



Cannock Chase National Landscape

Cannock Chase Area of Outstanding Natural Beauty

Business Plan 2023-25

Year 1 Work Programme – endpoint review

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Work programme

The following table outlines progress achieved against Year 1 of our work programme set out in our current Business Plan 2023-25.



Actions are referenced against AONB Management Plan policy and action numbers.

Actions led by the AONB Team and/or Task and Finish Group leads are identified (HE – Historic Environment, LM – Land Management and Biodiversity, LP – Landscape and Planning, VM – Visitor Management).








Lead AONB Officers are identified for each action (DO – Development Officer, LMO – Land Management Officer, LPO – Landscape Planning Officer, CO – Communications Officer, FiPL – Farming in Protected Landscapes Officer).








Progress at the end-point of 2023-24 is described and traffic lighted  = activity COMPLETED or ON TRACK,  = GENERALLY ON TRACK BUT WITH SOME MINOR ISSUES,  = OFF TRACK, OR ACTIVITY NOT ABLE TO BE COMPLETED




AONB projects that are facilitated by core funding are indicated **.

Landscape Character and Planning							
<ul style="list-style-type: none"> Maintain quality and distinctiveness Enhance the landscape setting 							
Priorities	Action	Key milestones	AONB policy / action Nos.	T&F Group Lead	AONB Team Lead	By when	2023-24 endpoint review
Encourage landscape-led development	Monitor the effectiveness of our planning protocol with local planning authorities	Report to Joint Committee	LCP1	LP	LPO	Annually	 Report to Joint Committee March 2024.
	Input landscape advice to planning policy and development management	Responses to consultations	LCP1	LP	LPO	As required	 Landscape planning advice continuing as required. Between 1 April 2023 – 22 Nov 2023, 107 development

							proposals have been assessed, and recommendations made on 41.
	Provide landscape design input to HS2 enabling works and HS2 environmental enhancement works	Responses to consultations	LCP1	LP	LPO	As required	😊 Attendance at meetings of the Trent-Sow HS2 Group held on 20 April 23, 20 July 23, 18 Oct 23, 5 Feb 24
Reduce traffic and highways impacts	Work with SCC Highways to update the AONB Highways Design Guide 2005	Refreshed Design Guide published and distributed to relevant partners and contractors	LCP2, B1	LP	LPO	Q2	😊 Design Guide drafted and due to be taken to Joint Committee March 2024 for approval.
Improve the quality and experience of the night skies	<i>**Promote the value of dark skies with local communities**</i>	Support family sessions with CPRE and Staffordshire Wildlife Trust to coincide with Star Count 2024 and 2025	LCP1, LCP9, A1	LP	LPO	Q4	😊 Star gazing event organised by CPRE Staffordshire held on 21 Feb 2024 at Beaudesert and attended by 34 Brownies and 22 guides.
	Prepare a Good Lighting Guide	Guide published	LCP1, LCP9, A1	LP	LPO	Q2	😊 Good Lighting Guide approved by Joint Committee on 13 July 23 and circulated with local planning authorities, parish councils and others. Guide used in response to LPAs on development proposals.
	Repeat Sky Quality Survey to feed into State of the AONB Report 2023/24	Survey conducted	LCP1, LCP9, A1	LP	LPO	Q4	Activity not repeated. Alternative source of light pollution data used for State of the AONB report.
Protect and enhance views within and from the AONB	Work with statutory undertakers to explore opportunities for undergrounding powerlines in the AONB	Further opportunities shared with Western Power, and awaiting response	LCP8	LP	LPO	Ongoing	😐 Western Power approached, and response awaited.
Encourage and support agricultural land management that contributes to	Continue to foster links with the farmer and land manager network and encourage uptake of the Farming in	Funding applications submitted	LCP4, LCP5, A12	LP LM	FiPL	Ongoing	😊 The FiPL programme is being administered, and progress reported to Defra on delivery of outcomes for nature, access, climate change and place.

the special qualities of the AONB	Protected Landscapes Programme (2021-25)	FiPL outcomes delivered Budget allocated					 Additional FiPL Officer recruited and started Aug 2023.  Relationships with farmers and land managers continue to be developed through the delivery of the FiPL programme.  Farmer network events held at Teddesley Bank Farm on 8 June 23 and Beaudesert Park Farm on 29 November 23 and attended by 22 farmers.  Meetings of the FiPL Local Assessment Panel held on 17 May 23, 23 August 23, 13 Dec 23, 29 Jan 24.  In 2023/24 18 projects have been approved with a total value of £301,824.39 (up from 9 projects totalling £189,185.69 in 2022/23). Note: this figure includes grants awarded for some projects which are being funded over multiple years.
Monitor the condition of the landscape	Support Fixed Point Photography volunteers to monitor 56 key views twice a year (+ 3 new viewpoints for HS2), and upload the results onto the AONB website	Photos taken and uploaded	LCP1-10	LP	LPO	Biannually (Feb and Sept)	 Majority of September's points were covered. February images still in process of being taken.
	Hold a review with volunteers annually	Review meeting held	LCP1-10	LP	LPO	Q4	 Review meeting did not take place and is carried over to 24/25.
	<i>**Work with partners to prepare landscape visualisations of options for future landscape change for review of AONB Management Plan**</i>	Visualisations prepared. New monitoring locations from National Trust woodpasture restoration project	LCP1-10	LP, LM, HE, VM	LPO	2024-25	No planned activity 2023-24.

Wildlife and Nature							
<ul style="list-style-type: none"> • Improve conditions for nature • Enlarge and connect habitats 							
Priorities	Action	Key milestones	AONB policy / action Nos.	T&F Group Lead	AONB Team Lead	By when (2023-24)	2023-24 endpoint review
Strategy for Nature Recovery	Prepare Nature Recovery Plan, linking in with the emerging Local Nature Recovery Strategy and 30by30 framework.	Plan agreed	WN9, A13	LM	LMO	2024-25	 AONB inputting to plans for developing a LNRS in Staffordshire.  Cannock Chase used as a case study by NAAONB to assess contribution of National Landscapes to 30by30.
Priority habitat recovery	Work with Natural England, partners and landowners to deliver Purple Horizons (Midlands Heathland Heartland Initiative)	Delivery programmes underway	WN8, WN9, B7, A13	LM (Natural England)	LMO	Ongoing	 Input to meetings as required.
	Monitor delivery of habitat and access improvements on Gentleshaw Common SSSI through the National Grid Landscape Enhancement Initiative, and report to National Grid	Receipt of monitoring reports	WN3, A2	LM (SWT)	LMO	Ongoing	 Meeting held with Staffordshire Wildlife Trust on 21 September to review progress for 2021/22 and 2022-23
	Work with landowners and Natural England to reintroduce livestock grazing to key sites, promoting the reasons and benefits to local communities	Grazing reintroduced at key sites, including Connecting Cannock Chase corridors	WN3, B4	LM	DO, LMO, LPO	Ongoing	 Lease signed between Forestry England and Staffordshire Wildlife Trust for former Connecting Cannock Chase compartments. Applications for FiPL and Countryside Stewardship in preparation.  Continuation of Staffordshire County Council grazing trial at Moors Gorse.  Conservation grazing introduced by Cemex on land adjacent to Rugeley Quarry.



	Develop and implement wetland restoration programme including Cannock Chase springs audit, peatland inventory, Sher Brook restoration programme, Sher Brook hydrological monitoring	Programme developed and funded.	WN2, WN4, A2	LM (Natural England)	LMO	Q4	 Activity not started in financial year. Activity deferred to 2024/25, pending discussion with Natural England.
	Develop and implement grassland inventory	Preparation of inventory identifying all remaining unimproved grasslands	WN2, A2	LM	LMO	2024-25	No planned activity 2023-24
Priority species recovery	Work with partners and landowners to deliver recommended conservation improvements arising from past surveys and audits for: Crayfish Bats Invertebrate groups Nightjars Long-eared owls	All landowners advised, and conservation measures implemented. Funding applications submitted to FiPL	WN2, A2	LM	LMO	Ongoing	 Report on long-eared owl audit received and findings shared with landowners.  Poster developed and shared with landowners to raise awareness to help to protect nightjar and other ground nesting birds.  AONB grant awarded to West Midlands Ringing Group for a thermal camera equipped drone to monitor breeding success of European nightjar and inform habitat and overall site management operations.  First phase of aquatic invertebrate survey carried out Autumn 23 to assess the ecological condition and evaluate of the stream resource. Findings shared with relevant landowners. Second phase due spring 2024.  Adder survey carried out at Castle Ring Scheduled Monument funded by FiPL, recorded 28 individuals.  White-clawed crayfish equipment and translocations at 3 locations on Cannock Chase AONB funded by FiPL. 1.6km of habitat enhancement works,






							<p>and 817 animals translocated to create one new ark site and to reinforce two existing.</p> <p>😊 FiPL projects at Etching Hill and Gentleshaw Common include bare earth scrapes as habitats for invertebrates.</p> <p>😊 In process to help identify priorities for conservation action. Priority species list to be prepared as per guidance within Local Nature Recovery Strategies Advice for Responsible Authorities.</p>
Improve understanding of status of Adder population	Preparation and testing of landscape model developed by Centre for Ecology and Hydrology (CEH)	WN2, A2	LM	LMO	Q3	<p>😊 Landscape model for adders underway with the support of ARG UK and Centre for Ecology and Hydrology.</p> <p>😊 Training day led by ARG-UK held for Cannock Chase land managers on 13 July 23</p> <p>😊 FiPL project underway led by ARG-UK in partnership with landowners to survey for adders across the Chase.</p>	
Develop and implement key invertebrate surveys	Natural England Field Unit survey	WN2, A2	LM	LMO	Q2	<p>😊 Phase one of aquatic invertebrate survey carried out.</p> <p>😞 Natural England Field Unit unable to carry out invertebrate surveys in 23/24. Alternative options under consideration for 2024/25.</p>	
Development and implement early successional species survey	Publication of survey findings	WN2, A2	LM	LMO	Q4	<p>😞 Activity did not take place. Activity deferred to 2024/25</p>	
<i>**Work with Woodland Trust and volunteers to improve our knowledge and understanding of veteran trees**</i>	Veteran tree records	WN2, A2	LM, LP, HE	LMO, LPO	Q3 (training day)	<p>😊 Survey of ancient/veteran trees carried out at Teddesley Park funded by FiPL. Funding awarded to plant 21 successional trees during winter 23/24.</p>	

Balance the needs of a healthy deer population, with habitats, property owners and the public	Work with landowners to prepare a deer management strategy and operational action plans	Publication of deer management strategy and operational action plans	WN6, B5	LM	LMO	Q4 (strategy)	😊 Draft strategy in preparation. Completion and publication deferred to 2024/25.
	Biennial deer census	Spring and Autumn censuses	WN6, B5	LM	LMO	2024-25	😊 No planned activity 2023-24. Landowners support and funding contribution obtained, and deer census, impact and activity survey commissioned for Spring 2024.
Control invasive species	Prepare an audit of invasive weeds, pests and diseases	Audit completed	WN5, B6	LM	LMO	Q4	😊 Agreed priority list in preparation and pending further discussion with partners.
	Share information with landowners to inform land management decisions and support development of collaborative approaches	Information shared. Funding applications submitted to FiPL Applications for species control via FiPL	WN5, B6	LM	LMO	Q4	😊 Opportunities for control of invasive species being promoted through FiPL funding
Raise awareness and appreciation of Local Geological Sites	Work with partners and landowners to deliver recommended conservation measures arising from assessment of Local Geological sites carried out in 2020-21	All landowners advised, and conservation measures implemented. Funding applications submitted to FiPL	WN7, B19	LM	LMO	Ongoing	No further enquiries have been received from landowners.
Historic Environment and Culture							
<ul style="list-style-type: none"> • Conserve the Chase's historic environment • Connect communities with the Chase's history and culture 							





Priorities	Action	Key milestones	AONB policy / action Nos.	T&F Group Lead	AONB Team Lead	By when (2023-24)	2023-24 endpoint review
Strategy for heritage protection and enhancement	Complete and publish Heritage Strategy	Strategy published	HC2, B17	HE	DO	Q4	☹️ Completion of draft strategy deferred to 2024/25
Improve the condition of heritage assets	<i>**Work with landowners and Historic England to develop and implement conservation and enhancement measures arising from the Heritage Strategy**</i>	All landowners advised, and conservation measures implemented Funding applications submitted to FiPL	HC2, B17	HE	LMO	2024-25	😊 FiPL award for resurfacing of footpaths at Castle Ring Scheduled Monument carried out winter 2023/24.
	<i>**Discuss with landowners reinstatement of OS trig points**</i>	Trig points reinstated	HC2, B17	HE	LMO	Q4	☹️ No activity carried out 2023/24. Activity deferred to 2024/25.
Raise awareness and understanding of the Chase's history and culture	<i>**Work with landowners, Historic England and visitor centres/hubs/attractions to celebrate the AONB's cultural heritage through improved access and interpretation measures arising from the Heritage Strategy**</i>	Funding secured and measures implemented Funding applications submitted to FiPL	HC3, B9	HE	LMO	2024-25	No planned activity 2023-24.
Monitor the condition of the historic environment	Work with Historic England to support, co-ordinate volunteer activity to locate and assess the condition of the 7 Scheduled Monuments in the AONB	Number of monuments inspected Recommended management actions communicated to landowners	HC1, B16	HE	LMO	2024-25	😊 Historic England and the County Archaeologist visited Essex Bridge and Spring Hill Saucer Barrow in January 2024. Information regarding condition and management actions has subsequently been relayed to the landowner (SCC). As part of these visits, they also provided training to the Chase Through Time Volunteer Group on how to undertake condition surveys, including filling in the bespoke Condition Survey form.












	<p>Work with the National Trust to support, co-ordinate volunteer activity to locate and assess the condition of priority non-designated heritage assets in the AONB</p>	<p>Number of heritage assets assessed</p> <p>Recommended management actions communicated to landowners</p>	<p>HC1, A14</p>	<p>HE</p>	<p>LMO</p>	<p>Ongoing</p>	<p>😊 Chase Through Time Volunteers have been out on National Trust Shugborough Estate this year 2023-24 completing condition assessments of designated and non-designated heritage assets. Condition assessment forms have been provided to the National Trust Archaeologist.</p> <p>😊 Following the recent training provided by Historic England and the County Archaeologist (see above), the volunteers have spent a number of days in the field recording the condition of non-designated heritage assets at SCC land at and around Marquis Drive/Moors Gorse, and Brindley Heath. They have been provided with bespoke survey 'packs' by the County Archaeologist, which includes Staffordshire Historic Environment Record data, base mapping, and LiDAR interpretation mapping.</p> <p>No information is currently available about the amount of non-designated heritage assets that have been surveyed to date.</p> <p>Staffordshire County Council's Historic Environment Team is currently working with the county council's ICT Team to procure a tablet and app which will allow all of the condition data to be collected digitally in the field, thus saving on paper and double and triple handling of data.</p>
<p>Experience and enjoyment</p> <ul style="list-style-type: none"> • Treading lightly in the Chase • A greener experience 							

Priorities	Action	Key milestones	AONB policy / action Nos.	T&F Group Lead	AONB Team Lead	By when (2023-24)	2023-24 endpoint review
Connect people with the landscape, heritage and wildlife of Cannock Chase	**Work with Friends of Cannock Chase and Ramblers to organise and run a Cannock Chase Walk and Ride Festival**	Festival held	EE3, EE5	VM	DO	2024-25	No planned activity 2023-24.
	Work with the Ramblers and PROW to publish Walking Cannock Chase trails	Leaflets published	EE4, EE5	VM	DO	Q3	 6 walk leaflets published and distributed to visitor centres September 2023
	Work with the British Horse Society and SAC Partnership to review and refresh AONB promoted horse riding routes (X2)	Leaflets re-published or website and digital content updated	EE4, EE5	VM	DO	Q4	 Need for leaflets under review. Decision deferred to 2024/25.
	Develop and distribute a video celebrating Cannock Chase	Video produced and used in key locations	EE4, EE5	VM	DO	2024-25	No planned activity 2023-24
Encourage visitors to Cannock Chase to travel more sustainably	**Utilising the Cannock Chase place brand work with train operators, local councils and SAC Partnership to install artwork for totems and posters located at train stations, introducing visitors to the AONB and the network of trails for walkers and cyclists from each station (Stafford, Rugeley, Hednesford and Cannock)**	Totems installed	EE6, B12	VM	DO	2024-25	No planned activity 2023-24
Improve the visitor experience of Cannock Chase	Support the SAC Partnership to implement car park and site user implementation plans	Improvements implemented	EE1, EE4, A10	VM	DO, LPO	As required	 Input and joint working with SAC Partnership continuing as required.

	including improvements to car parks, interpretation provision, highways infrastructure such as welcome and gateway signage, reducing sign-clutter, and improvements to the roadside environment						 The use of the Cannock Chase code is promoted as opportunities arise.
	Review the AONB Interpretation Strategy (2016-2021)	Strategy reviewed and published	EE4, A8	VM	CO, DO	2024-25	No planned activity 2023-24
	Review the AONB Visitor Management Strategy (2015)	Strategy reviewed and published	EE4, A8	VM	CO, DO	2024-25	No planned activity 2023-24
Connect people to nature and landscape through the arts	Support NAAONB bid to the Arts Council	Bid successful	EE5	VM	DO	Q4	Awaiting input when requested.
	Develop arts projects with local art groups and artists	Projects delivered	EE5	VM	DO	Ongoing	 No arts projects took place during 2023/24.
Communities and Business							
<ul style="list-style-type: none"> Natural benefits for the community Supporting the special qualities 							
Priorities	Action	Key milestones	AONB policy / action Nos.	T&F Group Lead	AONB Team Lead	By when (2023-24)	2023-24 endpoint review
Strengthen our volunteer base	Recruit new volunteers	New volunteers recruited	CB3, A6	AONB Team	CO, LMO	Ongoing	 Promoted volunteer opportunities through the e-newsletter.  Between April 23 – Jan 24 a total of 43 volunteers contributed 1153 hours.
	Provide ongoing support to volunteers engaged with Great War Hut, Fixed Point Photography, and Milford Hut	Training and social sessions.	CB3, A6	AONB Team	LMO	Ongoing	 All volunteers have received the induction pack, are communicated to regularly through e-newsletters.

							😊 FSC guide and Future Guardians activity sheets shared for promotion.
	Keep risk assessments and health and safety requirements up to date	Risk assessments reviewed	CB3, A6	AONB Team	LMO	Ongoing	😊 Review of Risk Assessments and health and safety requirements in process.
Promote volunteering opportunities across the Chase	Support volunteering opportunities with partners	Volunteers signposted to Chase Up! and partner organisations	CB3, A6	AONB Team	CO	Ongoing	😊 Enquiries for volunteering on Cannock Chase signposted to partner organisations.
Inspire young people to appreciate and look after Cannock Chase	<i>**Launch and promote Future Guardians programme with Staffordshire Libraries, Duke of Edinburgh, Staffordshire Scouts and Girlguiding Staffordshire**</i>	Programme launched Resource materials made available in libraries, on AONB and users' websites	CB1, B20	AONB Team	CO, DO	Q1	😊 Programme launched 20 June 2023. All resources made available via partner and AONB websites. 😊 Briefing sessions given to DoE West Midlands teacher training sessions 29 and 31 Jan 24 and 8 Feb 24.
Raise awareness and understanding of Cannock Chase and the AONB	Complete and promote Cannock Chase e-learning training course	Number of participants completing the course	CB1, CB2, B11	VM	CO	Q4	😊 Induction slide-deck prepared and released for new Members, staff and volunteers.
Build more sustainable and empowering relationships with local businesses by improving their awareness of Cannock Chase and embedding the AONB in their products, services and ethos.	Invite businesses on and in close proximity to Cannock Chase to register to use the sense of place toolkit	Businesses registered	CB4	AONB Team	CO	Ongoing	😞 Toolkit needs redesigning following National Landscape re-brand.
Reach out and connect to all parts	Appoint Diversity and Inclusion Champion	Champion appointed	CB2	AONB Team	DO	Q4	😞 Search for champion ongoing.




of society, especially those who currently fail to benefit from Cannock Chase.	Prepare Diversity and Inclusion Action Plan	Action Plan published	CB2	AONB Team	DO	Q4	 Activity not completed. Deferred to 2024/25
	Deliver Access for All programme	Projects funded	CB2	AONB Team	DO	2024-25	 £41,200 allocated for year 2 funding. 5 projects in preparation.
	Promote the AONB Sustainable Development Fund, support applications where required and coordinate funding panel; management of claims etc.	Applications supported, and grant fully committed	CB2	AONB Team	LMO, CO	Annual call for EOI	 Grant offer made to 4 projects.
Governance							
<ul style="list-style-type: none"> Having the systems and processes in place to ensure we are operating effectively Raising resources – ensuring we can do what we want to do 							
Priorities	Action	Key milestones	AONB policy / action Nos.	T&F Group Lead	AONB Team Lead	By when (2023-24)	2023-24 endpoint review
Support effective governance and management of the AONB Partnership	Organise and support meetings of the Joint Committee	3 meetings held each year (March, July (AGM) and December)	All	AONB Team	DO	March, July, Dec	 Meetings held on 13 July 23, 6 Dec 23 and 18 Mar 24.
	Organise and support meetings of the Officers Working Group	3 meetings held each year (March, July and December)	All	AONB Team	DO	March, July, Dec	 Meetings held on 29 June 23, 7 Nov 2023.
	Organise and support meetings of Task and Finish Groups, currently: <ul style="list-style-type: none"> Landscape & Planning Land Management Historic Environment Visitor Management 	Meetings held as and when required	All	AONB Team	AONB Team	As required	 Hold meetings as required
	Report progress on the Business Plan to the Joint Committee	Progress reported annually (Q4)	All	AONB Team	DO	Q4 annually	 2023-25 Business Plan approved by Joint Committee on 13 July. Progress against year 1 activities reported on 18 Mar 24.

		against the Business Plan					
	Submit regular claims to Defra for core grant	Interim claim (75%) submitted September Final claim (25%) submitted March	All	AONB Team	DO	Q2 and Q4 annually	 Mid-year claim submitted 4 Sept 2023.  End-year claim submitted 1 Mar 24.
	Maintain and update risk register	Register updated	All	AONB Team	DO	Annually	 Updated risk register included in Business Plan 2023-25 and approved by Joint Committee on 13 July 23.
	Broaden representation on our governance bodies	Gaps are filled	All	AONB Team	DO	Q4	 5 new non-voting advisors to the Joint Committee accepted on 6 Dec 2023.
Play an active role in national AONB family activity	Contribute to the activities of the NAAONB including annual conference, AONB Chairmen's conference and AONB Lead Officer meetings as appropriate	Attendance at meetings	All	AONB Team	AONB Team	As required	 Team attended NAAONB annual conference 5-7 September 2023.  Participated in AONB Lead Officer meetings held on 27 April, 15 June, 19 July, 10 Oct, 6 Dec, 2 Feb  Participated in 30x30 workshop held on 8 June.  Participated in AONB Comms Officer meetings held 5 and 27 April, 15 and 27 June, 4 and 19 July, 5, 21, 26 September 25 October, 7, 14 November and 17 Jan 24.  Participated in meetings held to discuss National Landscapes rebrand.  Participated in NLA Green Finance webinar 8 Jan 24  Participated in meetings to plan preparations for the National Landscapes Association Annual Conference 2024.

	Report to the NAAONB performance statistics for Cannock Chase AONB against key metrics	Annual performance statistics returned by August each year	All	AONB Team	DO	August annually	😊 Submit performance statistics for 2022-23 when requested.
Raise resources to support delivery of AONB activities	**Establish the Cannock Chase Charitable Fund with Staffordshire Community Foundation**	Fund established and launched	CB1, A4	AONB Team	DO	Q4	😞 Joint Committee approved the establishment of the Fund on 13 July 2023. Legal oversight of the agreement with Staffordshire Community Foundation underway. Conclusion of agreement deferred to 2024/25.
Building resilience and adapting to a changing climate	Appoint climate change champion	Champion appointed	All	AONB Team	DO	Q4	😞 Search for champion ongoing.
	Prepare climate change action plan	Action plan published	All	AONB Team	DO	Q4	😞 Activity not completed. Deferred to 2024/25
Respond to the Government's recommendations of the Designated Landscape Review	Adopt and implement recommendations from the Glover Review and encourage implementation of actions led by others	Recommendations implemented	All	AONB Team	DO	As required	😊 Government's response to the Landscapes Review published and reported to Joint Committee on 6 Dec 23.
Review the AONB Management Plan	Prepare new State of the AONB report 2023	Review completed and published	All	AONB Team	DO	Q4	😞 Evidence base in preparation, with draft State of the AONB report
	Prepare new AONB Management Plan 2025-30	Management Plan published	All	AONB Team	DO	From Q1 2024-25	No planned activity 2023-24
Communication							
<ul style="list-style-type: none"> Raising profile – telling others what we do and why we do it Inspiring people to look after Cannock Chase through greater awareness and understanding 							
Priorities	Action	Key milestones	AONB policy / action Nos.	T&F Group Lead	AONB Team Lead	By when	2023-24 endpoint review
Raise the profile of the AONB and	Organise and run the Annual AONB Conference	Annual conference held	CB2, A7	AONB Team	CO, DO	Q4	😊 Annual Conference scheduled for 25 April 2024

articulate the value of what we do	Produce an annual report on AONB activity, showcasing the positive outcomes from AONB Partnership work	Annual report published	All	AONB Team	CO	Q2 annually	😊 2022-23 Annual Review approved by Joint Committee and published
	Prepare new Communications strategy 2025- 2030	Communications Strategy published	CB1, CB2	VM	CO	Q4	😐 Activity not yet completed.
Implement the Cannock Chase place brand	Apply the identity to websites, social media, posters and other publicity, signage and interpretation	Place brand adopted	CB1, CB2	VM	DO, CO	Ongoing	😊 A new National Landscape brand replaced the Cannock Chase AONB place brand in November 23. Materials are being redesigned and reissued in the new brand.
	Encourage visitor centres/hubs/attractions to use the Cannock Chase place brand and communicate consistent messaging about the special qualities of the nationally important landscape	Place brand promoted at all sites	CB1, CB2	VM	DO	Ongoing	😊 Museum of Cannock Chase has created a designated area in the reception promoting the Chase and accompanying literature.
	Provide training for front of house staff at visitor centres/hubs	Training sessions held	CB1, CB2	VM	DO	Q4	😐 Requirements to be discussed and agreed with Visitor Management group and Visitor Centre group
	Develop promotional merchandise to disseminate the place brand	Merchandise produced and sold in retail outlets	CB1, CB2	VM	DO	Q4	😞 On hold due to the roll-out of the new National Landscape rename and rebrand.
Sustain regular communication channels to all partners within the AONB Partnership and with our key stakeholders	Keep stakeholders updated with news, events and activities through our newsletter	Minimum 4 newsletters published each year	CB2	AONB Team	CO	Ongoing	😊 Enewsletters published on 3 May, 4 and 26 July and 24 August, 27 Sept, 31 Oct, 22 Nov, 14 Dec, 31 Jan 2023 😊 2218 subscribers on 13 February 24, up from 1947 subscribers on 16 September 2023
	Keep partners updated through partnership bulletin	Minimum 4 partnership bulletins published each year	CB2	AONB Team	CO	Ongoing	😞 No bulletins published yet this year

Engage with the online community	Develop social media presence to reinforce essential messages	Targeted communications to the right audiences	CB2	AONB Team	CO	From Q4	😊 Twitter activated following the National Landscapes re-brand @CannockChaseNL and we have 1724 followers and 16 posts recorded since 23 November 2023.
	Using our Cannock Chase network, we will encourage our partners to share our social media posts on their pages to increase its reach. We will share their news and content as well.	Social media posts shared	CB2	AONB Team	DO, LPO, LMO	Ongoing	😊 Twitter activated following the National Landscapes re-brand. Following our partners through Twitter.
Raise awareness of Cannock Chase and the benefits it provides through co-ordinated public awareness campaigns engaging with all target audiences	Work with our partners to deliver a calendar of awareness campaigns to share co-ordinated messages on our social media platforms, websites and other appropriate platforms, including Landscapes 4 Life week	Campaigns delivered	CB2	VM	CO	Annually	😊 Using twitter and e-news to share and develop campaigns. 😊 Working with SCC Comms team and other colleagues as appropriate to help to share messages.
	Support Forestry England and other landowners to promote the Ride with Respect campaign	Campaign launched	CB2	VM	CO	As required	😐 Input to be provided upon request.
Maintain the AONB website as the focus for information about the AONB and the work of the AONB Partnership	Keep the AONB website up to date, and aim to regularly post news items.	Minimum of one news item posted every two weeks	CB2	AONB Team	CO	Ongoing	😊 26 news items published. Website rebuilt following hacking incident
	Encourage our partners to share news items on their websites to increase their reach	News items shared	CB2	VM	CO	Ongoing	😊 News items shared as when required. 😊 AONB Communications group established on Microsoft Teams.
Gain local press and media coverage to raise awareness of Cannock chase and	Work across the Cannock Chase AONB Partnership, SAC Partnership and Visitor Centres/hubs to find stories	Media stories released	CB2	VM	CO	Ongoing	😊 News items shared as when required.

the importance of protecting and conserving it	that we can develop into press and media releases						
	Update these stories on our website and ask our partners to share the press release with their contacts in the media	Media releases shared	CB2	VM	CO	Ongoing	 News items shared as when required. Media releases Media releases produced and sent out for Future Guardians launch June 2023, National Landscapes rebrand November 2023, Accessibility guide and projects and Dark Skies event in Feb 2024 Press coverage received for Future Guardians on BBC website, Support Staffordshire and Girlguiding Staffordshire. Press coverage received for National Landscapes rebrand including ITV Midlands news interview with Ian Marshall on 22 November. Express & Star piece on website. Keele Observatory were interviewed by Capital FM about Dark Skies event organised by NL and CPRE 21 st Feb.
Raise Cannock Chase AONB's profile nationally, and work with the National Association for AONBs and AONB family to shape the national agenda and drive forward our collective ambition for designated landscapes	With the National Association for AONB's and the AONB family, we will contribute towards national press, research, papers and advocacy to promote Cannock Chase and help deliver the outcomes of the Glover Review.	Number of outcomes	CB2	AONB Team	CO, DO	Ongoing	 Continue to input as requested
	Incorporate the National Landscapes name and re-brand into our work	Number of outcomes	CB2	AONB Team		From Q3	 Liaison with NAAONB about the local implementation of the National Landscape rebrand is ongoing.