's National Parks and AONBs as part of the 25 Year Environment Plan.

The Review Panel's final report published in September 2019 recommended that ***AONBS should be strengthened with new purposes, powers and resources, renamed as 'National Landscapes'***.

The government's response to the [Review](#) was published for consultation in January 2022.

Pause and reflect

Think of the last time you were in a protected landscape, whether it was Cannock Chase or somewhere else.

- How did this make you feel?
- What natural beauty could you see?
- Why do you think such places should be protected?



Introduction to Cannock Chase



What makes Cannock Chase special

[Click to see video](#)

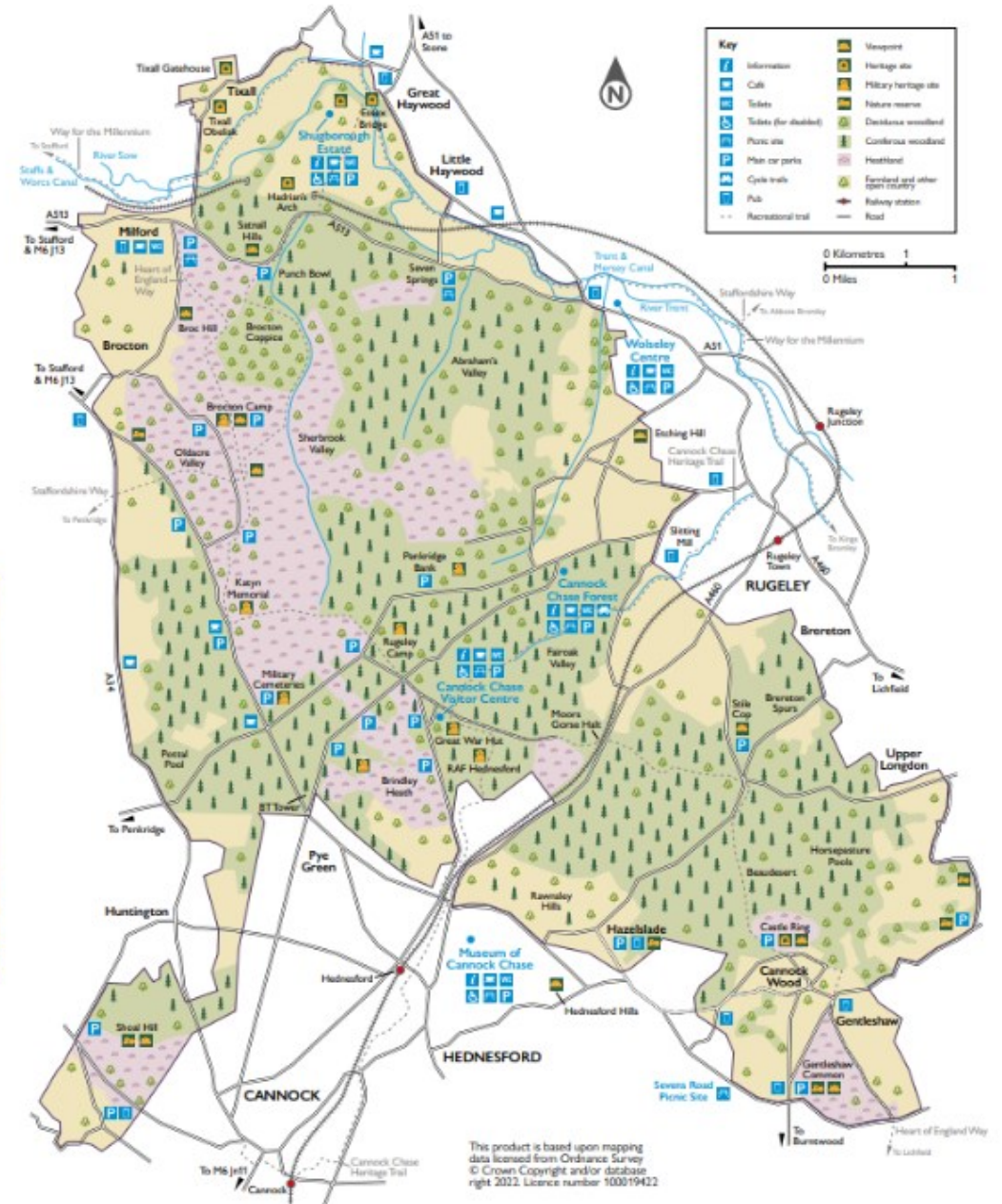


Where is it?

[Cannock Chase](#) lies in southern Staffordshire between Stafford in the north, Rugeley in the east, Cannock in the south, and Penkridge to the west.

The nearest other protected landscapes are the Peak District National Park to the north, and Shropshire Hills AONB to the west. The National Forest lies to the east (but is not a designated protected landscape).

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Cannock Chase at a glance

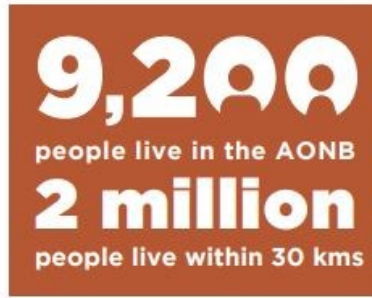
Heathland is internationally important for wildlife

Cannock Chase has the **LARGEST** area surviving in the Midlands



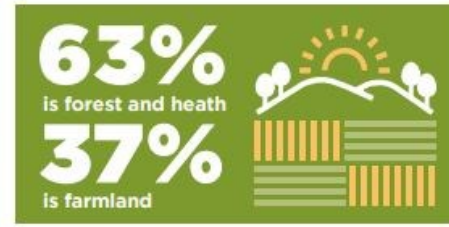
9,200 people live in the AONB

2 million people live within 30 kms



63% is forest and heath

37% is farmland



Small but beautiful

69 | **26**
sq kms | sq miles

Cannock Chase is mainland England's smallest AONB



One of England's finest landscapes

protected since **1958** for its outstanding natural beauty



Over **1,000** cultural heritage assets including

one of the largest Great War training camps in England



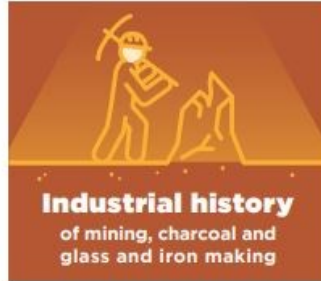
1,000 year old hunting landscape



2.5 million visitors each year



Industrial history of mining, charcoal and glass and iron making



157 kms of public rights of way, including sections of Heart of England Way, Staffordshire Way & Way for the Millennium



7 Scheduled Monuments

67 Listed Buildings

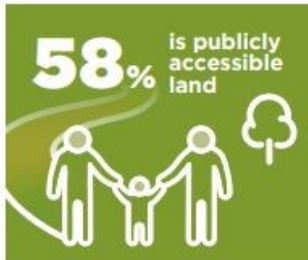
13 historic parks



30 designated wildlife sites, covering 20% of the AONB



58% is publicly accessible land



Pause and reflect

Take a moment to think about your memories of and feelings for Cannock Chase.

- When did you first visit the Chase, and what was the occasion?
- Do you have a favourite place that you visit time and again?
- Are there particular sights, sounds and smells that you associate with the Chase?
- What does Cannock Chase mean to you?
- Would you miss it if it wasn't there?

Looking after Cannock Chase



[Click here](#) to watch a video featuring ecologist Mike Dilger



The AONB model

Statutory purpose - to 'conserve and enhance Natural Beauty'

Joint working - the AONB Partnership

Vision and strategy - [AONB Management Plan 2019-24](#)

Capacity to act and co-ordinate – The AONB Team

No land, assets or powers – delivery through collaboration

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Cannock Chase AONB Partnership

Legal responsibility for Cannock Chase AONB lies Staffordshire County Council, Cannock Chase District, Lichfield District, Stafford Borough Council and South Staffordshire Borough Council.

They work together with non-voting advisors as a Joint Committee to conserve and enhance the natural beauty of the AONB in the interest of everyone - local residents, businesses and visitors.

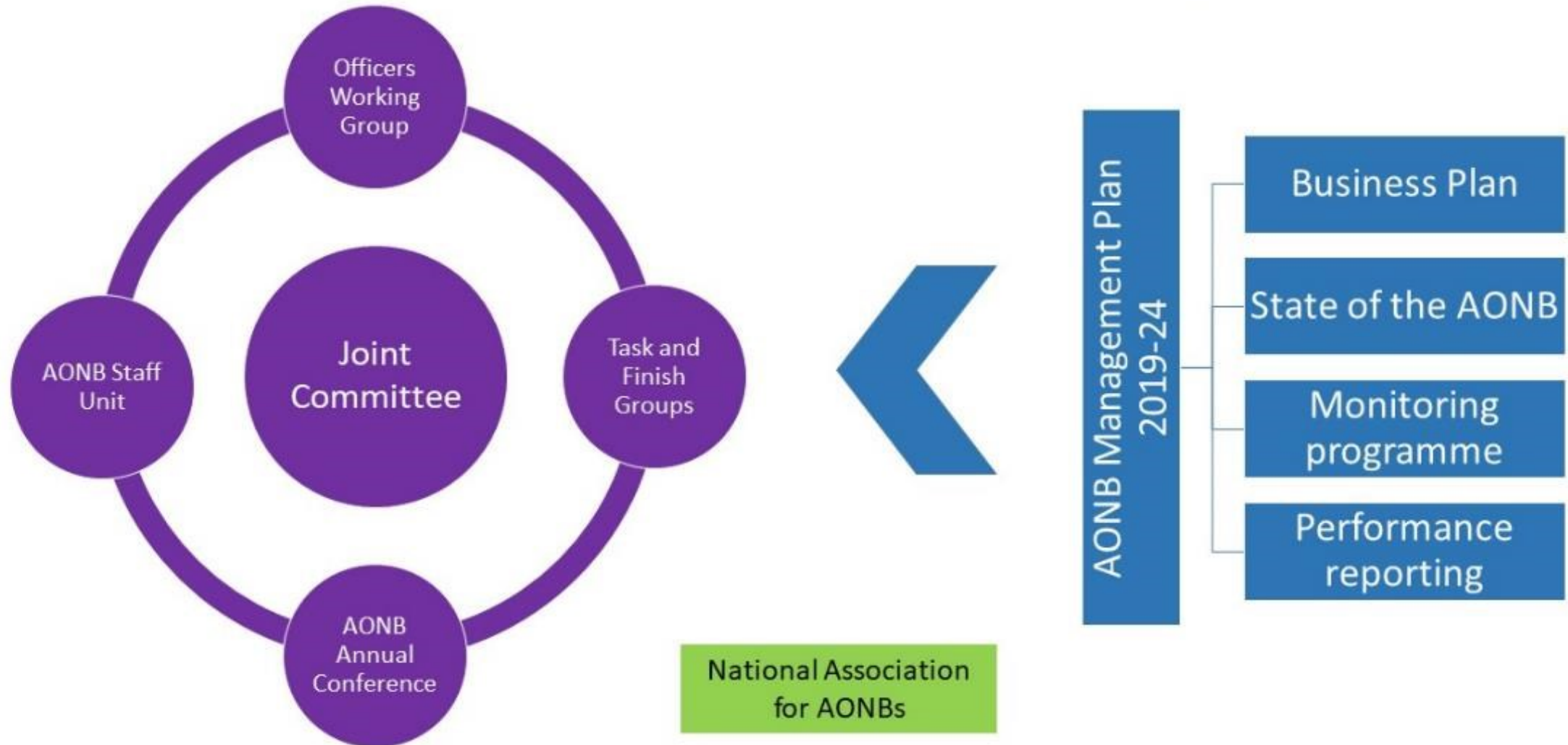
The Committee is supported by an Officer Working Group and Task and Finish Groups for the historic environment, visitor management, landscape and planning, and land management and biodiversity.

Funding is provided by the Department for Environment, Food and Rural Affairs (75%), with the remaining 25% coming from the five local authorities.

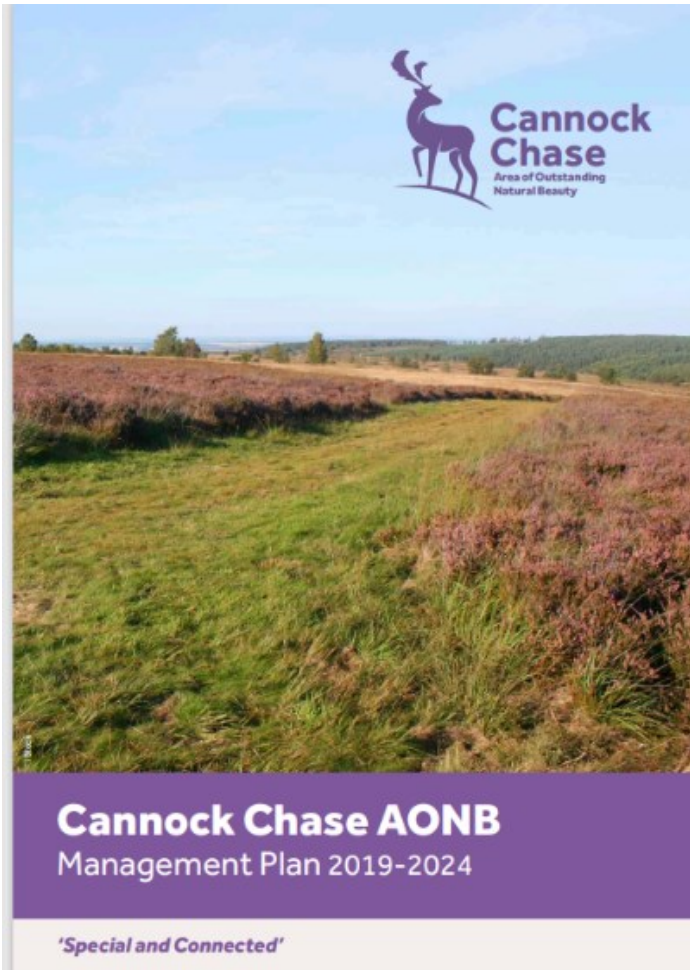
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The AONB Partnership



Cannock Chase AONB Management Plan



Sets out the approach to conserving and enhancing the natural beauty of the AONB.

A statutory document, that has to be reviewed every five years.

Importantly, it is a plan for Cannock Chase, not the AONB organisation.

Delivery of the plan's vision and objectives relies on collaboration with many different organisations and individuals.

Collaborative working

The AONB Partnership brings together a diverse range of organisations and individuals.

Working across a large-scale landscape is complex and requires co-operation and coordination involving many stakeholders, across a diversity of land uses and land ownership, and multiple different designations, legislation and policy.



The AONB Team

AONB Team

Ian Marshall

AONB Team Leader

Richard Harris

AONB Land Management Officer

Sam Hall

AONB Communications Officer

Currently vacant

AONB Landscape Planning Officer

Colin Manning

Farming in Protected Landscapes Officer

Karen Davies

Farming in Protected Landscapes Officer

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Core functions

- Prepare AONB Management Plan
- Promote the vision
- Advise and facilitate
- Deliver activities
- Access resources
- Involve the community
- Co-ordinate actions of partners
- Provide landscape planning advice
- Monitor and report delivery
- Collaborate regionally and nationally with other protected landscapes and the NAAONB



AONBs and planning

Planning powers within the AONB rest with the relevant local planning authorities.

The AONB Management Plan is a “material consideration” that should be taken into account when preparing development plans as well as determining planning applications.

The AONB Team has published [guidance documents](#) to promote good practice and encourage future building development that is landscape-led and enhances the local character of the AONB.

Land management

The land within Cannock Chase is in a mixture of public and private ownership. The AONB is unusual in that a large proportion of the area (over 63%) is owned and managed by public and charitable bodies, including local authorities, Forestry England and the National Trust.

The AONB Partnership guides and supports landowners, but has no powers of control over how land is managed.

During 2021-25, the AONB is offering farmers and land managers financial support for projects that support nature recovery, tackle climate change, improve public access and enjoyment, and support nature-friendly and sustainable farm businesses through

[Defra's Farming in Protected Landscapes Programme](#)



Cannock Chase Code

We are all responsible for keeping Cannock Chase special, and everyone can make a difference.

The AONB Partnership has put together the [Cannock Chase code](#), focusing on 12 simple ways in which visitors and residents can help care for this special place.

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protect · respect · enjoy



Be a Chase Champion – Follow the Cannock Chase Code

SUPPORTED BY



Pause and reflect

How do your actions impact on Cannock Chase AONB?

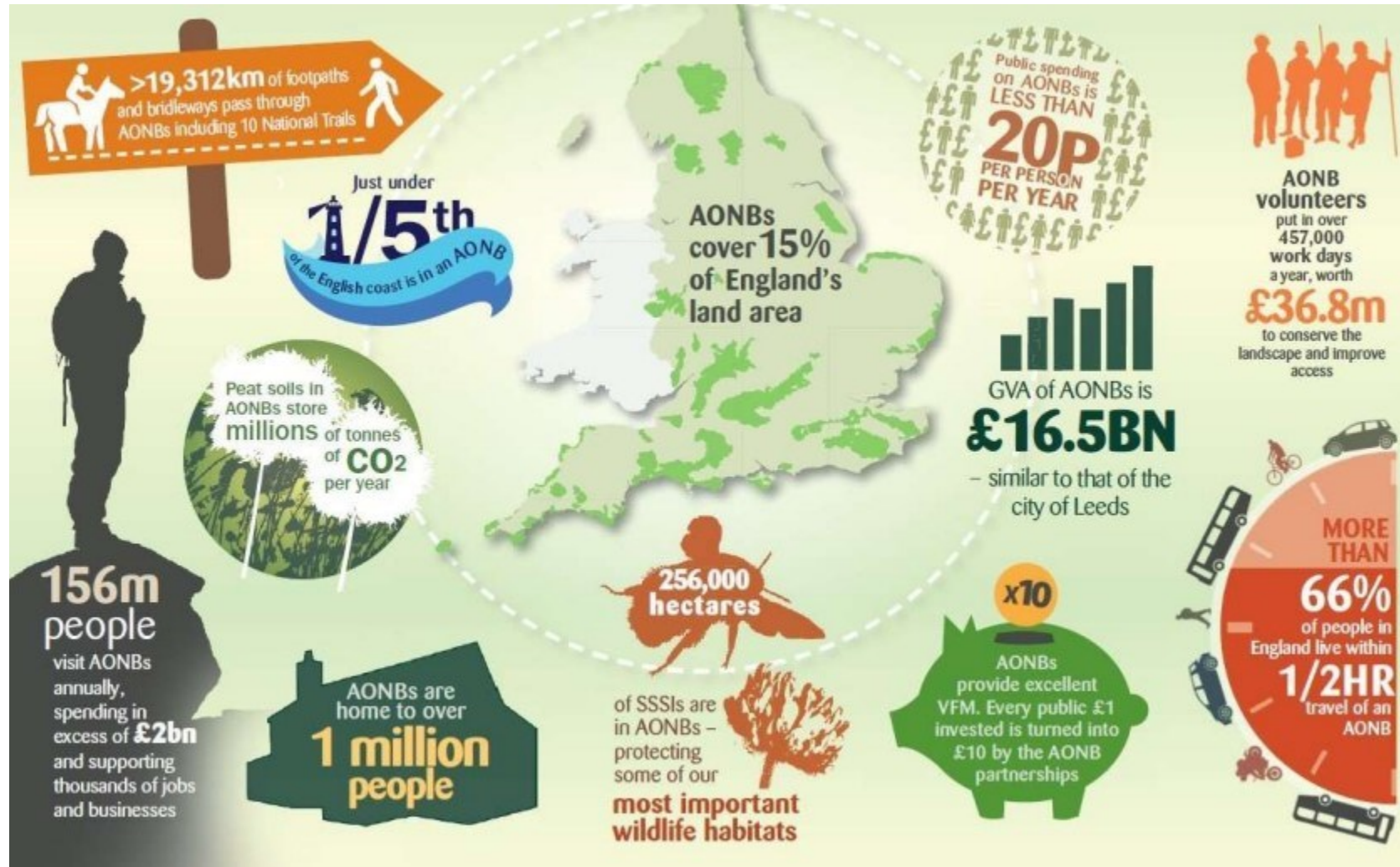
- What decisions or actions have you recently taken that might have caused an impact on the AONB?
- What was the impact, and was it positive or negative?
- What might you have done differently to reduce any harmful effects, or to help to positively protect one of this country's finest landscapes?



Benefits of Cannock Chase



Snapshot of the value of AONBs in England



Ecosystem services

Cannock Chase provides people with multiple environmental, social and economic benefits called 'ecosystem services'.

A stronghold for important and threatened wildlife sites and habitats

Supports jobs and the local economy

Improves health and wellbeing

Includes over 1,000 cultural heritage assets

Regulates the climate and helps to reduce surface run-off

Provides food, timber and other natural resources

Adds value to the services and products of local businesses

Inspiration for artists, providing cultural and creative opportunities

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Value for money

The extensive benefits that Cannock Chase AONB provides come at a very low cost to Staffordshire residents – just 22p per person per year.

Access to external project funding means that the AONB can bring in additional resources to support the delivery of local priorities.

Working in partnership within the AONB enables organisations to co-ordinate their efforts, pool resources, and share expertise – improving efficiency and cost-effectiveness.

Pause and reflect

How does Cannock Chase benefit you?

- Can you think of three ways in which Cannock Chase benefits you personally, your organisation or your business?
- Are these benefits financial, physical or emotional?
- Can you put a price on them?



Appendices



Ways to get involved

Local authorities

Through local plan policies, decisions, advice and information to protect and enhance the natural beauty of the AONB

Businesses

Associating products and services with one of England's finest landscapes, and signing up to use our Sense of Place toolkit

Landowners and land managers

As stewards of landscape, nature and heritage on their land; accessing grants to support projects to tackle climate change, nature recovery, improve access and enhance place

Government agencies

Through the implementation of Government policies, priorities and practices

Visitors

Being aware of the importance of Cannock Chase and its fragility; following the Cannock Chase Code and helping to keep it special

Community groups

Getting involved in our Task and Finish Groups; developing projects and activities that support the AONB, and accessing grants

Residents

Taking pride in your AONB, and supporting the work of the AONB Partnership

Volunteers

Volunteering with the AONB at the Great War Hut, Milford Information point or Fixed Point Photography project, or with one of our partners

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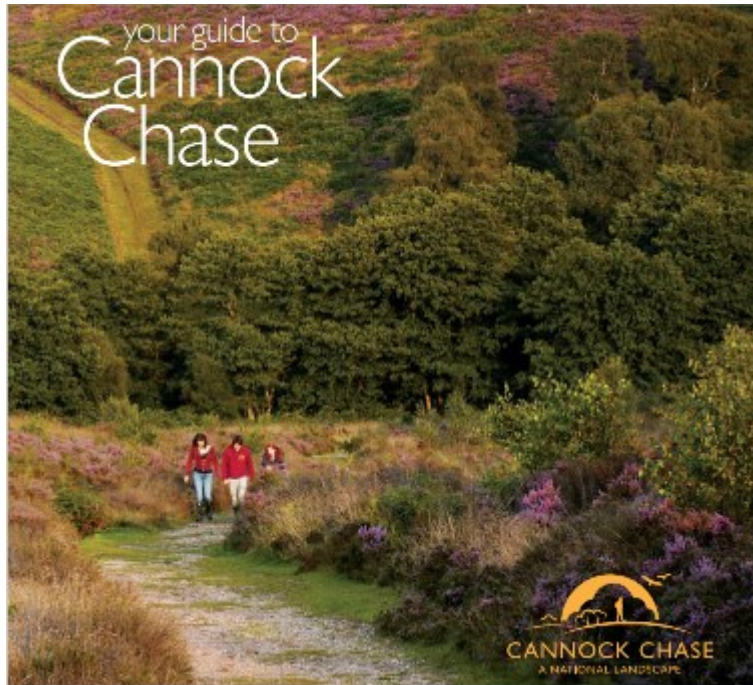
Visitor centres / hubs

The main hubs and visitor centres around the Chase [are here](#).



Visitor Information

An assortment of leaflets, souvenir guides, the Features of Cannock Chase guide and walking leaflets can be picked up from the visitor centres



Resources

The [Cannock Chase website](#) has a huge variety of publications and resources available.

You can find technical documents, leaflets, the AONB Management Plan, sense of place toolkit and available grants here.

Our latest [Annual Review](#) is here.

Walking, cycling, horse-riding and things to see can be [found here](#).

www.cannock-chase.co.uk



Find out more

[Cannock Chase AONB website](#) is the main source of information and news about Cannock Chase and the work of the AONB Partnership. It includes a wide range of publications available for download, including the AONB Management Plan.

If you would like to know more about Cannock Chase AONB and how you can get involved contact the AONB Unit at cannockchase@staffordshire.gov.uk

[Sign up](#) to receive e-newsletters to update you on our work.

www.cannock-chase.co.uk

