
**Strategic
Environmental
Assessment
Report for the
2025/30 National
Landscape
Management
Plan**

**Cannock Chase
National
Landscape
Partnership**

**Craggatak Consulting
10th February 2025**



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Consulting**



**Craggatak
Consulting**

THE CRAGG, SATTERTHWAITE
Nr ULVERSTON, CUMBRIA
LA12 8LW
01229 860269
enquiries@craggatak.co.uk
www.craggatak.co.uk

Report prepared by:

Paul Tiplady BA Hons, MA, MSc, MRTPI, FLI	Principal
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Acknowledgements

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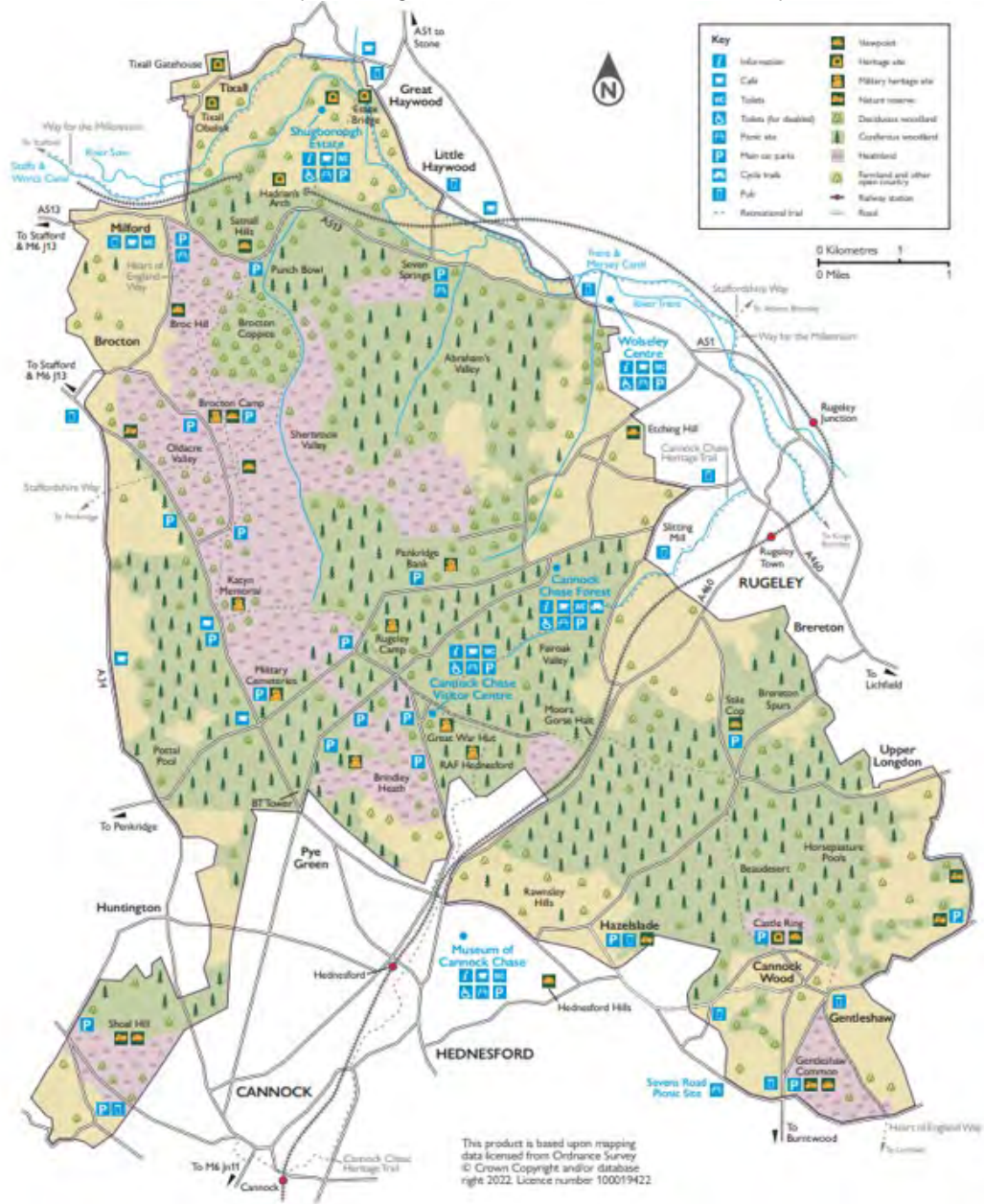


Figure 1: Outline map of the Cannock Chase National Landscape

Strategic Environmental Assessment Non-Technical Summary (blank)

To be completed after consultation

A full version of this version of the SEA Environmental Report is available from the Cannock Chase National Landscape Partnership.

Ian Marshall
Team Leader, Cannock Chase National Landscape Partnership
c/o Staffordshire Place 2,
Stafford.
ST16 2DH
Email: ian.marshall@staffordshire.gov.uk

1. Background

- 1.1. This Environmental Report has been prepared as part of the Strategic Environmental Assessment (SEA) of the Cannock Chase National Landscape (NL) Management Plan Review. A National Landscape is the everyday name for what is set out in legislation as an Area of Outstanding Natural Beauty (AONB). The statutory consultation bodies (Natural England, Historic England and the Environment Agency) must agree the scope and level of detail to be contained in the Environmental Report. The SEA Scoping Report went out for consultation during November and December 2024.
- 1.2. Both Natural England and the Environment Agency chose not to comment on the draft Scoping Report. They have confidence that the approach is in accordance with the regulations.
- 1.3. Historic England was supportive of the approach but asked for the references to the historic environment to be expanded. It also suggested additional policies and strategies to be included in the baseline data.
- 1.4. All the points submitted were accepted and the text modified. As to the concerns about the heritage indicators, the Headline Indicators for this report have been modified in line with the advice but it will require input from third parties to achieve, this will take time to develop.

Strategic Environmental Assessment

- 1.5. Strategic Environmental Assessment is a statutory requirement¹ to ensure that land-use plans and programmes that are likely to have significant effects on the environment are the subject of a strategic assessment of options and alternative courses of action during plan preparation to avoid or mitigate any adverse effects. The approach for carrying out the SEA of the Management Plan Review is based on current best practice and the following guidance:
 - HMSO (September 2005) A Practical Guide to the SEA Directive, Office of the Deputy Prime Minister, Scottish Executive, Welsh Assembly Government, Department of the Environment for Northern Ireland.
 - Dodd et al (2007) The Appropriate Assessment of Spatial Plans in England: a guide to why, when and how to do it, RSPB.
 - Natural Scotland (September 2006) Strategic Environmental Assessment Toolkit. Scottish Executive.
 - Countryside Council for Wales (2008) The Areas of Outstanding Natural Beauty in Wales - Guidance on the Review of Management Plans

¹ Directive 2001/42/EC “on the assessment of the effects of certain plans and programmes on the environment”. Transposed into law by Statutory Instrument 2004 No. 1633 The Environmental Assessment of Plans and Programmes Regulations 2004 (the “SEA Regulations”), <http://www.opsi.gov.uk/SI/si2004/sch1>

- Richard Partington et al (January 2008) Guidance to English AONB Partnerships and Boards on Strategic Environmental Assessment (SEA) of AONB Management Plans, Natural England
- Historic England (2016): Sustainability Appraisal and Strategic Environmental Assessment – Advice Note 8

1.6. To integrate fully the SEA process with the production of the Management Plan there is close collaboration with the review team. There are five stages to a Strategic Environmental Assessment:

Stage A: Scoping and consultation with Environmental Bodies

Stage B: Assessment of plan content and analysis of alternatives

Stage C: Preparation of an Environmental Report

Stage D: Consultation and consideration of the SEA findings by the decision maker; and

Stage E: Monitoring the performance of the plan against the SEA findings.

1.7. This report supports Stages B and C. The SEA Scoping Report consultation responses have been considered and used to inform relevant sections of the SEA Environmental Report (this document).

Purpose of the Environmental Report

1.8. This Environmental Report sets out the findings of the Strategic Environmental Assessment for the AONB Management Plan review. Its primary purpose is to identify, describe and evaluate any significant environmental effects arising from implementing the management plan, or any reasonable alternatives. Any significant beneficial effects are highlighted, as well as recording any residual negative effects once mitigating measures are taken into account.

1.9. This assessment follows the requirements of the European Directive 2001/42/EC and the Environmental Assessment of Plans and Programmes Regulations 2004 . The methodology used follows the guidance set out in paragraph 1.4.

Cannock Chase National Landscape

1.10. Designation of the Cannock Chase National Landscape was in 1958. It is the smallest mainland National Landscape, at 68 square kilometres. Cannock Chase is the largest surviving area of lowland heathland in the Midlands. It is an area of high sandstone heather and bracken heathland with birch woodland and extensive pine plantations. Dissected by secluded valleys and framed by a gentler landscape of fine parklands and attractive villages, the area encloses the last oak remnant of the ancient Cannock Forest. Lowland heath is an internationally scarce and threatened wildlife habitat. A Special Area of Conservation covering some 1,237 hectares of the National Landscape gives protection to the habitats. The National Landscape also has extensive areas of forest and woodland along with areas of designed parkland, quarrying and mixed agriculture.

- 1.11. Wildlife species that are strongly associated with the Chase include birds such as the nightjar and woodlark, reptiles such as adder and common lizard, plants such as Cannock Chase berry, invertebrates such as the small pearl-bordered fritillary and bog bush-cricket, and the herds of deer.
- 1.12. The area has a rich history, whose layers in the landscape can be experienced first-hand, including at the Iron Age Hillfort at Castle Ring; the remnants of a medieval hunting landscape; historic houses and parkland; historic field patterns; the rich heritage of iron and glass working and coal mining; the Staffordshire and Worcestershire canal; and military camps and cemeteries from the two World Wars. There is historic parkland and ornamental landscapes, often associated with fine houses and landed estates, such as those at Shugborough, Beaudesert, Teddesley, Wolseley and Hatherton. And there is common land, which has an ancient history providing grazing for local farms and smallholdings, including the commons of Cannock Chase, Haywood Warren, Brindley Heath, Penkridge Bank, Shoal Hill and Gentleshaw.
- 1.13. Nearly two million people live within 30 kilometres of the National Landscape. Cannock Chase is an important recreation area, both for daytrips and for the growing population on its immediate fringe. One of Britain's largest country parks conserves 1,214 hectares of the area. Many footpaths and bridleways cross the Chase, including Forestry Commission trails and the Staffordshire Way.

Management Plan review

- 1.14. Section 82 of the Countryside and Rights of Way (CROW) Act 2000 establishes the primary purpose of AONB designation as the conservation and enhancement of natural beauty. Section 85 of the CROW Act (as amended by section 245 of the Levelling-up and Regeneration Act 2023) places a duty on all public bodies (other than a devolved Welsh authority) to 'seek to further the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty'. Under section 89, the relevant local authorities must prepare and publish a Management Plan for each AONB; and keep it under review. A plan under section 89 relating to an AONB in England must further the purpose of conserving and enhancing the natural beauty of that area.
- 1.15. The Management Plan is a statutory document. It provides a policy framework that brings together partners to help them design, resource and implement the priorities set out specifically for the AONB designation. It guides and informs all other plans and activities that may affect the AONB so that they can contribute to the continued conservation and enhancement of the AONB designation.
- 1.16. There are five relevant local authorities for the Cannock Chase NL. Staffordshire County Council, Cannock Chase Council, Lichfield District Council, South Staffordshire Council and Stafford Borough Council. These councils have established a joint committee under Section 101 (5) of the Local Government Act 1972 to manage their obligations for the AONB. Representatives of the five local authorities form the Joint Committee, with advisors from Natural England, Forestry Commission, Historic England, local landowners, businesses, community groups and the NL manager. Following consultation with local communities, public bodies and agencies with an interest in the area, the plan will present

the special qualities and features of the National Landscape, and set out the outcomes and policies needed to ensure their conservation and enhancement.

Relationships with other assessments

Habitat Regulation Assessment

1.17. The EU Natura 2000 network provides ecological infrastructure for the protection of sites that are of exceptional importance in respect of rare, endangered or vulnerable natural habitats and species within the European Community. These sites, known as European sites, consist of Special Areas of Conservation (SAC), Special Protection Areas (SPA) and Offshore Marine Sites. It is common practice to treat RAMSAR sites (Internationally Important Wetlands) as if they were European sites. The guidance recommends taking into consideration European sites within the plan area and within 15 km of its boundary.

1.18. The current Management Plan states that the area's 1237 ha of heathland SSSI is designated a Special Area for Conservation under the European Habitats Directive. There are at least nine other European sites that may be within 15 km of its boundary:

- Cannock Chase SAC
- Cannock Extension Canal SAC
- Ensors Pool SAC
- Fens Pools SAC
- Humber Estuary SAC, SPA and Ramsar
- Midland Meres and Mosses (Phases 1 and 2) Ramsar sites
- Motte Meadows SAC
- Pasturefields Salt Marsh SAC
- River Mease SAC
- West Midland Mosses SAC

Natural capital and an ecosystem approach

1.19. Natural capital is another term for the stock of renewable and non-renewable natural resources on earth (e.g., plants, animals, air, water, soils, minerals) that combine to yield a flow of benefits or “services” to people². These flows can be ecosystem services or abiotic services, many of which we depend on. Ecosystem services are the benefits to society from nature; abiotic services are benefits to people that do not depend on living processes. They arise from fundamental geological processes.

1.20. An ecosystem approach makes explicit the link between the status of natural resource systems and ecosystem services that support human well-being. It seeks to maintain the integrity and functioning of ecosystems to avoid rapid undesirable ecological change. It also recognises that the impacts of human activities are a matter of social choice, and are as integral to ecosystem interactions as ecosystems are to human activities.

Definition of an Ecosystem Approach

“a strategy for the integrated management of land, water and living resources that promotes conservation and sustainable use in an equitable way”

² Adapted from the Natural Capital Protocol, 2016

Convention on Biological Diversity definition³

- 1.21. This approach provides a way to manage nature that combines three core themes⁴
- the ecology of the natural environment, including its functions and processes;
 - the benefits that people get from the natural environment (ecosystem services); and
 - the value of nature to society (in both monetary and non-monetary terms).
- 1.22. The availability of expertise and data limits the application of the ecosystem approach to the management of protected areas. Ecosystem services provided in the Malvern Hills are likely to include:

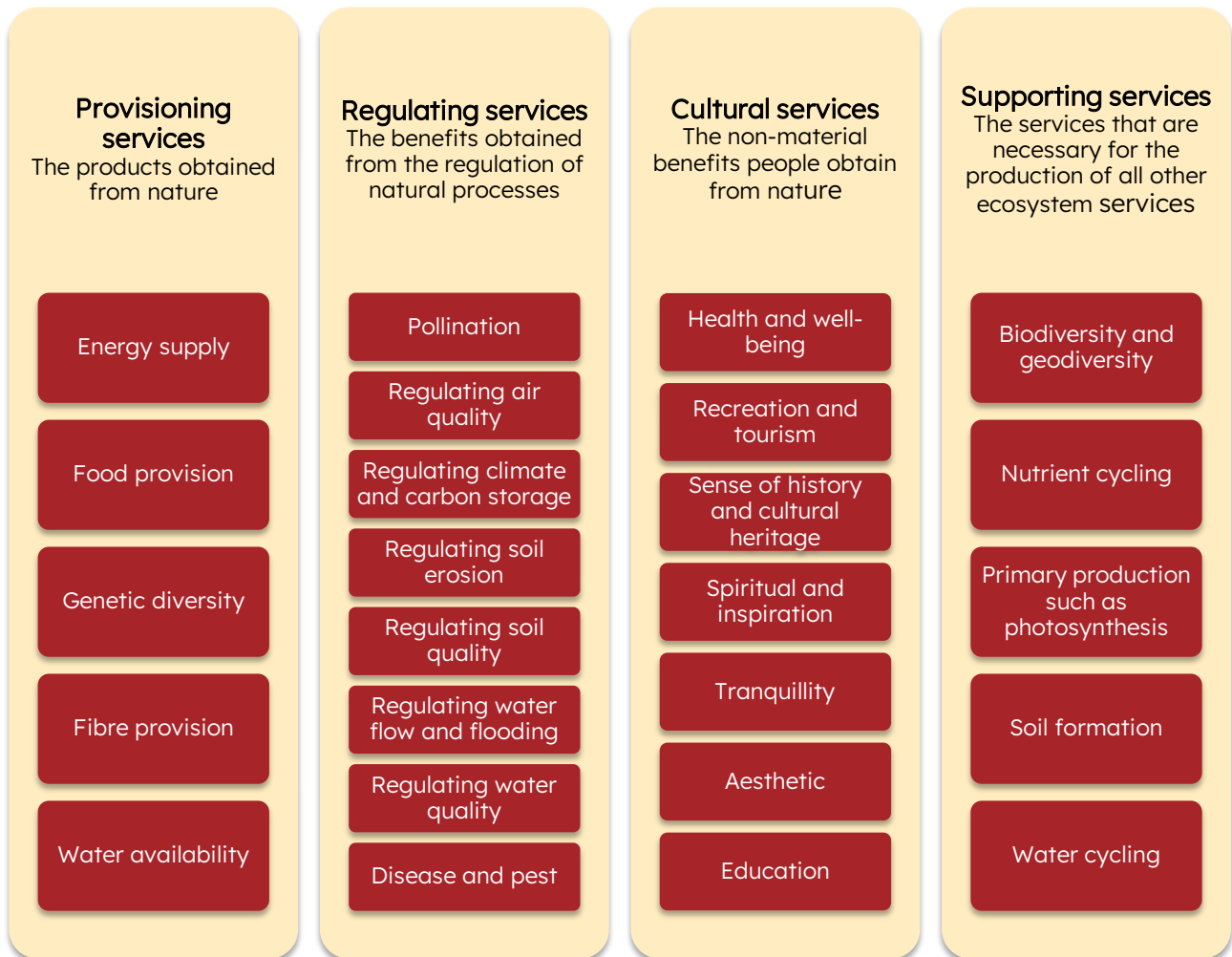


Figure 2: Suggested ecosystem services delivered in the Cannock Chase National Landscape

- 1.23. The data is not readily available to enable a full valuation of these services though the National Landscape has published some studies. However, even an initial assessment of

³ Secretariat of the Convention on Biological Diversity (2004) The Ecosystem Approach, (CBD Guidelines) Montreal: Secretariat of the Convention on Biological Diversity 50 p.

⁴ Hunt, D. Crosher, I., Wharton, A. & Hayes, G. (2012). Embedding the Ecosystem Approach into existing landscape scale or area based partnership delivery: Internal guidance for Natural England staff. Natural England, November 2012

ecosystem services affected by a policy choice can indicate how potentially significant impacts could be and where uncertainties and evidence gaps lie. Key indicators help monitor the condition of the ecosystem services. The effects of proposed or alternative actions on their status are considered.

- 1.24. This SEA supports an ecosystem approach. It will consider the possible indirect, direct and cumulative effects of projects implemented under this plan. It is not an ecosystem service valuation.

Relationship to other policies, plans and programmes

- 1.25. A key element in the SEA process is to review relevant international, national, regional and local policy guidance, plans and strategies, to:

- Ensure the Management Plan proposals and the SEA are consistent with and comply with the requirements of relevant plans and policies, especially where they refer to environmental priorities;
- Identify environmental objectives, key targets and indicators that should be reflected in the SEA;
- Provide evidence for the SEA rationale.

- 1.26. The selection criteria were:

- International documents having the status of a plan, policy or programme
- National documents having the status of a national strategy or a White Paper outlining intended policy
- Regional and local documents having the status of strategy or policy
- Other documents not having a statutory status but policy documents published by the statutory bodies

Appendix 2 list the documents under review. This review informs the SEA.

Legislation, conventions and national advice

- 1.27. Area of Outstanding Natural Beauty is a statutory landscape designation. The National Parks and Access to the Countryside Act 1949, as modified by the Countryside and Rights of Way Act 2000, provides the primary legislation for the designation of Areas of Outstanding Natural Beauty. From the Acts, a particular set of objectives is developed for AONBs⁵:

- The primary purpose of designation is to conserve and enhance natural beauty.
- In pursuing the primary purpose of designation, account should be taken of the needs of agriculture, forestry, 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.

⁵ Countryside Agency (2006), Guidance for the review of AONB Management Plans, CA221, Cheltenham, August 2006

- Recreation is not an objective of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.
- 1.28.** Ratification of the European Landscape Convention by the UK was in November 2006; and became binding on the 1 March 2007. The Convention aims to ensure the proper protection, management and planning of landscapes across Europe and aims to bring all countries up to the standard of the best.
- 1.29.** Following the passing of the European Union (Notification of Withdrawal) Act 2017, the UK left the European Union on the 31st January 2020 (there followed a 12-month transition period. The new Management Plan takes account of the changed relationship between the UK and the EU. The natural environment of the Malvern Hills has benefited from some support from EU budgets, particularly for research and academic cooperation. That support is very likely to stop unless the UK government gives a clear undertaking to match any existing funding. There could be a period of inertia whilst building new resources and structures.
- 1.30.** In 2018, Defra launched its 25-year plan for the environment⁶ that set out the vision for a quarter-of-a century of action to help the natural world regain and retain good health. The plan set out ten complementary environmental goals. And Defra undertook to refresh the plan every 5 years. The Environmental Improvement Plan (EIP), published in January 2023 is the first five-year refresh of the government's 25-Year Environment Plan⁷. The EIP uses the ten 25-year plan goals as its structure. Defra state that 'Thriving plants and wildlife' is their 'apex goal', which the nine other goals will help to achieve. The EIP is one of the core drivers of a Management Plan. Some of the goals and targets established in the EIP are reflected in a new Protected Landscapes Targets and Outcomes Framework. The framework includes 10 target indicators for the NL.
- 1.31.** A general election took place on Thursday 4 July 2024. The new secretary of state for the environment, food and rural affairs unveiled 5 core priorities for Defra:
- to clean up rivers, lakes and seas;
 - create a roadmap to move Britain to a zero-waste economy;
 - to boost food security;
 - to ensure nature's recovery and
 - protect communities from the dangers of flooding.
- 1.32.** The National Planning Policy Framework (2024) sets out the Government's planning policies for England and how to apply them. Paragraph 189 says that great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. It goes on to state that the conservation and

⁶ Defra (2018) *A Green Future: Our 25 Year Plan to Improve the Environment*, HMSO

⁷ Defra (2023) *Environmental Improvement Plan 2023, first revision of the 25 Year Environment Plan*, HMSO

enhancement of wildlife and cultural heritage are also important considerations in these areas.

Local Authorities

1.33. The NL lies with the bounds of five local authorities. They are Staffordshire County Council, Cannock Chase Council, Lichfield District Council, South Staffordshire Council and Stafford Borough Council. The County Council has many responsibilities but two have a direct effect on the Cannock Chase. As the minerals and waste authorities, it produces minerals and waste local plans. It also deals with local transport, highways and tourism. The District Councils are required to produce local plans to guide spatial change and growth within their areas. These plans set out the and framework for future development in their area. They address needs and opportunities in relation to the economy, housing, community facilities and infrastructure; as well as provide a basis for safeguarding the environment (including the National Landscape), adapting to climate change and securing good design.

Government Agencies

- 1.34. There is a range of Government Agencies whose actions impact upon the Malvern Hills. Their strategies set high-level policy and generally cover the whole of the country. Any mention of a particular site, such as the Malvern Hills, within these policies indicates the high national importance of the topic.
- 1.35. Natural England's purpose is to help conserve, enhance and manage the natural environment for the benefit of present and future generations, thereby contributing to sustainable development. It seeks a well-managed Nature Recovery Network across England which connects people to the natural environment for their own and society's wellbeing, enjoyment and prosperity. It is directly responsible for the management of the national sites and prepares plans to ensure that these sites reach a favourable ecological condition. The Targets and Outcomes Framework establishes a core, shared set of indicators for Protected Landscapes. Natural England will supply data to Protected Landscapes on these indicators, undertaking a significant part of the data gathering and processing effort for Protected Landscapes. The Targets and Outcomes Framework replaces the Monitoring Environmental Outcomes in Protected Landscapes data, supplied by Natural England since 2012.
- 1.36. Historic England protects historic places such as Scheduled Monuments, archaeological sites, registered parks and gardens, scheduled landscapes, and listed buildings; *and protected wrecks*. The Agency prepares plans and advice to ensure decisions serve people, places and the economy
- 1.37. It is the Environment Agency's duty to protect and improve the environment. In England it regulates major industry and waste, and the treatment of contaminated land. It is responsible for water quality, resources and fisheries; inland river, estuary and harbour navigations; and conservation and ecology. It is also responsible for managing the risk of flooding from main rivers, reservoirs, estuaries and the sea.

2. Environmental and sustainability baseline information

Key local environmental trends

- 2.1. The SEA Directive requires detailed baseline information to be gathered as part of the assessment process. Information must be gathered on “relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan” and the “environmental characteristics of the areas likely to be significantly affected” (Annex I (b) & (c)).
- 2.2. The baseline data is also required to highlight “any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC (Birds Directive) and 92/43/EEC (Habitats Directive)” (Annex I (c)).
- 2.3. The assessment of impacts of a plan must be based on the current state of the environment, the ‘baseline’. The source of baseline information will be in line with the Schedule 2 of the SEA Regulations. We use PLTOF (protected landscapes targets and outcomes framework) Reports, State of the NL Report, Natural England’s State of the Environment (West Midlands) Report, Natural England’s National Cannock Chase Character Area Profile and the evidence-base attached to the preparation of the local authority Local Plans. The baseline is, therefore, informed by factual data and professional judgement based on survey. The data is set out in **Appendix 7**.
- 2.4. The Partnership identifies eight key issues driving change within the Cannock Chase National Landscape:
 - **Climate change** - Climate change is happening, and its impacts are unavoidable. There is already experience of the impacts of a rapidly heating climate and this threatens many of the defining characteristics and Special Qualities of the Cannock Chase National Landscape. The National Landscape can expect to experience warmer, wetter winters and hotter, drier summers along with more unpredictable weather events causing drought, flooding and soil erosion. Cultural heritage assets may be at risk to extreme weather fluctuations including increasing temperatures (heatwaves or fires), precipitation and flooding, and from unintended consequences of climate mitigation and adaptation measures. Commercial renewable energy development has the potential to result in direct and indirect physical impacts on the historic environment that can impact on its significance. Direct physical impacts include impacts on surface features or buried archaeological remains; indirect physical impacts include those which occur offsite, such as impacts to groundwater levels.
 - **Nature recovery** - The fourth UK State of Nature Report published in 2023⁸ lays bare the stark fact that the UK is one of the most nature-depleted countries in the

⁸ State of Nature 2023 – report on the UK’s current biodiversity.

world, and that nature is still declining. Wildlife loss is well documented and understood. Climate change is threatening the loss of already diminished wildlife at an even greater scale and pace. There is a need to create a robust and resilient nature recovery network – a landscape rich in joined up and well managed habitats. The need for action is urgent to avoid a mass extinction event. Cannock Chase National Landscape still supports extensive areas of high value for nature. There are concerns, however, about the condition of protected sites, the management of priority habitats, the decline of wildlife in the wider countryside, and the status of some of our plants and animals.

- **Environmental quality** - Clean air, clean and plentiful water, and healthy soils are fundamental to nature recovery, as well as being the foundation for the ecosystem services that benefit those living in and around the National Landscape, and those visiting or working in it. The quality of these environmental resources is under pressure from a range of factors including urban development, road traffic, land management practices, water abstraction and recreation.
- **Land management** - Woodland and farmland together cover over 75% of the National Landscape. Forestry and agricultural policies and practices have a major bearing, therefore, on the natural beauty and special qualities of the Chase, as well as the quality of air, water and soil health. For agriculture, there is a transition to the new Environmental Land Management Scheme that centres on rewarding farmers and land managers for sustainable farming practices, as well as delivering Government targets for increasing woodland and tree canopy cover, the adoption of nature-friendly farming, and restoration and creation of wildlife-rich habitats. There are declining farm and forest incomes. Land managers must find either additional or new sources of income. They may grow new crops and/or move into other sectors, such as warehousing, business parks, tourism and recreation. They may use their land for energy or communication structures. This can help to maintain a viable business and improve the products and services on offer to the community and visitors.
- **Growth and development** - Development maintains economic viability, sustains the population and supports those who manage the land. The demand for small-scale new build, conversion, renovation of existing structures and other minor development within the designated area can change the character of the landscape and negatively impact on landscape quality, biodiversity and heritage. The spread of built-up land around the National Landscape since its designation in 1958 has been extensive (a 365% increase within a 10km radius) and has brought development hard up to the designated boundary in several places. Significant new areas of housing and employment continue to be built close to the National Landscape, and further areas are being allocated in Local Plans.
- **Tourism and recreation** - Cannock Chase has the highest density of visitor footfall of any Protected Landscape in the UK. The forecast growth in population in surrounding areas over the next 20 years will further increase visitor numbers,

adding to the pressures on the special qualities as well as visitor services, facilities and infrastructure. The quality of the visitor welcome and experience can have a lasting impression on people's perceptions about the National Landscape that will, in turn, influence their willingness to help look after it. Visitor-spend in the National Landscape brings economic benefits to local businesses, and increasing numbers of visitors may provide opportunities for the tourism sector, but pressures will need to be managed.

- **Health and wellbeing** - Connections within the National Landscape and with its setting are important. The mental and physical health benefits of accessing natural beauty are becoming increasingly understood and appreciated. The COVID-19 pandemic has had a significant impact on human behaviour. For example, people have travelled less and many have worked from home. People are more aware of the importance of green and blue spaces.
- **Equality, inclusion and diversity** - National Landscapes are protected for the nation and are available for everyone to enjoy. Visitors to Cannock Chase are not representative of the full spectrum of society, however, and some people and communities experience unintentional barriers to engagement with the protected landscape which leads to their exclusion or feelings of being unwelcome⁹. Such groups include lower income households, people with underlying health conditions, young people and ethnic minorities

The key issues associated with the environmental trends within the AONB and the likely outcomes if no action is taken are shown in **Appendix 3**.

Environmental appraisal framework






- 2.5. The Natural England Guidance sets out a generic list of SEA Objectives. For the SEA Assessment, we use 9 SEA Environmental Objectives. These ensure that the Objectives and accompanying issues and criteria are appropriate for this SEA. **Appendix 4** presents the SEA Environmental Objectives, complete with key sustainability issues arising from the scoping exercise. The key issues will help ensure that the SEA is as locally specific as possible
- 2.6. We also set out indicators that link the SEA Objectives to data and provide the basis for monitoring. In the consultation Scoping Report, we identified 30 Key Indicators thought to be useful when undertaking the SEA assessment. After consultation, this was increased to 31 deliverable Headline Indicators that can monitor the application of the management plan's policies. Monitoring also occurs through other programmes and we show additional indicators for which data may be available.

⁹ Cannock Chase AONB Inclusion and Diversity Study. A. Meredith Associates and The Research Solution, 2022.

3. Environmental assessment

Methodology

- 3.1. Step 1 is to consider the Management Plan draft text and test the compatibility of its policies and objectives. The intent is to identify potential tensions or sensitivities where two or more interventions interact. We collect the findings in a **Compatibility Matrix** and summarise them in a chart.
- 3.2. Using professional judgement, each relationship is plotted as:

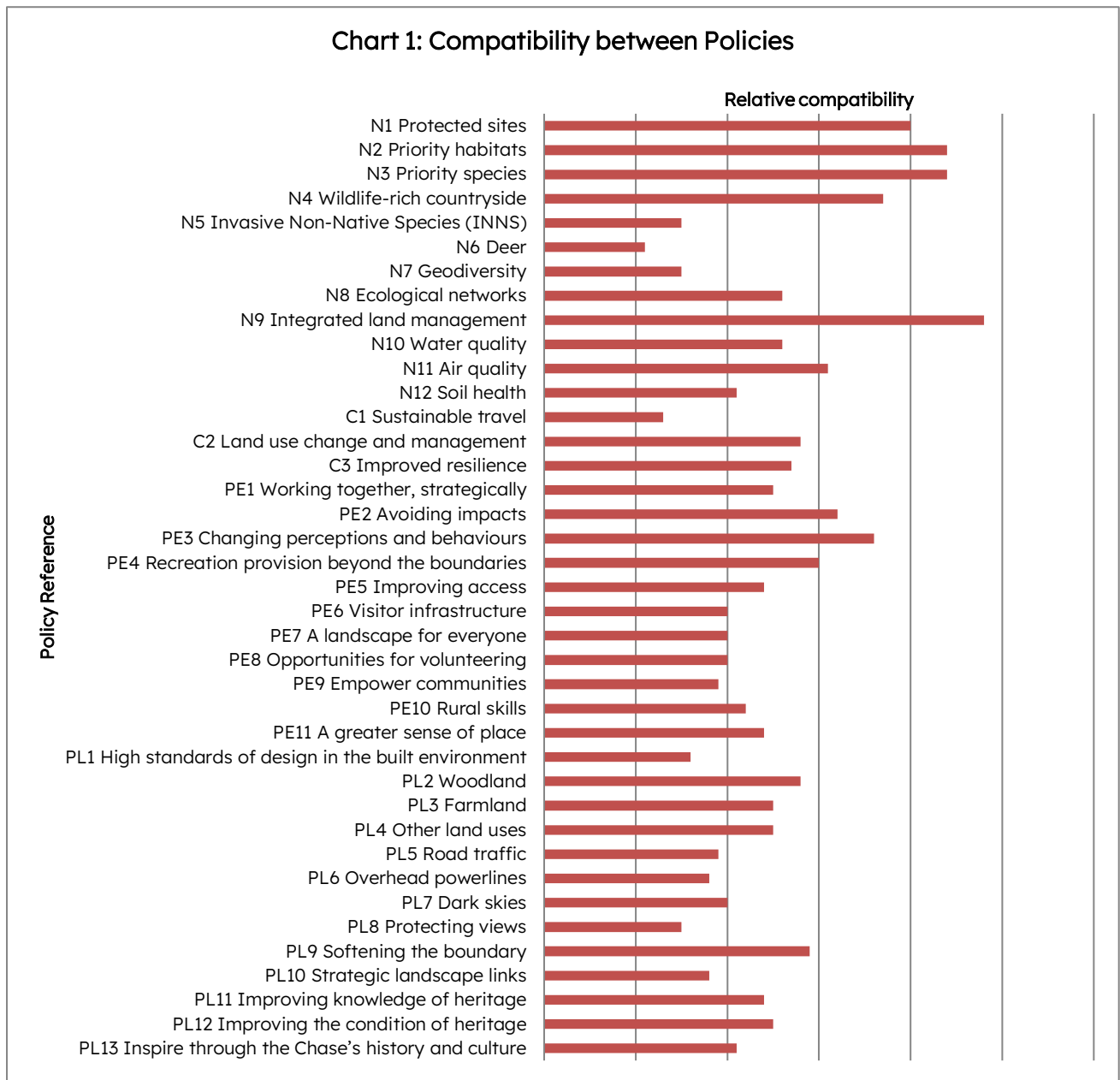
	= strong positive
	= positive
	= weak positive
Blank	= minimal interaction
	= weak negative
	= negative

A commentary develops the findings to take account of the varying environmental sensitivities of the different topic areas. The consideration of the compatibility of the vision for the NL and the defined attributes of the site is a part of this stage. We will express this as a **Policy Cascade** supported by the commentary.

- 3.3. Step 2 will check each objective against the full range of SEA Objectives, as identified in the SEA Scoping Report. The intent is to measure the significance of the effect in terms of:
 - Beneficial or adverse effects;
 - Magnitude of the effects;
 - Direct and indirect effects;
 - Cumulative effects; and
 - Reversible or irreversible effects.
- 3.4. The findings will emerge in a **Consistency Matrix** for each objective area and summary tables and charts present the combined effects of the objectives and their policies. A plot of each relationship will use the same discipline as for the Compatibility Matrix.
- 3.5. Step 3 will consider **Alternative Solutions** to the issues identified during the Management Planning process. As there is no alternative solution published, we will make a '**do-nothing**' comparison. The purpose is to show that the chosen pathway is the most-sound in terms of the environment and wider sustainability. This analysis tests the proposed actions and the 'do-nothing' scenario against the trends identified in the SEA Scoping Report (as shown in **Appendix 3**).
- 3.6. Finally, we draw and present our **Conclusions**.

and yellow squares). This supports Defra’s call for national landscape management plans to give priority to nature recovery¹⁰.

- 3.10. Away from the nature and climate policy areas, there are many minimal interactions (white squares). This is not surprising as the policies are generally quite specific in their intent. There is very little duplication of actions.
- 3.11. It is important to consider the strong positive relationships. These are what will focus the plan. This is clearer in **Chart 1**; a chart showing the indicative strengths of each policy.



- 3.12. No policies work in isolation. The policies with the strongest positive relationships with other policies are N1 Protected sites, N2 Priority habitats, N3 Priority species, and N9

¹⁰ Defra (2023): Environmental Improvement Plan 2023, first revision of the 25 Year Environment Plan, page 16, HMSO

Integrated land management. These are closely followed by N4 Wildlife-rich countryside, N11 Air quality, PE2 Avoiding impacts, PE3 Changing perceptions and behaviours, and PE4 Recreation provision beyond the boundaries. This reflects a strong desire to achieve Defra's goals for nature recovery and environmental improvement.

- 3.13. The policies with the weakest relationships with other policies are N6 Deer and C1 Sustainable travel. As drafted, these policies are focussed very narrowly and do not rely on supporting actions from other policy areas within the plan. Their purpose is to support the actions of others.

Findings

- 3.14. The findings are that there is compatibility between all the policies, there is no need to consider measures to reduce any tensions or sensitivities.

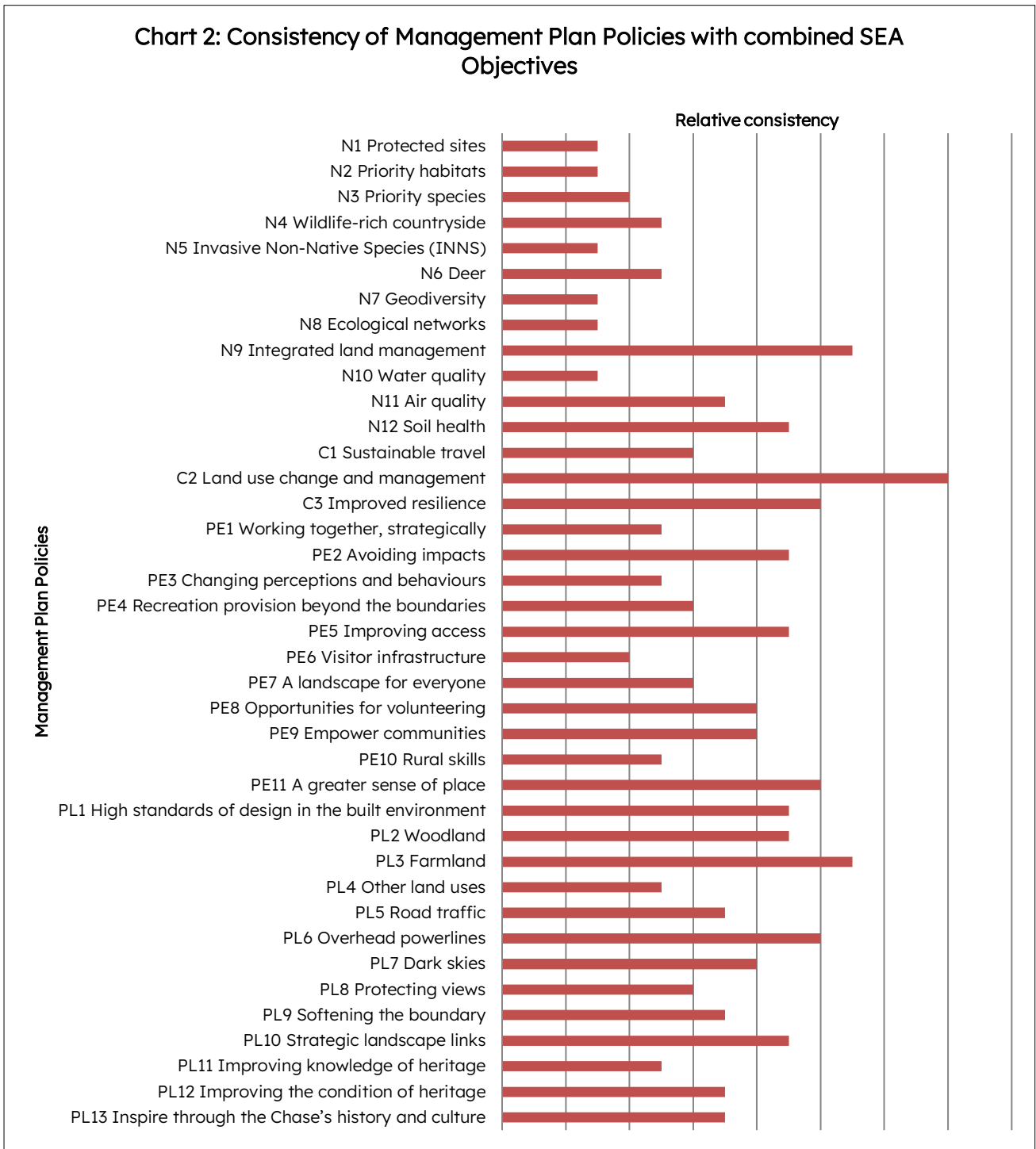
Consistency with SEA Objectives

- 3.15. The next task is to check the proposed intentions of the Management Plan against the SEA Environmental Objectives in a **Consistency Matrix**. This was to see whether there were any significant beneficial or adverse effects; and to gauge the magnitude of that effect. Where appropriate, there is consideration as to whether the effect is reversible.
- 3.16. A brief commentary on this analysis is set out in **Appendix 5** where we test the Management Plan Policies against the SEA Objectives. **Table 2** summarises this analysis and shows that there are no negative interactions between the SEA Objectives and Management Plan policies. Where there are links between the SEA Objectives and Management Plan policies, all are positive and only a few are weak (yellow squares).
- 3.17. There are many minimal interactions (white squares), especially within the 'nature' section of plan. Indeed, many of the nature policies only interact with SEA Objective E3 (biodiversity). This suggests a narrow focus to these policies. Policies N10-12 do also have strong links to SEA Objective E2 (soils, air & water). However, policy N9 (integrated land management) links to five of the SEA Objectives.
- 3.18. It is useful to consider the material in Table 2 in two ways. Firstly, to study the interactions of each plan policy against the combination of the SEA Objectives (**Chart 2**); and then of the combination of the policies against each SEA Objective (**Chart 3**).

Table 2: Consistency between SEA Objectives & Management Plan Policies

Management Plan Policies	SEA Objectives								
	E1 Climate change	E2 Soils, air & water	E3 Biodiversity, habitats & species	E4 Landscape	E5 Cultural heritage	E6 Local distinctiveness	E7 Human health	E8 Local economy	E9 Cumulative impacts
N1 Protected sites			Green						
N2 Priority habitats			Green						
N3 Priority species			Green				Yellow		
N4 Wildlife-rich countryside			Green				Green		
N5 Invasive Non-Native Species (INNS)			Green						
N6 Deer			Green					Green	
N7 Geodiversity				Green					
N8 Ecological networks			Green						
N9 Integrated land management	Green	Green		Green					Green
N10 Water quality		Green							
N11 Air quality		Green	Green						Green
N12 Soil health	Green	Green	Green					Green	
C1 Sustainable travel	Green						Green		
C2 Land use change and management	Green	Green	Green	Green		Green			Yellow
C3 Improved resilience		Green	Green	Green	Green				
PE1 Working together, strategically			Green				Green		
PE2 Avoiding impacts			Green				Green		Green
PE3 Changing perceptions and behaviours							Green		Green
PE4 Recreation provision beyond the boundaries	Green						Green		Yellow
PE5 Improving access	Green				Green		Green		Yellow
PE6 Visitor infrastructure	Yellow					Green			
PE7 A landscape for everyone							Green		Green
PE8 Opportunities for volunteering			Green	Green	Green		Green		
PE9 Empower communities			Green	Green	Green			Green	
PE10 Rural skills							Green	Green	
PE11 A greater sense of place				Green	Green	Green			Green
PL1 High standards of design in the built environment	Green			Green	Green	Green			
PL2 Woodland	Green	Green	Green	Green	Green				
PL3 Farmland		Green	Green	Green	Green			Green	Yellow
PL4 Other land uses				Green	Green				
PL5 Road traffic	Green	Green					Green		
PL6 Overhead powerlines			Green	Green	Green	Green			
PL7 Dark skies			Green	Green	Green		Green		
PL8 Protecting views			Green	Green	Green	Green			
PL9 Softening the boundary				Green	Green	Green	Yellow		
PL10 Strategic landscape links			Green	Green	Green	Green			
PL11 Improving knowledge of heritage				Green	Green	Green	Green		
PL12 Improving the condition of heritage				Green	Green	Green	Green		
PL13 Inspire through the Chase's history and culture				Green	Green	Green	Green		

Consistency of Management Plan Policies with combined SEA Objectives



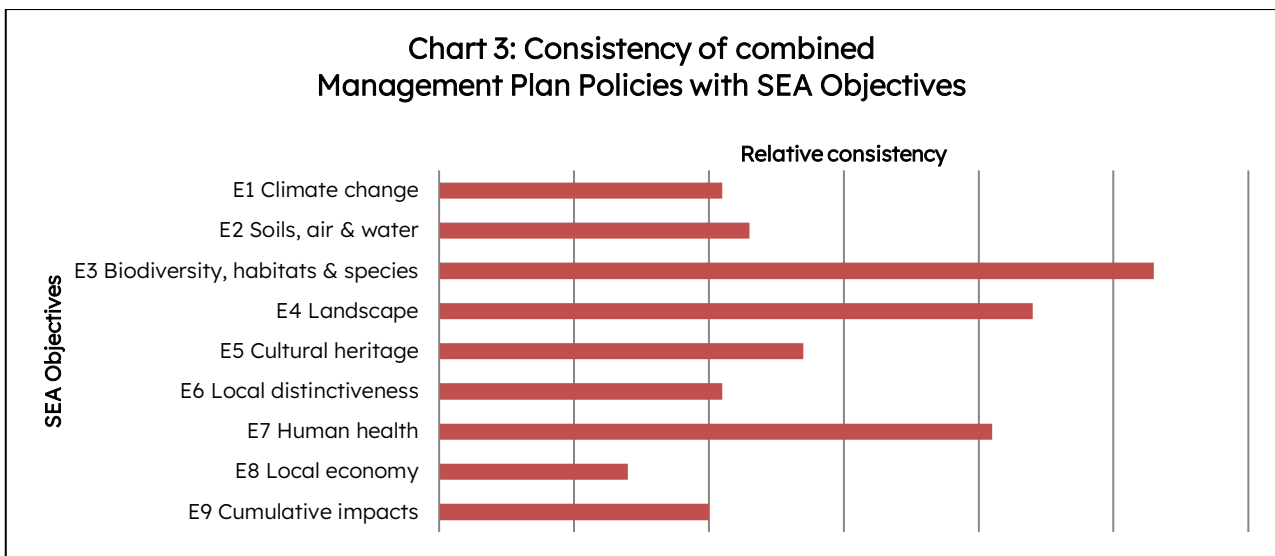
3.19. **Chart 2** shows that the climate change policies C2 (land use change & management) and C3 (improved resilience) interact with many of the SEA Objectives, C2 particularly so. This supports the national desire to manage climate issues. Policy N9 (integrated land management) shows a high level of interaction with the SEA Objectives and this is followed closely by policy N12 (soil health). This supports Defra’s call for nature recovery strategies. In the ‘people’ section of the plan, policies PE2 (avoiding impacts), PE5 (improving access) and PE11 (a greater sense of place) show the most interactions with the SEA Objectives. These policies encourage responsible and informed access to the

area. Within the ‘place’ section of the plan, policy PL3 (farmland) shows the greatest interaction with SEA Objectives. This reflects the other interactive policies N9 (integrated land management) and C2 (land use change & management). Perhaps surprisingly, the next most interactive policy is PL6 (overhead powerlines). The policy is narrow in intent but its attached caveats lend support to several of the SEA Objectives. PL10 (strategic landscape links) also interacts well with the SEA Objectives and shows support for managing the area through links with the wider countryside.

3.20. The least interactions are shown by many of the ‘nature’ policies. These policies have a narrow purpose that focus on single environmental issues.

Consistency of combined Management Plan Policies with SEA Objectives

3.21. Each SEA Objective gains support from the Management Plan policies operating in combination (see **Chart 3**). The greatest support is given to E3 (biodiversity) and E4 (landscape), reflecting the purpose of NL designation. E7 (human health) gains significant support, mainly from the ‘people’ policies but also from the transport and dark sky policies. The rest of the objectives gain reasonable consistency.



3.22. The SEA Objective interacting least with the combined Management Plan policies is E8 (local economy). This is a policy area that lies more with the local authorities.

Findings

3.23. There are no adverse effects and some significant beneficial effects. There is no need to consider measures to increase the beneficial effects of the Management Plan policies

Review of alternative policies

3.24. To meet with the requirements of the SEA Directive, the assessment needs to consider alternative options to determine whether the chosen pathway is the soundest in terms of the environment and wider sustainability. There is no record of any alternative options considered as a part of the management planning process.

3.25. In this situation, the approach is to compare the effect of the proposed outcomes (and supporting policies) with a ‘do-nothing’ scenario informed by the trends identified in the

SEA Scoping Report (as shown in **Appendix 3**). The task is to establish the environmental and sustainability benefits of the proposed policies over the 'do-nothing' situation. This comparison is set out in **Appendix 6** and summarised in **Table 3**.

Table 3: Summary of the comparison of the Management Plan Outcomes with the 'do-nothing' option

The climate change

There are many organisations that have the opportunity, authority and resources to take meaningful actions. However, the proposed policies offer advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, some opportunities may be lost.

Nature recovery

There are many organisations that have the opportunity, authority and resources to take meaningful nature recovery actions. The management plan adds value to the actions of others and, in a few instances, offers a more certain approach for the Chase by taking account of the special qualities of the area. Some of the proposed policies offer limited advantages over the do-nothing option by supporting an area-wide approach. Others will also act but without coordination, opportunities may be lost. Several management plan policies support the actions of others rather than adding extra initiatives. Actions, like volunteering will only happen with active support from the management plan.

Environmental quality

There are many organisations that have the opportunity, authority and resources to take meaningful actions to improve environmental quality. However, the proposed policies offer advantages over the do-nothing option as they take account of the designation purposes and support an area-wide approach. Others will act but without coordination, some opportunities may be lost.

Land management

Defra and its agencies have the opportunity, authority and resources to take meaningful actions in relation to land management but it is reported that there are difficulties in delivering that support. The management plan does advocate support for land managers but cannot deliver financial contributions. It sets out practical actions that will help the sector. On balance, the management plan is better than the do-nothing option and will remain so until Defra is able to fully establish its ELMs support packages.

Growth and development

The local planning authorities have statutory responsibility for the management of development and each have a development plan that has strong National Landscape policies. However, these policies are not identical and there can be inconsistencies in decision making across the area. Further, the interpretation of these policies and the weight they are given can also vary. The management plan does not (and cannot) replace the development plans but it does present evidence and guidance to further the understanding of the purposes of designation and the implications for development proposals. And the management plan is a material consideration when considering development decisions. The management plan gives a greater benefit than the do-nothing option.

Tourism and recreation

There are many organisations that have the opportunity, authority and resources to take meaningful actions to influence tourism and recreational activities. There will be initiatives in the wider countryside but they may not be focused on the needs of the national landscape. Without the national landscape input, it is unlikely that there will be coordinated activity within the area, opportunities may be lost. The management plan gives a greater benefit than the do-nothing option.

Health and well-being

Health and wellbeing is a far reaching area of policy. There are many organisations that have the opportunity, authority and resources to take meaningful actions. The management plan does not spell out the health and well-being benefits in each of its sections when others do (for example, in the nature section). However, overall, the proposed policies offer some advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, opportunities may be lost.

Equality, inclusion and diversity

There are many organisations that have the opportunity, authority and resources to take meaningful actions to address equality, inclusivity and diversity issues. The management plan acknowledges that visitors to the Chase are not representative of the full spectrum of society, and that some people and communities experience unintentional barriers to engagement with the protected landscape. This leads to their exclusion or feelings of being unwelcome. Though only a few policy areas address these issues, the proposed policies offer some advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, opportunities may be lost.

Findings

- 3.26. The findings are that the proposed outcomes and policies generally give greater environmental benefits than the 'do-nothing' situation, though there is not always a significant difference.

4. Monitoring

Monitoring of significant environmental effects

- 4.1. The SEA Regulations require monitoring measures for all the significant effects, both positive and negative, identified in the assessment. The SEA of the draft management plan has identified no significant adverse effects that are likely to arise from the implementation of management plan. Some significant positive effects are likely to arise from the implementation of the plan. The assessment has also identified some areas of uncertainty over the significance of some of the predicted effects and monitoring will cover these effects as well.
- 4.2. There are likely to be several benefits in monitoring any environmental effects arising from the implementation of the management plan, including:
- Identifying when action should be taken to reduce or offset any potential environmental effects of the plan;
 - Enhancing understanding of how the environment is changing in the National Landscape;
 - Tracking whether the plan has had any unforeseen environmental effects; and
 - Providing baseline data for future SEAs.

The advice is to incorporate the monitoring requirements of the SEA Regulations into a State of the AONB Report.

Monitoring Measures

- 4.3. The SEA Scoping Report identified 31 potential indicators to monitor the environmental effects of implementing the Management Plan. These are described **Appendices 4 and 6**.

Data limitations

- 4.4. There were some difficulties in securing all the data necessary for this assessment. This relates to the time available to search and secure data. There was only time to use existing data, it was not feasible to commission any new studies.
- 4.5. Strategic Assessment uses a combination of quantitative information from many sources (e.g. National Statistics and commissioned studies) and qualitative assessment using considered judgement. The qualitative approach is robust, given the strategic nature of the Management Plan. Detailed quantitative information relating to the effects of the plan is likely only to be available at a later stage.
- 4.6. Monitoring data are often subject to changes in methodology or reporting that may prevent the establishment of trend data from a known baseline date. Trend data and targets are the significant data gaps and these affect certain topics; in particular, effective and up-to-date reporting on the natural environment¹¹. Pollution emission trends and aspects of air, soil (including contaminated land) and water quality are lacking. Consequently, the effects of diffuse pollution and other environmental impacts, such as recreation damage, are often difficult to ascertain.
- 4.7. Natural England's advice is to develop bespoke indicators to reflect the outcomes of National Landscape management decisions. The responsible authority agrees but it will take time to develop effective base-line data. Defra is currently working on its suite of national targets for protected landscapes. These cover the same three key areas of this plan, climate, nature and people. A monitoring framework, developed by Natural England, supports these targets. This work will enable the development of relevant and supported indicators for the 2025 plan.
- 4.8. Census statistics help paint a picture of the nation and how we live. They provide a detailed snapshot of the population and its characteristics, and underpin funding allocation to provide public services. There was a Census in 2021.

5. Technical review

- 5.1. The prime purpose of the SEA process is to review the potential impacts of the Management Plan on the key environmental aspects of the National Landscape. There is also a requirement, however, to monitor the implementation of the Management Plan and its impact on the environment over time. The baseline indicators (Appendix 4) were selected with this in mind. They are expected to be a part of the State of the NL reporting; many are already a part of this reporting. The National Landscape Partnership must confirm its monitoring programme for the management plan, once adopted; and ensure that there is a collection programme to fully inform the next State of the NL report.

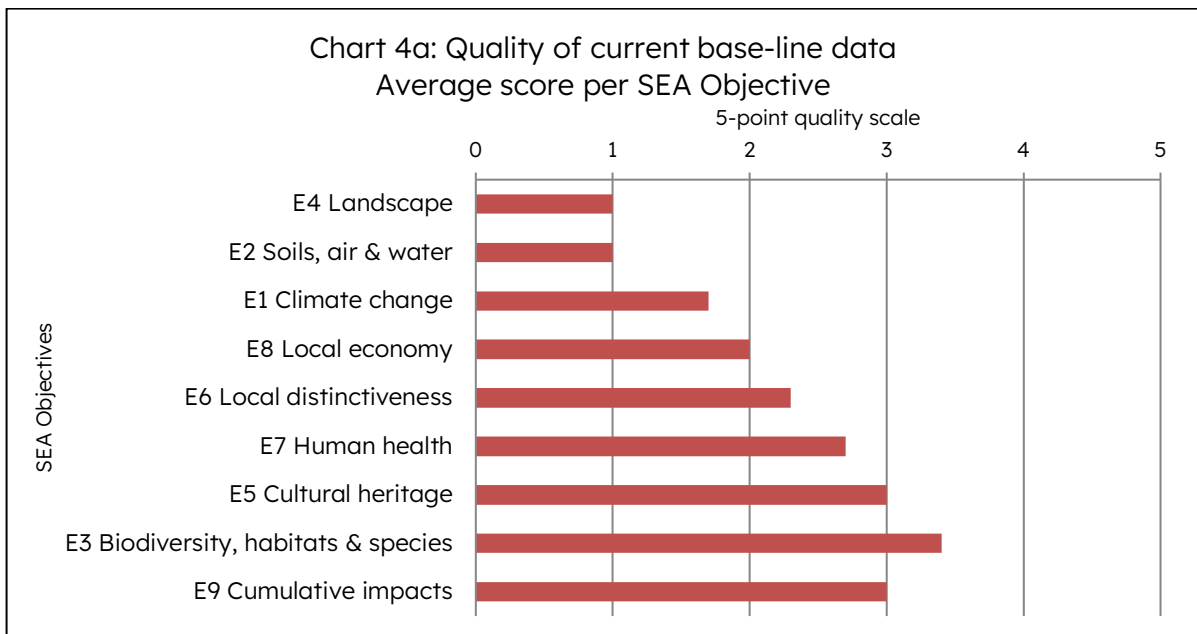
¹¹ Defra, Natural England, Historic England and the Environment Agency, provide data cut to national landscape boundaries each year through the June Survey of Agriculture and the 'Protected Landscapes Targets and Outcomes Framework' (PLTOF).

Quality of existing baseline data

5.2. The assessment of the 31 SEA indicators is by a five-point quality scale. The analysis identifies where required data is weak or absent, so providing a framework for future data collection.

Indicator 5-point quality scale		<i>Comment</i>
1	Fit for purpose	
2	Adequate	Some minor improvements desirable
3	Indicative only	Not considered accurate
4	Inadequate	Little relevance to the AONB
5	Absent	No available data

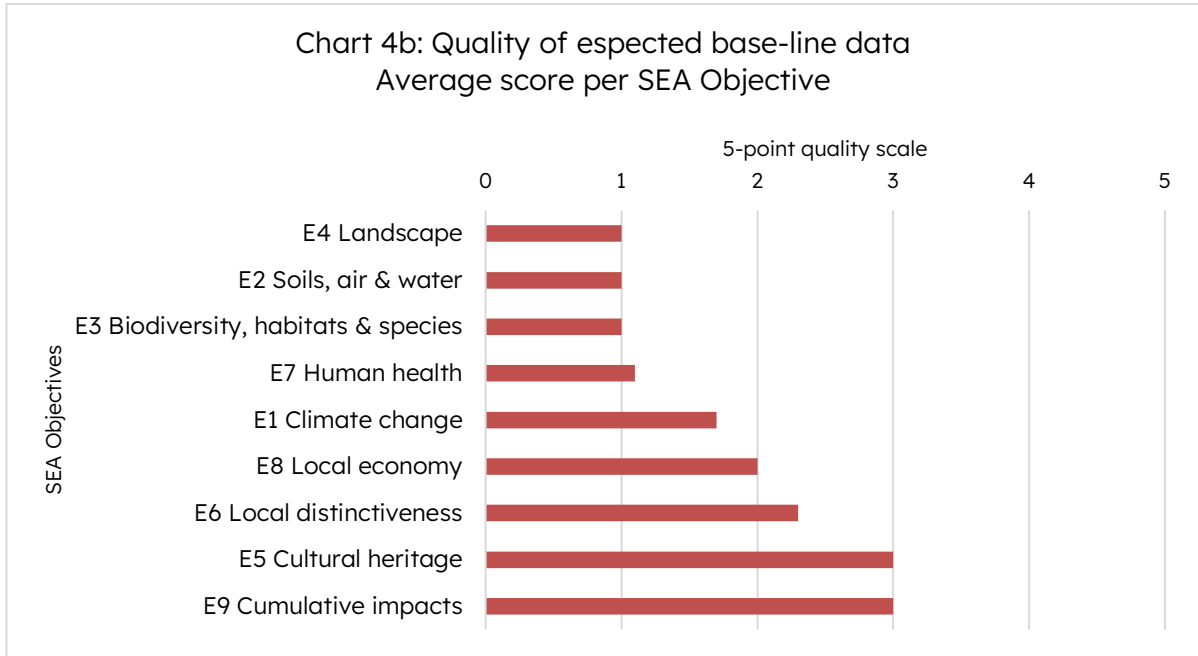
- 5.3. The full assessment of each indicator against the nine SEA Objectives is set out in **Appendix 7**. Eight indicators are absent. This is because there is a delay in receiving seven Protected Landscapes Targets and Outcomes Framework data sets from Defra (but these will arrive shortly) and the absence of HER records for non-designated sites.
- 5.4. Considering the data currently available, 58% are ‘fit for purpose’ (18 indicators) and 10% are ‘adequate’ (3 indicators). Of the remaining indicators, 3% (1 indicator) are indicative, and 29% (9 indicators) are absent. **Chart 4a** shows the assessment for each of the SEA Objectives using the data currently available.



5.5. Monitoring measures are weak. Landscape (E4), Soils, air & water (E2), Climate change (E1), and Local economy (E8) are adequate, or better. This is in line with Defra priorities. But Biodiversity (E3), Defra’s highest priority, is showing as indicative. This is because some Defra data is missing. The Cultural heritage (E5) and Local distinctiveness (E6) indicators are at best adequate but may be indicative. This is because there is still a need

to source and secure relevant data. E9 Cumulative impacts will always remain as indicative but monitoring for this topic is by annual reporting.

- 5.6. Taking account of the missing Defra data sets, 80.5 % will be ‘fit for purpose’ (25 indicators) and 10% remain ‘adequate’ (3 indicators). Of the remaining indicators, 3% (1 indicator) remains indicative, and 6.5% (2 indicators) will still be absent. **Chart 4b** shows the assessment for each of the SEA Objectives using the expected data.



- 5.7. Monitoring measures are stronger but still have weaknesses. If the cultural heritage and local distinctiveness data can be secured then most will be adequate, or better. E9 Cumulative impacts will always remain as indicative but monitoring for this topic is by annual reporting.

Findings

- 5.8. The current indicators will deliver an effective monitoring framework once all data is sourced and secured.

6. Response to Environmental bodies comments (blank)

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Awaiting consultation

7. Conclusion (draft – subject to consultation)

- 7.1. The proposed Management Plan has a cascade of 18 objectives addressed through 36 policies. The proposed policies are compatible. There are no tensions or sensitivities arising from where two or more interact. The proposed policy cascade has a beneficial, and in parts, a significantly beneficial, effect on the SEA Environmental Objectives.
- 7.2. Each SEA Objective gains strong support from the Management Plan Policies operating in combination, there are no weak relationships. The greatest interaction is with SEA Objectives E3 (Protect and enhance biodiversity habitats and species), closely followed by E4 (Protect and enhance the landscape). This reflects the purpose of designation. A particularly welcome finding is the strength of safeguarding and enhancing human health (E7) that suggests that the Management Plan has taken on board the call to make national landscapes more inclusive and diverse. Given the emphasis of the Management Plan on the climate emergency, nature's decline and health, it is no surprise that strong support is given to the SEA Objectives covering these topics.
- 7.3. There are no adverse effects on the SEA Environmental Objectives so there is no need to consider measures to increase the beneficial effects. There is no recommendation for mitigating actions.
- 7.4. The proposed policies generally give greater environmental benefits than the 'do-nothing' situation. The plan deals with the key issues of climate change and nature recovery but most of the actions are mirrored by other players. The plan sets out an engagement agenda with people who do not currently seek out the benefits of the landscape, whether they be residents or live in the surrounding areas. Other bodies do also pursue such initiatives but the Management Plan is very clear about the needs and the means of satisfying them. It is not certain that other players would pick these up.
- 7.5. The overall assessment of the current baseline data is that it is adequate. There are opportunities to strengthen it further but this is limited by the need to source and secure data on cultural heritage and local distinctiveness. The Partnership's State of the National Landscape report has informed the review of the full plan and will support the monitoring framework.
- 7.6. **In conclusion: There is nothing in the management plan that will undermine the special qualities of Cannock Chase. Implementation of the proposed Management Plan will have environmental and sustainability benefits for the National Landscape.**

8. Consultation

- 8.1. In line with the SEA Regulations, the statutory consultation bodies (Natural England, Historic England and the Environment Agency) will receive this report. In addition, comments from the NL Partnership and other key stakeholders are welcome. The consultation period will last for three weeks from the **10th February to the 3rd March 2025**. We are seeking opinions on the findings in the Environmental Report.
- 8.2. To respond to this consultation please send written comments to:

Paul Tiplady

Craggatak Consulting

Email: paul@craggatak.co.uk

For further information, contact:

Ian Marshall

Team Leader, Cannock Chase National Landscape Partnership

c/o Staffordshire Place 2,

Stafford.

ST16 2DH

Email: ian.marshall@staffordshire.gov.uk

Appendices

Appendix 1: Management Plan policy framework

Vision <i>A wild and beautiful place, distinctive, thriving, resilient and welcoming</i>			
Themes	Objectives	Policy topics	
Nature Strategic aim: A nature-rich, healthy, National Landscape, with a thriving and connected network of habitats that is alive with wildlife, both within and beyond its borders.	Improve conditions for nature on the Chase	N1 Protected sites	N1 Protected sites: Develop a thriving and better connected network of protected, well-managed wildlife sites that is at the heart of nature recovery in the National Landscape.
		N2 Priority habitats	N2 Priority habitats: Restore, expand and maintain in favourable condition areas of priority habitat outside nationally-designated wildlife sites.
		N3 Priority species	N3 Priority species: Conserve and enhance populations of priority species and their habitats, taking particular account of threats, such as disturbance and pollution.
		N4 Wildlife-rich countryside	N4 Wildlife-rich countryside: Enhance the biodiversity of the wider countryside around and between protected sites and priority habitats.
		N5 Invasive Non-Native Species (INNS)	N5 Invasive Non-Native Species (INNS): Prevent, control and eradicate invasive species, pests and diseases in the National Landscape, focusing on those that are most harmful to biodiversity.
		N6 Deer	N6 Deer: Monitor and manage the deer population across the Chase, working collaboratively with land managers and the public to balance the needs of both a healthy deer population and habitats, and to manage conflicts with people.
		N7 Geodiversity	N7 Geodiversity: Protect and manage Local Geological Sites within the National Landscape to ensure their long-term conservation.

	A better connected Chase	N8 Ecological networks	N8 Ecological networks: Build connected networks of wildlife sites extending beyond the National Landscape and improve landscape permeability, as a means of enhancing the resilience and viability of wildlife populations currently concentrated in the Chase.
		N9 Integrated land management	N9 Integrated land management: Develop landscape-scale partnerships and initiatives that deliver better and integrated management of the land and water environment to provide multiple benefits for nature and people as well as increasing resilience to climate change.
	Improve environmental quality	N10 Water quality	N10 Water quality: Improve the health of the water environment in the National Landscape, and the sustainability of water resources for people and nature.
		N11 Air quality	N11 Air quality: Protect sensitive natural habitats from the effects of air pollution.
		N12 Soil health	N12 Soil health: Encourage practices that protect and regenerate our soils.
	Climate Strategic aim: A resilient National Landscape, adapted to cope with the impacts of climate change and net zero.	Lower greenhouse gas emissions	C1 Sustainable travel
Sequester and store more carbon		C2 Land use change and management	C2 Land use change and management: Support land use changes and management practices that increase carbon sequestration and storage and protect our existing carbon stores, respecting and reinforcing local landscape characteristics and distinctiveness. Actions to increase woodland canopy cover should be targeted to ensure that the right tree is planted in the right place.
Adapting to climate change		C3 Improved resilience	C3 Improved resilience: Support and facilitate the delivery of more integrated land use and water management at the

			landscape-scale to meet climate change challenges and increase the resilience of our landscapes, habitats and heritage.
<p>People</p> <p>Strategic aim: An inclusive National Landscape, providing a quality experience in which people from all backgrounds and abilities value Cannock Chase as an important part of their lives and are empowered to care for it.</p>	Recreation management	PE1 Working together, strategically	PE1 Working together, strategically: Adopt a unified and strategic approach to the management of recreation on the Chase, including creating capacity for the anticipated growth in visitor numbers.
	Treading lightly on the Chase	PE2 Avoiding impacts	PE2 Avoiding impacts: Direct recreational activity away from the most sensitive parts of the National Landscape, ensuring that suitable measures are in place to reduce the negative impacts of an increase in visitors (both within and beyond the designated boundary).
		PE3 Changing perceptions and behaviours	PE3 Changing perceptions and behaviours: Convey the things that make Cannock Chase National Landscape special to visitors and local people in more consistent and effective ways so that they enjoy it, come to value it, want to care for it, and avoid any negative impacts.
		PE4 Recreation provision beyond the boundaries	PE4 Recreation provision beyond the boundaries: Improve the quality and connectivity of existing, and development of new, Green Infrastructure and Open Space, as well as the Rights of Way network outside the National Landscape boundary to help reduce recreational and visitor pressure within the designated area, and reduce traffic.
	A high-quality visitor experience	PE5 Improving access	PE5 Improving access: Provide opportunities for safe access into and within the National Landscape for a range of abilities and users, that is sensitive to the special qualities of the Chase.
		PE6 Visitor infrastructure	PE6 Visitor infrastructure: Deliver high-quality visitor infrastructure and provision throughout the National Landscape, using best

			practice environmental design standards and adopting a common approach to branding, signage, waymarking, interpretation and the reduction of visual clutter on the open Chase.
	Inclusive and empowering	PE7 A landscape for everyone	PE7 A landscape for everyone: Foster greater inclusion and a sense of belonging within the work of the National Landscape that better reflects the diversity of our communities and visitors.
		PE8 Opportunities for volunteering	PE8 Opportunities for volunteering: Increase and diversify volunteering opportunities that support the special qualities of the National Landscape.
		PE9 Empower communities	PE9 Empower communities: Support and enable communities to develop and deliver high-quality, community-led initiatives that contribute to the conservation and enhancement of the special qualities of the National Landscape.
	Land-based economy	PE10 Rural skills	PE10 Rural skills: Promote and support training schemes and employment opportunities for local people in nature and heritage conservation, recreation, woodland, farming and traditional rural skills that help to conserve and enhance the special qualities of the National Landscape.
	Place attachment	PE11 A greater sense of place	PE11 A greater sense of place: Strengthen people's emotional connections with and attachments to Cannock Chase to generate a greater pride in, and respect for, the area.
Place Strategic aim: A welcoming National Landscape, whose local character, distinctiveness and sense of place is sustained and enhanced,	Maintain landscape quality and distinctiveness	PL1 High standards of design in the built environment	PL1 High standards of design in the built environment: Development within the National Landscape should be of high quality design and environmental standards, respecting local distinctiveness, be complementary in form and scale with their surroundings, should

providing multiple benefits for all.			take opportunities to enhance their setting and minimise their carbon footprint and negative impacts on the local environment.
		PL2 Woodland	PL2 Woodland: Enhance the contribution that diverse and well-managed woodlands make to the character of the National Landscape as well as carbon sequestration and storage, flood alleviation and resilience to climate change.
		PL3 Farmland	PL3 Farmland: Encourage and support farming businesses in the Chase to maintain and enhance agricultural land management that contributes to the special qualities of the National Landscape, and delivers other public benefits, such as clean air, clean water and healthy soils.
		PL4 Other land uses	PL4 Other land uses: Conserve and enhance the National Landscape's special qualities through the sensitive use and management of rural non-farming land uses.
	Wildness and tranquillity	PL5 Road traffic	PL5 Road traffic: Minimise the impact of traffic travelling through the Chase and highway management on tranquillity and other special qualities by encouraging alternative routes and reducing speed, noise and air pollution.
		PL6 Overhead powerlines	PL6 Overhead powerlines: Reduce the visual impacts of overhead powerlines through undergrounding and landscape enhancement initiatives. All proposals for undergrounding will be rigorously assessed for any potential environmental impacts, and will seek to minimise disturbance and avoid harm to natural and cultural heritage.
		PL7 Dark skies	PL7 Dark skies: Maintain the National Landscape as a place where dark skies can be enjoyed.

	Enhance the setting of the Chase within its wider urban and rural landscape	PL8 Protecting views	PL8 Protecting views: Resist development and land management proposals in the area which, by virtue of their nature, size, scale, siting, materials or design, can be considered to have a negative impact on the natural beauty and special qualities of Cannock Chase.
		PL9 Softening the boundary	PL9 Softening the boundary: Design and maintain the character of the public realm (e.g. landscaping around roads and buildings, public lighting and signage) in the immediate vicinity of the National Landscape so that it reinforces and complements the landscape character and quality of the Chase and provides a welcoming experience for those entering the area.
		PL10 Strategic landscape links	PL10 Strategic landscape links: Encourage and support opportunities to enhance the character and quality of the countryside and public open spaces surrounding the National Landscape so as to enhance its setting, reduce its isolation and create strong visual and aesthetic links with surrounding landscapes.
	Understanding the Chase's historic environment	PL11 Improving knowledge of heritage	PL11 Improving knowledge of heritage: Improve understanding of the significance, relative importance and condition of heritage assets within the National Landscape.
	Conserving the Chase's historic environment	PL12 Improving the condition of heritage	PL12 Improving the condition of heritage: Work with landowners, managers, local communities, decision makers and enforcement agencies to protect and positively manage the historic environment.
	Connecting communities with the Chase's history and culture	PL13 Inspire through the Chase's history and culture	PL13 Inspiring through the Chase's history and culture: Engage and inspire local communities and visitors to enjoy and appreciate Cannock Chase's

			historic environment through education, interpretation and events.
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Appendix 2: Other plans and policies

INTERNATIONAL

Ramsar Convention on Wetlands of International importance, especially waterfowl habitat (1971)
www.ramsar.org

Bern Convention on the Conservation of European Wildlife and Natural Habitats (1979) (came into force on 1 June 1982)

www.coe.int/t/dg4/cultureheritage/nature/bern/default_en.asp

Paris Agreement United Nations Framework Convention on Climate Change (2015)

http://unfccc.int/paris_agreement/items/9485.php

EUROPEAN

The Birds Directive (Directive on Conservation of Wild Birds) (79/409/EEC) (Adopted 1979)

http://ec.europa.eu/environment/nature/legislation/birdsdirective/index_en.htm

The Convention for the Protection of the Architectural Heritage of Europe (Granada Convention) Council of Europe (121) 1985

<http://conventions.coe.int/Treaty/Commun/QueVoulezVous.asp?NT=121&CM=1&CL=ENG>

European Convention on the Protection of the Archaeological Heritage (revised 1985)

<http://conventions.coe.int/Treaty/en/Treaties/Html/143.htm>

Nitrates Directive (91/676/EEC) (1991)

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:1991:375:0001:0008:EN:PDF>

The Habitats Directive (Directive on the Conservation of Natural Habitats and Wild Fauna and Flora) (Directive 92/43/EC) (1992)

http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index_en.htm

The Landfill Directive (99/31/EC) (1999)

http://ec.europa.eu/environment/waste/landfill_index.htm

The Water Framework Directive (2000/60/EC) (2000)

http://ec.europa.eu/environment/water/water-framework/index_en.html

The Strategic Environmental Assessment (SEA) Directive (2001/42/EC) (2001)

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2001:197:0030:0037:EN:PDF>

The Environmental Noise Directive (2002/49/EC) (2002)

<http://ec.europa.eu/environment/noise/directive.htm>

The Landscape Convention 20 October 2000 (ratified by UK in November 2006)

www.coe.int/t/dg4/cultureheritage/heritage/landscape/default_en.asp

Renewed EU Sustainable Development Strategy (June 2006)

<http://register.consilium.europa.eu/pdf/en/06/st10/st10917.en06.pdf>

Our life insurance, our natural capital: an EU biodiversity strategy to 2020, European Commission (2011)

http://ec.europa.eu/environment/nature/biodiversity/comm2006/pdf/2020/1_EN_ACT_part1_v7%5B1%5D.pdf

NATIONAL

Legislation

Historic Buildings and Ancient Monuments Act 1953

<http://www.legislation.gov.uk/ukpga/Eliz2/1-2/49/contents>

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Appendix 3: Outline of future trends in the National Landscape

Key Issues	Outcomes without mitigating actions
<p>Climate change</p> <p>Climate change is happening, and its impacts are unavoidable. There is already experience of the impacts of a rapidly heating climate and this threatens many of the defining characteristics and Special Qualities of the Cannock Chase National Landscape.</p> <p>The National Landscape can expect to experience warmer, wetter winters and hotter, drier summers along with more unpredictable weather events causing drought, flooding and soil erosion.</p> <p>Cultural heritage assets may be at risk to extreme weather fluctuations including increasing temperatures (heatwaves or fires), precipitation and flooding, and from unintended consequences of climate mitigation and adaptation measures.</p> <p>Commercial renewable energy development has the potential to result in direct and indirect physical impacts on the historic environment that can impact on its significance. Direct physical impacts include impacts on surface features or buried archaeological remains; indirect physical impacts include those which occur offsite, such as impacts to groundwater levels.</p>	<p>Climate change will affect recreational behaviours, patterns and impacts by lengthening the visitor season and increasing the risk of wildfires.</p> <p>The character of historic and designed landscapes will change, habitats and wildlife will come under pressure, and the fabric of historic buildings will be threatened.</p> <p>Unplanned or controlled mitigation actions could negatively impact on the special qualities, landscape, biodiversity, cultural heritage and the economy.</p> <p>Changes in the vegetation cover will reduce the amount of carbon stored in the soil and increase global warming.</p> <p>Changes soil temperatures and moisture levels will make farming and forestry planning less certain.</p> <p>Climate change may result in the migration of new species moving north. This could see species diversity maintained but there is a risk of new plant and animal pests and diseases.</p> <p>Higher temperatures may encourage the introduction of new crops into the landscape, as well as different crop timings.</p> <p>Warmer winters could promote increased tree growth, as well as the suitability of new non-native species or native species of a different provenance.</p> <p>Droughts may cause rivers, streams and ponds to dry up, which will affect wildlife, agriculture and tourism. There is the risk of reduced nectar production in response to drought in wildflowers.</p> <p>Drought conditions may cause stress on trees making them less resilient to storm events. There may be an increased risk of uprooting and increased fire risk.</p> <p>Drier warmer summers may lead to a parched landscape of bleached heathland, and wilting trees and hedges.</p> <p>Heavier rainfall may lead to an increase in surface water flooding and soil erosion.</p>

<p>Nature recovery</p> <p>The fourth UK State of Nature Report published in 2023¹² lays bare the stark fact that the UK is one of the most nature-depleted countries in the world, and that nature is still declining.</p> <p>Wildlife loss is well documented and understood. Climate change is threatening the loss of already diminished wildlife at an even greater scale and pace. There is a need to create a robust and resilient nature recovery network – a landscape rich in joined up and well managed habitats. The need for action is urgent to avoid a mass extinction event.</p> <p>Cannock Chase National Landscape still supports extensive areas of high value for nature. There are concerns, however, about the condition of protected sites, the management of priority habitats, the decline of wildlife in the wider countryside, and the status of some of our plants and animals.</p>	<p>Habitats will remain isolated with no ‘corridors’ to allow species to adjust naturally to climate change by moving northwards to a new ecological niche. Some populations will become too small to remain viable and species will be unable to adapt by adjusting to new climatic conditions without large and varied sites.</p> <p>Invasive non-native species will increase resulting in a loss of biodiversity. Chalara ash die back will have a considerable effect upon the area’s habitats, landscape character and landscape integrity.</p> <p>Degraded ecosystems will not deliver benefits to people (ecosystem services). These services are critically important to the wellbeing and economy of people living in and around the Cannock Chase. For example, they deliver good quality water and food, spiritual refreshment and a sense of history and cultural heritage.</p>
<p>Environmental quality</p> <p>Clean air, clean and plentiful water, and healthy soils are fundamental to nature recovery, as well as being the foundation for the ecosystem services that benefit those living in and around the National Landscape, and those visiting or working in it.</p> <p>The quality of these environmental resources is under pressure from a range of factors including urban development, road traffic, land management practices, water abstraction and recreation.</p>	<p>Atmospheric pollution from road traffic and agricultural operations will degrade the priority wildlife sites and habitats, particularly heathlands that depend on acid soils with low nitrogen availability.</p> <p>Agricultural practices may degrade the ecological quality of water through the application of nitrogen and phosphate-rich fertilisers and animal manure.,</p> <p>Increased water abstraction will degrade water flows in the watercourses that drain the Chase, as well as hydrological integrity of the wetland habitats.</p>
<p>Land management</p> <p>Woodland and farmland together cover over 75% of the National Landscape. Forestry and agricultural policies and practices have a major bearing, therefore, on the natural beauty and special qualities of the Chase, as well as the quality of air, water and soil health. For agriculture, there is a transition to the new Environmental Land Management Scheme that centres on rewarding farmers and land managers for sustainable farming practices, as well as delivering Government targets for increasing woodland and tree canopy cover, the adoption of nature-friendly farming, and restoration and creation of wildlife-rich habitats.</p>	<p>A longer growing season with increasing temperatures may encourage the expansion of arable production, putting more easily cultivated areas of pasture under pressure.</p> <p>A longer growing season could see an increase in timber and biomass production that will increase carbon capture and support nature recovery.</p> <p>Without adaption to farming practices, there may be a decline in soil quality/nutrient levels, soil loss to erosion, release of carbon from soils and timber, a reduction in water quality and increased flooding.</p> <p>Carbon markets will put a tradable value on carbon in soils and vegetation; and in other ‘nature-based’ solutions.</p>

¹² State of Nature 2023 – report on the UK’s current biodiversity.

<p>There are declining farm and forest incomes. Land managers must find either additional or new sources of income. They may grow new crops and/or move into other sectors, such as warehousing, business parks, tourism and recreation. They may use their land for energy or communication structures. This can help to maintain a viable business and improve the products and services on offer to the community and visitors.</p>	<p>Changes to agriculture will increase nutrients entering local catchments and increased pressure on drinking water resources.</p> <p>Intensive agricultural and forestry operations may damage soil structure.</p>
<p>Growth and development</p> <p>Development maintains economic viability, sustains the population and supports those who manage the land.</p> <p>The demand for small-scale new build, conversion, renovation of existing structures and other minor development within the designated area can change the character of the landscape and negatively impact on landscape quality, biodiversity and heritage. The spread of built-up land around the National Landscape since its designation in 1958 has been extensive (a 365% increase within a 10km radius) and has brought development hard up to the designated boundary in several places. Significant new areas of housing and employment continue to be built close to the National Landscape, and further areas are being allocated in Local Plans.</p>	<p>Developments may have negative visual impacts on the landscape. Inappropriate development adjacent to the National Landscape may degrade landscape character within the designation, through associated noise and disturbance. And adversely affect the setting of heritage assets.</p> <p>Buried archaeological remains on land can be damaged or even destroyed by operations such as:</p> <ul style="list-style-type: none"> • intrusive ground investigation and engineering operations • landscaping • off-site works, such as those related to highways <p>Air quality may degrade due to traffic and industry. There may be missed opportunities to reach net zero if sustainable building solutions are not incorporated into the design of developments.</p> <p>A reduction in the tranquillity that can be experienced in the area (for instance dark night skies) and growing numbers of recreational users, putting pressure on its natural environment.</p> <p>Population growth and the rising demand for housing increases the amount of agricultural and rural land being built on. Once soil is lost, its ability to deliver its functions is very difficult to retrieve. Development seals up soils, preventing them from accumulating organic matter in addition to providing other important ecosystem services, such as, water storage.</p>
<p>Tourism and recreation</p> <p>Cannock Chase has the highest density of visitor footfall of any Protected Landscape in the UK. The forecast growth in population in surrounding areas over the next 20 years will further increase visitor numbers, adding to the pressures on the special qualities as well as visitor services, facilities and infrastructure. The quality of the visitor welcome and experience can have a lasting impression on people's perceptions about the National Landscape that will, in turn, influence their willingness to help look after it. Visitor-spend</p>	<p>Local and regional population growth will increase the need (and demand) for recreational space.</p> <p>There will be a negative impact on biodiversity and heritage, such as, erosion along popular access routes, wildlife disturbance, erosion of archaeological features, litter, wildfires, and aiding the spread of pests and diseases, for example, phytophthora.</p> <p>Travel to and around the National Landscape has a high carbon footprint, without sustainable travel options, greenhouse gas emissions will increase.</p>

<p>in the National Landscape brings economic benefits to local businesses, and increasing numbers of visitors may provide opportunities for the tourism sector, but pressures will need to be managed.</p>	<p>Technological improvements to the performance capabilities of e-bikes will increase the length of time people will cycle for and the type of terrain they will tackle. This will increase disturbance and erosion within the National Landscape.</p> <p>The growth of night-time cycling will reduce tranquillity and disturb wildlife.</p> <p>Recreational pressure will reduce plant cover, cause compaction, and eventually expose underlying soils leaving them vulnerable to erosion from weather events.</p> <p>Dogs will increase soil fertility through their urine and faeces, changing the composition of important heathland plant communities.</p>
<p>Health and wellbeing</p> <p>Connections within the National Landscape and with its setting are important. The mental and physical health benefits of accessing natural beauty are becoming increasingly understood and appreciated. The COVID-19 pandemic has had a significant impact on human behaviour. For example, people have travelled less and many have worked from home. People are more aware of the importance of green and blue spaces.</p>	<p>People will not feel welcome and currently underrepresented groups will be unable to enjoy the benefits of accessing natural beauty.</p> <p>People who cease visiting heritage sites will experience a decline in physical health, mental health and life satisfaction.</p> <p>Voluntary support for local organisations and activities will become harder to sustain.</p> <p>The bond between people and place will break down due to a reduced functional relationship. Communities will lose their links to the land and will not benefit from a natural environment that brings economic benefits and supports livelihoods. Some connections are understood but others will need strengthening.</p> <ul style="list-style-type: none"> • The link between personal consumption patterns and land-use. • Between choices relating to private property, nature and other public goods (hard surfacing, boundaries, outdoor lighting)
<p>Equality, inclusion and diversity</p> <p>National Landscapes are protected for the nation and are available for everyone to enjoy. Visitors to Cannock Chase are not representative of the full spectrum of society, however, and some people and communities experience unintentional barriers to engagement with the protected landscape which leads to their exclusion or feelings of being unwelcome¹³.</p> <p>Such groups include lower income households, people with underlying health conditions, young people and ethnic minorities.</p>	<p>Barriers to engagement will increase. These include:</p> <ul style="list-style-type: none"> • physical obstructions, • lack of knowledge, • lack of confidence, • fear of abuse, • inability to access transport, and • underlying socio-economic circumstances.

¹³ Cannock Chase AONB Inclusion and Diversity Study. A. Meredith Associates and The Research Solution, 2022.

Appendix 4: SEA Objectives and baseline data

N°	Environmental Objectives	Will the plan help to?	Headline indicators (31)
E1	<p>Climate change</p> <p>Address the causes and consequences of climate change</p>	<ul style="list-style-type: none"> • reduce greenhouse gas emissions • Increase greenhouse gas capture and storage through land management • increase cycling and walking • maximise the role of soil as a carbon store • increase recycling • increase the renewable energy capacity • ensure tourism is compatible with the climate change agenda • improve energy efficiency • improve public transport • deliver a more sustainable pattern of transport 	<ol style="list-style-type: none"> 1. Level of greenhouse gas emissions within Protected Landscapes (PLTOF TI 6) 2. Extent, depth and condition of peatlands (PLTOF AS 6) 3. Extent of tree canopy and woodland cover in Protected Landscapes (PLTOF TI 8)
E2	<p>Soils, Air and Water</p>	<ul style="list-style-type: none"> • reduce soil compaction • reduce leaching of nutrients and organic matter • prevent soil erosion • increase soil organic matter and carbon storage • avoid soil sealing, prevent soil contamination, improve water quality • maintain and enhance air quality • meet national air quality standards • promote sustainable water resource management • encourage a catchment-based approach to addressing water issues • maintain natural river geomorphologies • reduce nutrient-rich run-off • protect drinking water • manage flood risk • increase use of sustainable drainage systems • improve efficiency in use of water 	<ol style="list-style-type: none"> 4. Average carbon stock by tonnes of carbon per hectare. 5. WFD quality of the water environment data (PLTOF AS 5) 6. Area at risk from flooding (Environment Agency)

E3	Protect and enhance biodiversity habitats and species	<ul style="list-style-type: none"> • prevent loss of key species • prevent loss of habitat • Increase area and connectivity of habitat • improve management, linkage and condition of designated and undesignated habitats • maintain integrity of current ecological networks • create opportunities to enhance biodiversity • safeguard options for future habitat connectivity • prevent pollution • maintain and enhance access to sites whilst avoiding and reducing adverse impacts • support agricultural activities whilst avoiding and reducing adverse impacts 	<ol style="list-style-type: none"> 7. Extent of wildlife rich habitat created or restored outside of protected sites (PLTOF TI 1) 8. Percentage of SSSIs in favourable condition (PLTOF TI 2) 9. Percentage of SSSIs assessed as having 'actions on track' to achieve favourable condition (PLTOF TI 3) 10. Extent of priority habitat, outside of protected sites, in favourable management through agri-environment schemes (PLTOF TI 4) 11. Percentage of land managers adopting nature friendly farming on a percentage of their land (PLTOF TI 5)
E4	Protect and enhance the landscape	<ul style="list-style-type: none"> • conserve and enhance visual amenity • conserve and enhance landscape character • conserve and enhance townscape character • conserve and enhance the setting of heritage assets • conserve geodiversity • avoid the loss of the best and most versatile agricultural land • ensure the sustainable use of mineral resources including the use of recycled and secondary aggregates 	<ol style="list-style-type: none"> 12. Changes to the landscape via fixed-point photography of key views (local survey) 13. Length of existing powerlines moved underground (local survey) 14. Number of geological and geomorphological SSSI unit features and % in favourable or recovering condition (PLTOF SA 15)
E5	Protect and enhance cultural heritage, including heritage assets and their settings	<ul style="list-style-type: none"> • conserve and enhance architectural heritage • conserve and enhance archaeological heritage (including unknown) • conserve and enhance cultural and intangible heritage • ensure non-designated heritage assets are conserved • reduce risks to heritage • improve access to historic places for residents and visitors • enhance local distinctiveness 	<ol style="list-style-type: none"> 15. Number and percentage of nationally designated heritage assets the National Landscape deemed at risk (TI 10) 16. Number of heritage asset on the Staffordshire Historic Environment Record within the National Landscape visited and assessed within the last 5 years

E6	Local Distinctiveness	<ul style="list-style-type: none"> • ensure any new developments or redevelopments are in keeping with local character • take account of the environment in design and construction 	<p>17. Number of the area's defined special qualities monitored</p> <p>18. Number of planning authorities with vernacular design guidance mentioning the Cannock Chase</p> <p>19. % of development decisions against Partnership advice</p>
E7	Safeguard and enhance human health	<ul style="list-style-type: none"> • reduce and avoid noise pollution • reduce and avoid light pollution • avoid impacts on the quality and extent of existing green infrastructure as a recreational asset • support the provision of affordable housing • improve access to services • improve access to employment • improve access for outdoor recreation • retain and enhance sustainable transport to and from market towns • promote art, craft and cultural interests • improve safety 	<p>20. Light pollution maps</p> <p>21. Road noise maps</p> <p>22. Number and % increase of volunteer hours supporting the management and enjoyment of the National Landscape</p> <p>23. Metres of accessible path as a % of total path (PLTOF TI 9a)</p> <p>24. % Public Rights of Way in good condition</p> <p>25. Number of disability accessible parking spaces (PLTOF TI 9c)</p> <p>26. Number of accessible gates and gaps (PLTOF TI 9d)</p> <p>27. Number of accessible or easy access routes for which wayfinding has been created or improved PLTOF TI 9h)</p> <p>28. Deprivation statistics (PLTOF AS 23)</p> <p>29. Housing affordability (PLTOF AS 21)</p>
E8	To support a locally embedded economy	<ul style="list-style-type: none"> • avoid the loss of local jobs and local services • promote economic activity that adds value to local products and helps support the conservation of the area's special qualities • increase availability of locally sourced food • support the long-term viability of commercial activities, including agriculture and tourism • promote a career in land-based and traditional building skills 	<p>30. Number of visitors</p> <p>31. Number of local units of registered businesses by industry type (PLTOF AS 22)</p>

		<ul style="list-style-type: none"> • encourage apprenticeships and training 	
E9	<p>Cumulative Impacts</p> <p>Avoid significant adverse effects between the above interrelationships</p>	<ul style="list-style-type: none"> • promote the importance of environmental services • moderate the interaction between natural, social and economic actions • in combination with another policy, does it prejudice the achievement of any of the SEA Objectives 	No indicator but monitored through annual reporting

Appendix 5: Commentary on interactions between the Management Plan and SEA objectives

Management Plan Policies		Interaction with the SEA Objectives (<i>in Appendix 4</i>)
Nature		
N1 Protected sites	Develop a thriving and better connected network of protected, well-managed wildlife sites that is at the heart of nature recovery in the National Landscape.	Strong support for E3 Biodiversity that calls for the increased connectivity of habitat
N2 Priority habitats	N2 Priority habitats: condition areas of priority habitat outside nationally-designated wildlife sites.	Strong support for E3 Biodiversity that calls for the improvement of designated and undesignated habitats
N3 Priority species	Conserve and enhance populations of priority species and their habitats, taking particular account of threats, such as disturbance and pollution.	Strong support for E3 Biodiversity that calls for prevention of loss of key species and habitats, and the prevention of pollution. There is some support for E7 Human health as noise can disturb wildlife.
N4 Wildlife-rich countryside	Enhance the biodiversity of the wider countryside around and between protected sites and priority habitats.	Strong support for E3 Biodiversity that seeks to enhance biodiversity calls for the maintenance of the integrity of ecological networks. There is some support for E7 Human health by avoiding impacts on the quality and extent of existing green infrastructure.
N5 Invasive Non-Native Species (INNS)	Prevent, control and eradicate invasive species, pests and diseases in the National Landscape, focusing on those that are most harmful to biodiversity.	Strong support for E3 Biodiversity that calls for the maintenance of the integrity of ecological networks.
N6 Deer	Monitor and manage the deer population across the Chase, working collaboratively with land managers and the public to balance the needs of both a healthy deer population and habitats, and to manage conflicts with people.	Strong support for E3 Biodiversity that seeks to maintain and enhance access to sites whilst avoiding and reducing adverse impacts. There is also support for E8 Local economy as deer management will help with the long-term viability of commercial activities.

N7 Geodiversity	Protect and manage Local Geological Sites within the National Landscape to ensure their long-term conservation.	Strong support for E4 Landscape as it seeks to conserve geodiversity.
N8 Ecological networks	Build connected networks of wildlife sites extending beyond the National Landscape and improve landscape permeability, as a means of enhancing the resilience and viability of wildlife populations currently concentrated in the Chase.	Strong support for E3 Biodiversity that seeks to enhance biodiversity calls for the maintenance of the integrity of ecological networks.
N9 Integrated land management	Develop landscape-scale partnerships and initiatives that deliver better and integrated management of the land and water environment to provide multiple benefits for nature and people as well as increasing resilience to climate change.	Strong support for E3 Biodiversity and links to E1 Climate change as integrated land management can increase greenhouse gas capture and storage, E2 Soils, air and water for maintaining natural river geomorphologies, E4 Landscape by avoiding the loss of the best and most versatile agricultural land, and E9 Cumulative impacts by promoting the importance of environmental services.
N10 Water quality	Improve the health of the water environment in the National Landscape, and the sustainability of water resources for people and nature.	Strong support for E2 Soils, air and water by promoting sustainable water resource management.
N11 Air quality	Protect sensitive natural habitats from the effects of air pollution.	Strong support for E2 Soils, air and water by maintaining and enhancing air quality. And links to E3 Biodiversity by preventing the loss of habitat and preventing pollution, E9 Cumulative impacts by moderating the interaction between natural, social and economic actions
N12 Soil health	Encourage practices that protect and regenerate our soils.	Strong support for E2 Soils, air and water as well as supports good soil management. There is also support for E1 Climate change as good soils will store carbon, E3 Biodiversity by supporting agricultural activities whilst reducing adverse impacts, and E8 Local economy as good

		soils will support the long-term viability of commercial activities.
Climate		
C1 Sustainable travel	Promote and encourage the use of sustainable alternative means of transport by visitors to the Chase.	Strong support for E1 Climate change by increasing cycling and walking and delivering a more sustainable pattern of transport. And to E7 Human health for retaining and enhancing sustainable transport to and from market towns
C2 Land use change and management	Support land use changes and management practices that increase carbon sequestration and storage and protect our existing carbon stores, respecting and reinforcing local landscape characteristics and distinctiveness. Actions to increase woodland canopy cover should be targeted to ensure that the right tree is planted in the right place.	Strong support for E1 Climate change by increasing greenhouse gas capture and storage through land management, E2 Soils, air and water by increasing soil organic matter and carbon storage, E4 Landscape by reinforcing landscape character and E6 Local distinctiveness. There is some support to E3 Biodiversity with actions to increase the woodland canopy. E9 Cumulative impacts gains support combining policies in a way that avoid significant adverse effects.
C3 Improved resilience	Support and facilitate the delivery of more integrated land use and water management at the landscape-scale to meet climate change challenges and increase the resilience of our landscapes, habitats and heritage.	Strong support for E2 Soils, air and water and E3 Biodiversity by encouraging an integrated approach to land and water issues. Support also for E4 Landscape by protecting the best and most versatile agricultural land and E5 Cultural heritage by reducing risks.
People		
PE1 Working together, strategically	Adopt a unified and strategic approach to the management of recreation on the Chase, including creating capacity for the anticipated growth in visitor numbers.	Strong support for E7 Human health that seeks to improve access for outdoor recreation. There is also support for E3 Biodiversity by maintaining and enhancing access to wildlife

		sites whilst avoiding and reducing adverse impacts.
PE2 Avoiding impacts	Direct recreational activity away from the most sensitive parts of the National Landscape, ensuring that suitable measures are in place to reduce the negative impacts of an increase in visitors (both within and beyond the designated boundary).	Strong support for E3 Biodiversity by maintaining and enhancing access to wildlife sites whilst avoiding and reducing adverse impacts, and E7 Human health that seeks to avoid impacts on the quality and extent of existing green infrastructure as a recreational asset. And E9 Cumulative impacts gains strong support for seeking to moderate the interaction between natural, social and economic actions.
PE3 Changing perceptions and behaviours	Convey the things that make Cannock Chase National Landscape special to visitors and local people in more consistent and effective ways so that they enjoy it, come to value it, want to care for it, and avoid any negative impacts.	Strong support for E9 Cumulative impacts by seeking to promote the importance of environmental services. There is some support to E7 Human health through the promotion of art, craft and cultural interests.
PE4 Recreation provision beyond the boundaries	Improve the quality and connectivity of existing, and development of new, Green Infrastructure and Open Space, as well as the Rights of Way network outside the National Landscape boundary to help reduce recreational and visitor pressure within the designated area, and reduce traffic.	Strong support for E7 Human health by avoiding impacts on the quality and extent of existing green infrastructure; and for improving access for outdoor recreation. Some support for E1 Climate change by increasing cycling and walking and delivering a more sustainable pattern of transport. E9 Cumulative impacts gains some support by moderating the interaction between natural, social and economic actions.
PE5 Improving access	Provide opportunities for safe access into and within the National Landscape for a range of abilities and users, that is sensitive to the special qualities of the Chase.	Strong support for E5 Cultural heritage by improving access to historic places and E7 Human health for seeking to improve access for outdoor recreation. There is support for E1 Climate change as

		public transport will be improved. E9 Cumulative impacts will gain some support through the moderation of the interaction between natural, social and economic actions.
PE6 Visitor infrastructure	PE6 Visitor infrastructure: Deliver high-quality visitor infrastructure and provision throughout the National Landscape, using best practice environmental design standards and adopting a common approach to branding, signage, waymarking, interpretation and the reduction of visual clutter on the open Chase.	Strong support for E6 Local distinctiveness by taking account of the environment in design and construction. There is some support for E1 Climate change by ensuring tourism is compatible with the climate change agenda and improvements to energy efficiency.
PE7 A landscape for everyone	Foster greater inclusion and a sense of belonging within the work of the National Landscape that better reflects the diversity of our communities and visitors.	Strong support for E7 Human health for seeking to improve access for outdoor recreation and to safety; and E9 Cumulative impacts will gain some support through the moderation of the interaction between natural, social and economic actions.
PE8 Opportunities for volunteering	Increase and diversify volunteering opportunities that support the special qualities of the National Landscape.	Some support is given to E3 Biodiversity for creating opportunities to enhance biodiversity and E4 Landscape and E5 Cultural heritage by enabling the conservation of landscape character and heritage. E7 Human health gains support for improving access for outdoor recreation and delivering sustainable transport and improving safety.
PE9 Empower communities	Support and enable communities to develop and deliver high-quality, community-led initiatives that contribute to the conservation and enhancement of the special qualities of the National Landscape.	Some support is given to E3 Biodiversity for creating opportunities to enhance biodiversity and E4 Landscape and E5 Cultural heritage by enabling the conservation of landscape character and heritage. E8 local economy seeks to avoid the loss of local services, partly by

		promoting economic activity that adds value to local products to support the conservation of the special qualities.
PE10 Rural skills	Promote and support training schemes and employment opportunities for local people in nature and heritage conservation, recreation, woodland, farming and traditional rural skills that help to conserve and enhance the special qualities of the National Landscape.	E8 Local economy seeks to promote a career in land-based and traditional building skills; and to encourage apprenticeships and training. E7 Human health gains support for improving access to employment
PE11 A greater sense of place	Strengthen people's emotional connections with and attachments to Cannock Chase to generate a greater pride in, and respect for, the area.	Strong support for E5 Cultural heritage by enhancing local distinctiveness and E9 Cumulative impacts by seeking to promote the importance of environmental services. Some support for E4 Landscape and E6 Local distinctiveness by considering local character.
Place		
PL1 High standards of design in the built environment	Development within the National Landscape should be of high quality design and environmental standards, respecting local distinctiveness, be complementary in form and scale with their surroundings, should take opportunities to enhance their setting and minimise their carbon footprint and negative impacts on the local environment.	Strong support for E6 Local distinctiveness by ensuring that developments are in keeping with local character and take account of the environment in design and construction. Support for E4 Landscape by conserving and enhancing visual amenity, townscape character and the setting of heritage assets, E5 Cultural heritage by enhancing local distinctiveness, and E1 Climate change for minimising the carbon footprint.
PL2 Woodland	Enhance the contribution that diverse and well-managed woodlands make to the character of the National Landscape as well as carbon sequestration and storage, flood alleviation and resilience to climate change.	Strong support for E4 Landscape by conserving and enhancing landscape character. Support for E3 Biodiversity for improving habitat management, E1 Climate change for increasing greenhouse gas capture and storage, and

		for E2 Soils, air and water by seeking to manage flood risk.
PL3 Farmland	Encourage and support farming businesses in the Chase to maintain and enhance agricultural land management that contributes to the special qualities of the National Landscape, and delivers other public benefits, such as clean air, clean water and healthy soils.	<p>Strong support for E8 Local economy by seeking to ensure the long-term viability of agriculture and E4 Landscape through ensuring the conservation and enhancement of landscape character by farming practices while avoiding the loss of the best and most versatile agricultural land. Support for E2 Soils, air and water by seeking to avoid soil sealing, prevent soil contamination, improve water quality, and maintain and enhance air quality, and E3 Biodiversity by supporting agricultural activities whilst avoiding and reducing adverse impacts.</p> <p>Some support for E9 Cumulative impacts by delivering public benefits and promoting the importance of environmental services.</p>
PL4 Other land uses	Conserve and enhance the National Landscape's special qualities through the sensitive use and management of rural non-farming land uses.	<p>Strong support for E4 Landscape by seeking to conserve and enhance visual amenity and landscape character, conserving geodiversity and ensuring the sustainable use of mineral resources including the use of recycled and secondary aggregates.</p> <p>Some support for E6 Local distinctiveness by taking account of the environment in design and construction.</p>
PL5 Road traffic	Minimise the impact of traffic travelling through the Chase and highway management on tranquillity and other special qualities by encouraging alternative routes and reducing speed, noise and air pollution.	<p>Strong support for E7 Human health by supporting sustainable transport, for seeking to improve safety, and for reducing noise pollution. Support for E1 Climate change by delivering a more</p>

		sustainable pattern of transport, and E2 Soils, air and water by seeking to meet national air quality standards.
PL6 Overhead powerlines	Reduce the visual impacts of overhead powerlines through undergrounding and landscape enhancement initiatives. All proposals for undergrounding will be rigorously assessed for any potential environmental impacts, and will seek to minimise disturbance and avoid harm to natural and cultural heritage.	Strong support for E4 Landscape by seeking to conserve and enhance visual amenity and E6 Local distinctiveness by taking account of the environment in design and construction. Support for E3 Biodiversity by seeking to prevent loss of key species and habitat, and E5 Cultural heritage by reducing risks to heritage.
PL7 Dark skies	Maintain the National Landscape as a place where dark skies can be enjoyed.	Strong support for E4 Landscape by seeking to conserve and enhance visual amenity and E7 Human health by reducing light pollution. E3 gains support through a reduction in wildlife disturbance.
PL8 Protecting views	Resist development and land management proposals in the area which, by virtue of their nature, size, scale, siting, materials or design, can be considered to have a negative impact on the natural beauty and special qualities of Cannock Chase.	Strong support for E4 Landscape by seeking to conserve and enhance visual amenity and E6 Local distinctiveness by ensuring that development is in keeping with local character.
PL9 Softening the boundary	Design and maintain the character of the public realm (e.g. landscaping around roads and buildings, public lighting and signage) in the immediate vicinity of the National Landscape so that it reinforces and complements the landscape character and quality of the Chase and provides a welcoming experience for those entering the area.	Strong support for E4 Landscape by seeking to conserve and enhance visual amenity and E6 Local distinctiveness by ensuring that development is in keeping with local character. E7 Human health may be supported by a reduction in light pollution and improving access for outdoor recreation.
PL10 Strategic landscape links	Encourage and support opportunities to enhance the character and quality of the countryside and public open spaces surrounding the National Landscape so as to enhance its setting, reduce its isolation and create strong visual and aesthetic links with surrounding landscapes.	Strong support for E3 Biodiversity by increasing the connectivity of habitats, E4 Landscape by seeking to conserve and enhance visual amenity, and E7 Human health by avoiding impacts on the quality and extent of

		existing green infrastructure as a recreational asset.
PL11 Improving knowledge of heritage	Improve understanding of the significance, relative importance and condition of heritage assets within the National Landscape.	Strong support for E5 Cultural Heritage by ensuring actions to conserve architectural, archaeological and intangible heritage; and the reduction of risk. Support for E7 Human health by promoting cultural interests.
PL12 Improving the condition of heritage	Work with landowners, managers, local communities, decision makers and enforcement agencies to protect and positively manage the historic environment.	Strong support for E5 Cultural Heritage through the reduction of risk to heritage. Support for E4 Landscape by conserving townscape character the setting of heritage assets, E6 Local distinctiveness by taking account of the environment in design and construction.
PL13 Inspire through the Chase's history and culture	Engage and inspire local communities and visitors to enjoy and appreciate Cannock Chase's historic environment through education, interpretation and events.	Strong support for E5 Cultural Heritage by improving access to historic places for residents and visitors. Support for E7 Human health by promoting cultural interests, and E8 Local economy by supporting the long-term viability of tourism

Appendix 6: Review of alternative policies

Table 1: Climate change

Climate change is happening, and its impacts are unavoidable. There is already experience of the impacts of a rapidly heating climate and this threatens many of the defining characteristics and Special Qualities of the Cannock Chase National Landscape.

The National Landscape can expect to experience warmer, wetter winters and hotter, drier summers along with more unpredictable weather events causing drought, flooding and soil erosion.

Cultural heritage assets may be at risk to extreme weather fluctuations including increasing temperatures (heatwaves or fires), precipitation and flooding, and from unintended consequences of climate mitigation and adaptation measures. Commercial renewable energy development has the potential to result in direct and indirect physical impacts on the historic environment that can impact on its significance. Direct physical impacts include impacts on surface features or buried archaeological remains; indirect physical impacts include those which occur offsite, such as impacts to groundwater levels.

Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation
1. Improve conditions for nature on the Chase	The plan seeks to conserve and enhance populations of priority species and their habitats, taking account of threats such as those linked to climate change. There is a particular policy to prevent, control and eradicate invasive species, pests and diseases in the area, focusing on those that are most harmful to biodiversity.	The County Council is required to produce a statutory Nature Recovery Plan and is also a manager of a part of the Chase. It will take actions to improve conditions for nature on the Chase but it may not be a priority area. The Forestry Commission and WLT also have an interest in the area and will also be acting. The Management Plan will bring coordination and focus to these actions; there are benefits with the plan in place.
2. A better connected Chase	The plan seeks to build connected networks of wildlife sites to enhance the resilience and viability of wildlife populations. It will develop partnerships and initiatives that will seek to increase resilience to climate change.	The County Council is required to produce a statutory Nature Recovery Plan and works with the District Councils to secure the integrity of the Cannock Chase SAC. The Management Plan will build on this partnership. The benefit it brings is the provision of a forum. Most actions will occur in any case but they may not be coordinated.
3. Improve environmental quality	The plan seeks to improve the health of the water environment and support the sustainability of water resources; protect sensitive habitats from the effects of air pollution; and encourage practices that protect and regenerate soils.	There are several public bodies that seek to manage the soil, air and water resources. They have the means and resources to undertake these tasks. The management plan supports the actions of others rather than adding extra initiatives.

4. Lower greenhouse gas emissions	The plan seeks to promote and encourage the use of sustainable alternative means of transport by visitors to the Chase.	The highway and transport authorities may take similar actions but local opportunities may be lost. The management plan supports the actions of others rather than adding extra initiatives.
5. Sequester and store more carbon	The plan seeks to support land use changes and management practices that increase carbon sequestration and storage and protect existing carbon stores whilst respecting and reinforcing local landscape characteristics and distinctiveness. Actions to increase woodland canopy cover should ensure that the right tree is planted in the right place.	The County Council will publish a Climate Change adaptation plan. The Forestry Commission manages a part of the area and actively supports woodland management. Other agencies will develop carbon sequestration and storage strategies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.
6. Adapting to climate change	The plan seeks to deliver integrated resource management and increase the resilience of landscapes, habitats and heritage.	The County Council will publish a Climate Change adaptation plan. Other agencies will also develop adaptation strategies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.
7. Recreation management	Neutral	Neutral
8. Treading lightly on the Chase	The plan seeks to direct recreational activity away from the most sensitive parts of the National Landscape, ensuring that suitable measures are in place to reduce the negative impacts of an increase in visitors, such as the risk of wildfires. Climate change will increase the risk of wildfires.	Other agencies own and manage land used for recreation on the Chase. They will develop visitor management strategies. This may lead to a less coherent approach across the Chase. The management plan adds value to actions.
9. A high-quality visitor experience	Neutral	Neutral
10. Inclusive and empowering	Neutral	Neutral
11. Land-based economy	Neutral	Neutral
12. Place attachment	Neutral	Neutral

13. Maintain landscape quality and distinctiveness	The plan calls for development within the area to adopt high environmental standards and minimise their carbon footprint and negative impacts on the local environment. It also calls for well-managed woodlands to support carbon sequestration and storage, flood alleviation and resilience to climate change.	Other agencies will take actions but local initiatives may be lost. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan adds value to actions.
14. Wildness and tranquillity	Neutral	Neutral
15. Enhance the setting of the Chase within its wider urban and rural landscape	Neutral	Neutral
16. Understanding the Chase's historic environment	The plan seeks to improve understanding of the significance, relative importance and condition of heritage assets within the area. This will identify harms arising from climate change.	Historic England and local conservation staff will advocate a similar position. The management plan supports the actions of others rather than adding extra initiatives.
17. Conserving the Chase's historic environment	Neutral	Neutral
18. Connecting communities with the Chase's history and culture	Neutral	Neutral

There are many organisations that have the opportunity, authority and resources to take meaningful actions. However, the proposed policies offer advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, some opportunities may be lost.

Table 2: Nature recovery

The fourth UK State of Nature Report published in 2023 lays bare the stark fact that the UK is one of the most nature-depleted countries in the world, and that nature is still declining.

Wildlife loss is well documented and understood. Climate change is threatening the loss of already diminished wildlife at an even greater scale and pace. There is a need to create a robust and resilient nature recovery network – a landscape rich in joined up and well managed habitats. The need for action is urgent to avoid a mass extinction event.

Cannock Chase National Landscape still supports extensive areas of high value for nature. There are concerns, however, about the condition of protected sites, the management of priority habitats, the decline of wildlife in the wider countryside, and the status of some of our plants and animals.

Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation
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<p>1. Improve conditions for nature on the Chase</p>	<p>The plan seeks to develop a thriving and better-connected network of protected, well-managed wildlife sites as well as conserve and enhance populations of priority species and their habitats. There is a particular policy to prevent, control and eradicate invasive species, pests and diseases in the area, focusing on those that are most harmful to biodiversity.</p>	<p>The county council is required to publish a local nature recovery strategy that will address similar issues and it works with the District Councils to secure the integrity of the Cannock Chase SAC. Other agencies and NGOs will deliver similar policies.</p> <p>Given the scale of the task, this may lead to a less coherent approach across the Chase.</p> <p>The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>2. A better connected Chase</p>	<p>The plan seeks to build connected networks of wildlife sites to enhance the resilience and viability of wildlife populations. It will develop partnerships and initiatives that will seek to increase nature's resilience to climate change.</p>	<p>The county council is required to publish a local nature recovery strategy that will address similar issues and it closely works with the District Councils. Other agencies and NGOs will deliver similar policies.</p> <p>Given the scale of the task, this may lead to a less coherent approach across the Chase.</p> <p>The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>3. Improve environmental quality</p>	<p>The plan seeks to improve the health of the water environment and support the sustainability of water resources; protect sensitive habitats from the effects of air pollution; and encourage practices that protect and regenerate soils.</p>	<p>Other agencies should develop resource management strategies but problems seem to persist.</p> <p>The management plan may help in the lobbying for action by focusing on practical solutions.</p> <p>The management plan adds value to actions.</p>
<p>4. Lower greenhouse gas emissions</p>	<p>Neutral</p>	<p>Neutral</p>
<p>5. Sequester and store more carbon</p>	<p>Neutral</p>	<p>Neutral</p>
<p>6. Adapting to climate change</p>	<p>The plan seeks to deliver integrated resource management and increase the resilience of landscapes, habitats and heritage.</p>	<p>The County Council will publish a Climate Change adaptation plan. Other agencies will also develop adaptation strategies but may not also seek to conserve and enhance the national landscape.</p> <p>The management plan offers a more certain approach.</p>
<p>7. Recreation management</p>	<p>Neutral</p>	<p>Neutral</p>

8. Treading lightly on the Chase	The plan seeks to direct recreational activity away from the most sensitive parts of the National Landscape, ensuring that suitable measures are in place to reduce the negative impacts of an increase in visitors.	Other agencies own and manage land used for recreation on the Chase. They will develop visitor management strategies. This may lead to a less coherent approach across the Chase. The management plan adds value to actions.
9. A high-quality visitor experience	Neutral	Neutral
10. Inclusive and empowering	The plan seeks to increase volunteering opportunities and enable communities to develop and deliver high-quality, community-led initiatives that contribute to the conservation and enhancement of the special qualities of the National Landscape. The effect is uncertain because the policies give blanket support to actions without specifying any activities.	Uncertain
11. Land-based economy	The plan seeks to promote and support training schemes and employment opportunities for local people in nature.	Defra, its agencies and NGOs will deliver similar policies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.
12. Place attachment	Neutral	Neutral
13. Maintain landscape quality and distinctiveness	Neutral	Neutral
14. Wildness and tranquillity	The plan focuses on tranquillity and dark skies but nature will benefit from reduced disturbance by unnatural light and sound.	Though other bodies will seek to reduce traffic movements, it is not likely that other agencies will maintain dark skies. The management plan adds value to actions.
15. Enhance the setting of the Chase within its wider urban and rural landscape	Neutral	Neutral
16. Understanding the Chase's historic environment	Neutral	Neutral
17. Conserving the Chase's historic environment	Neutral	Neutral

18. Connecting communities with the Chase's history and culture	Neutral	Neutral
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There are many organisations that have the opportunity, authority and resources to take meaningful nature recovery actions. The management plan adds value to the actions of others and, in a few instances, offers a more certain approach for the Chase by taking account of the special qualities of the area. Some of the proposed policies offer limited advantages over the do-nothing option by supporting an area-wide approach. Others will also act but without coordination, opportunities may be lost. Several management plan policies support the actions of others rather than adding extra initiatives. Actions, like volunteering will only happen with active support from the management plan.

Table 3: Environmental quality

Clean air, clean and plentiful water, and healthy soils are fundamental to nature recovery, as well as being the foundation for the ecosystem services that benefit those living in and around the National Landscape, and those visiting or working in it.

The quality of these environmental resources is under pressure from a range of factors including urban development, road traffic, land management practices, water abstraction and recreation.

Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation
1. Improve conditions for nature on the Chase	Neutral	Neutral
2. A better connected Chase	Neutral	Neutral
3. Improve environmental quality	The plan seeks to improve the health of the water environment, the sustainability of water resources for people and nature, protect habitats from the effects of air pollution, and encourage practices that protect and regenerate soils.	There are several public bodies that seek to manage the soil, air and water resources. They have the means and resources to undertake these tasks. The management plan supports the actions of others rather than adding extra initiatives.
4. Lower greenhouse gas emissions	The plan seeks to encourage the use of sustainable alternative means of transport; this could reduce atmospheric pollution. Heathlands depend on acid soils with low nitrogen availability.	The highway and transport authorities may take similar actions but local opportunities may be lost. The management plan supports the actions of others rather than adding extra initiatives.

<p>5. Sequester and store more carbon</p>	<p>The plan seeks to support land use changes and management practices that increase carbon sequestration and storage so protecting existing carbon stores whilst reinforcing local landscape characteristics and distinctiveness.</p>	<p>The County Council will publish a Climate Change adaptation plan. The Forestry Commission manages a part of the area and actively supports woodland management. Other agencies will develop carbon sequestration and storage strategies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.</p>
<p>6. Adapting to climate change</p>	<p>The plan seeks to support and facilitate the delivery of more integrated land use and water management at the landscape-scale to meet climate change challenges and increase the resilience of landscapes, habitats and heritage. This can improve environmental quality.</p>	<p>The County Council will publish a Climate Change adaptation plan. Other agencies will also develop adaptation strategies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.</p>
<p>7. Recreation management</p>	<p>Neutral</p>	<p>Neutral</p>
<p>8. Treading lightly on the Chase</p>	<p>Neutral</p>	<p>Neutral</p>
<p>9. A high-quality visitor experience</p>	<p>Neutral</p>	<p>Neutral</p>
<p>10. Inclusive and empowering</p>	<p>Neutral</p>	<p>Neutral</p>
<p>11. Land-based economy</p>	<p>Neutral</p>	<p>Neutral</p>
<p>12. Place attachment</p>	<p>Neutral</p>	<p>Neutral</p>
<p>13. Maintain landscape quality and distinctiveness</p>	<p>The plan calls for development within the area to adopt high environmental standards and minimise their carbon footprint and negative impacts on the local environment. It also calls for well-managed woodlands to support carbon sequestration and storage, flood alleviation and resilience to climate change. It calls for farming businesses to maintain and enhance agricultural land management that contributes to the special qualities of the area, and delivers other public benefits, such as clean air, clean water and healthy soils.</p>	<p>Other agencies will take actions but local initiatives may be lost. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan adds value to actions.</p>

14. Wildness and tranquillity	The call to minimise the impact of traffic travelling through the Chase and highway management can reduce atmospheric pollution.	Though other bodies will take actions, local initiatives may be lost. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan adds value to actions.
15. Enhance the setting of the Chase within its wider urban and rural landscape	Neutral	Neutral
16. Understanding the Chase's historic environment	Neutral	Neutral
17. Conserving the Chase's historic environment	Neutral	Neutral
18. Connecting communities with the Chase's history and culture	Neutral	Neutral

There are many organisations that have the opportunity, authority and resources to take meaningful actions to improve environmental quality. However, the proposed policies offer advantages over the do-nothing option as they take account of the designation purposes and support an area-wide approach. Others will act but without coordination, some opportunities may be lost.

Table 4: Land management

Woodland and farmland together cover over 75% of the National Landscape. Forestry and agricultural policies and practices have a major bearing, therefore, on the natural beauty and special qualities of the Chase, as well as the quality of air, water and soil health. For agriculture, there is a transition to the new Environmental Land Management Scheme that centres on rewarding farmers and land managers for sustainable farming practices, as well as delivering Government targets for increasing woodland and tree canopy cover, the adoption of nature-friendly farming, and restoration and creation of wildlife-rich habitats.

There are declining farm and forest incomes. Land managers must find either additional or new sources of income. They may grow new crops and/or move into other sectors, such as warehousing, business parks, tourism and recreation. They may use their land for energy or communication structures. This can help to maintain a viable business and improve the products and services on offer to the community and visitors.

Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation
1. Improve conditions for nature on the Chase	Neutral	Neutral
2. A better connected Chase	Neutral	Neutral

<p>3. Improve environmental quality</p>	<p>The plan seeks to encourage practices that protect and regenerate soils. Without adaptation to farming practices, there may be a decline in soil quality/nutrient levels, soil loss to erosion, release of carbon from soils and timber, a reduction in water quality and increased flooding.</p>	<p>Defra and Natural England seek to manage soil. They have the means and resources to undertake these tasks. They will be supported by NGOs who have similar agendas. The management plan supports the actions of others but in recent years Defra has directed its funding through the National Landscape (FiPL) (this may not be repeated). The management plan may add value to actions.</p>
<p>4. Lower greenhouse gas emissions</p>	<p>Neutral</p>	<p>Neutral</p>
<p>5. Sequester and store more carbon</p>	<p>The plan seeks to support land use changes and management practices that increase carbon sequestration and storage so protecting existing carbon stores whilst reinforcing local landscape characteristics and distinctiveness. Without adaptation to farming practices, there may be a decline in soil quality/nutrient levels, soil loss to erosion and release of carbon from soils and timber. An increase in timber and biomass production will increase carbon capture and support nature recovery.</p>	<p>The County Council will publish a Climate Change adaptation plan. The Forestry Commission manages a part of the area and actively supports woodland management. Other agencies will develop carbon sequestration and storage strategies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.</p>
<p>6. Adapting to climate change</p>	<p>The plan seeks to support and facilitate the delivery of more integrated land use and management at the landscape-scale to meet climate change challenges and increase the resilience of landscapes, habitats and heritage. This could deliver Government targets for increasing woodland and tree canopy cover, the adoption of nature-friendly farming, and restoration and creation of wildlife-rich habitats.</p>	<p>The County Council will publish a Climate Change adaptation plan. Other agencies will also develop adaptation strategies but may not also seek to conserve and enhance the national landscape. Defra is developing its ELMS packages, which will have the most impact on land managers. The management plan supports the actions of others.</p>
<p>7. Recreation management</p>	<p>Neutral</p>	<p>Neutral</p>
<p>8. Treading lightly on the Chase</p>	<p>Neutral</p>	<p>Neutral</p>
<p>9. A high-quality visitor experience</p>	<p>Neutral</p>	<p>Neutral</p>
<p>10. Inclusive and empowering</p>	<p>Neutral</p>	<p>Neutral</p>
<p>11. Land-based economy</p>	<p>Neutral</p>	<p>Neutral</p>

12. Place attachment	Neutral	Neutral
13. Maintain landscape quality and distinctiveness	The plan calls for well-managed woodlands to support carbon sequestration and storage, flood alleviation and resilience to climate change. It calls for farming businesses to maintain and enhance agricultural land management that contributes to the special qualities of the area, and delivers other public benefits, such as clean air, clean water and healthy soils.	Other agencies will take actions but local initiatives may be lost. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan adds value to actions.
14. Wildness and tranquillity	Neutral	Neutral
15. Enhance the setting of the Chase within its wider urban and rural landscape	Neutral	Neutral
16. Understanding the Chase's historic environment	Neutral	Neutral
17. Conserving the Chase's historic environment	Neutral	Neutral
18. Connecting communities with the Chase's history and culture	Neutral	Neutral
<p>Defra and its agencies have the opportunity, authority and resources to take meaningful actions in relation to land management but it is reported that there are difficulties in delivering that support. The management plan does advocate support for land managers but cannot deliver financial contributions. It sets out practical actions that will help the sector. On balance, the management plan is better than the do-nothing option and will remain so until Defra is able to fully establish its ELMs support packages.</p>		
Table 5: Growth and development		
<p>Development maintains economic viability, sustains the population and supports those who manage the land.</p> <p>The demand for small-scale new build, conversion, renovation of existing structures and other minor development within the designated area can change the character of the landscape and negatively impact on landscape quality, biodiversity and heritage. The spread of built-up land around the National Landscape since its designation in 1958 has been extensive (a 365% increase within a 10km radius) and has brought development hard up to the designated boundary in several places. Significant new areas of housing and employment continue to be built close to the National Landscape, and further areas are being allocated in Local Plans.</p>		
Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation

1. Improve conditions for nature on the Chase	Neutral	Neutral
2. A better connected Chase	Neutral	Neutral
3. Improve environmental quality	Neutral	Neutral
4. Lower greenhouse gas emissions	Neutral	Neutral
5. Sequester and store more carbon	Neutral	Neutral
6. Adapting to climate change	Neutral	Neutral
7. Recreation management	Neutral	Neutral
8. Treading lightly on the Chase	Neutral	Neutral
9. A high-quality visitor experience	Neutral	Neutral
10. Inclusive and empowering	Neutral	Neutral
11. Land-based economy	Neutral	Neutral
12. Place attachment	Neutral	Neutral
13. Maintain landscape quality and distinctiveness	<p>The plan calls for development within the area to adopt high standards of design and environmental standards, respecting local distinctiveness, be complementary in form and scale with their surroundings, should take opportunities to enhance their setting and minimise their carbon footprint and negative impacts on the local environment.</p>	<p>Each planning authority will prepare a statutory development plan and they will each have supplementary guidance. However, they may not take the local distinctiveness of the Chase into account. The local authorities may be less willing to apply the Sandford Principle.</p> <p>As a material consideration, these authorities can use the management plan to support their decision making.</p> <p>There may be a more proactive approach with the plan in place.</p>

<p>14. Wildness and tranquillity</p>	<p>The call to minimise the impact of traffic travelling through the Chase and highway management can reduce atmospheric pollution, noise and disturbance. Undergrounding overhead powerlines and landscape enhancement initiatives will reduce visual impacts.</p>	<p>The local authorities will have some policies on noise pollution, they may have policies on light pollution, but it is not likely that these will drive their decision making.</p> <p>The Central Grid has a specific protocol with the National Landscapes.</p> <p>The management plan gives a greater benefit than the do-nothing option.</p>
<p>15. Enhance the setting of the Chase within its wider urban and rural landscape</p>	<p>The plan advocates resisting development in the area which can have a negative impact on the natural beauty and special qualities of Cannock Chase. It calls for development in the immediate vicinity of the National Landscape to be designed to complement the landscape character and quality of the Chase.</p>	<p>Each planning authority will prepare a statutory development plan and they each have strong National Landscape policies. But these policies are not identical; and there may not be a consistent application in practice.</p> <p>The management plan may help in the lobbying for action by focusing on practical solutions. As a material consideration, these authorities can use the management plan to support their decision making.</p> <p>There may be a more proactive approach with the plan in place.</p>
<p>16. Understanding the Chase's historic environment</p>	<p>The plan seeks to improve understanding of the significance, relative importance and condition of heritage assets within the area.</p> <p>There are 76 nationally designated heritage asserts on the Chase, none are at risk. It is not clear how many locally listed assets there are, or what their condition is.</p>	<p>Each planning authority will prepare a statutory development plan and they will each have supplementary guidance. The County Council maintains the HER.</p> <p>Other agencies will take actions but local initiatives may be lost.</p> <p>The management plan may help in the lobbying for action by focusing on practical solutions.</p> <p>The management plan adds value to actions.</p>

<p>17. Conserving the Chase's historic environment</p>	<p>The plan seeks to work with landowners, managers, local communities, decision makers and enforcement agencies to protect and positively manage the historic environment.</p> <p>Visible assets are generally well managed but buried archaeological remains can be damaged by operations such as intrusive ground investigation, engineering operations, and landscaping.</p>	<p>Historic England and local conservation staff will advocate a similar position.</p> <p>The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>18. Connecting communities with the Chase's history and culture</p>	<p>Neutral</p>	<p>Neutral</p>

The local planning authorities have statutory responsibility for the management of development and each have a development plan that has strong National Landscape policies. However, these policies are not identical and there can be inconsistencies in decision making across the area. Further, the interpretation of these policies and the weight they are given can also vary. The management plan does not (and cannot) replace the development plans but it does present evidence and guidance to further the understanding of the purposes of designation and the implications for development proposals. And the management plan is a material consideration when considering development decisions. The management plan gives a greater benefit than the do-nothing option.

Table 6: Tourism and recreation

Cannock Chase has the highest density of visitor footfall of any Protected Landscape in the UK. The forecast growth in population in surrounding areas over the next 20 years will further increase visitor numbers, adding to the pressures on the special qualities as well as visitor services, facilities and infrastructure. The quality of the visitor welcome and experience can have a lasting impression on people's perceptions about the National Landscape that will, in turn, influence their willingness to help look after it. Visitor-spend in the National Landscape brings economic benefits to local businesses, and increasing numbers of visitors may provide opportunities for the tourism sector, but pressures will need to be managed.

Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation
<p>1. Improve conditions for nature on the Chase</p>	<p>The plan seeks to conserve and enhance populations of priority species and their habitats, taking account of threats, such as disturbance and pollution. It also seeks to control invasive species, pests and diseases.</p> <p>Recreation can cause erosion along popular access routes, wildlife disturbance, litter, wildfires, and aiding the spread of pests and diseases.</p> <p>Dogs will increase soil fertility through their urine and faeces, changing the composition of important heathland plant communities.</p>	<p>The county council is required to publish a local nature recovery strategy that will address similar issues and it works with the District Councils to secure the integrity of the Cannock Chase SAC. It also owns and manages one of the biggest country parks in England.</p> <p>Other agencies and NGOs will deliver similar policies.</p> <p>Given the scale of the task, this may lead to a less coherent approach across the Chase.</p> <p>The management plan supports the actions of others rather than adding extra initiatives.</p>

2. A better connected Chase	Neutral	Neutral
3. Improve environmental quality	Neutral	Neutral
4. Lower greenhouse gas emissions	The plan seeks to promote and encourage the use of sustainable alternative means of transport by visitors to the Chase. If successful, greenhouse gas emissions will decrease.	Uncertain, other bodies will also seek to introduce sustainable travel options.
5. Sequester and store more carbon	Neutral	Neutral
6. Adapting to climate change	Neutral	Neutral
7. Recreation management	The plan calls for the adoption of a strategic approach to the management of recreation on the Chase, including creating capacity for the anticipated growth in visitor numbers.	Tourism bodies and the local authorities may develop similar policies. Both the County Council and the Forestry Commission manage large recreational facilities on the Chase. Activities are not always coordinated but the National Landscape delivers a forum for discussion. The management plan is better.
8. Treading lightly on the Chase	The plan seeks to direct recreational activity away from the most sensitive parts of the National Landscape, ensuring that suitable measures are in place to reduce the negative impacts of an increase in visitors (both within and beyond the designated boundary).	Other agencies will adopt a similar approach. Without the national landscape input, it is unlikely that there will be much change in visitors' perceptions and behaviours within the area. The management plan gives a greater benefit than the do-nothing option.
9. A high-quality visitor experience	The plan seeks to deliver high-quality visitor infrastructure and provision throughout the National Landscape, with a common approach to branding, signage, waymarking, interpretation and the reduction of visual clutter on the open Chase. This will support the tourism offer.	Tourism bodies and the local authorities may develop similar policies. Resourcing these is an issue and the special qualities of the Chase are not the highest priority. The management plan gives a greater benefit than the do-nothing option
10. Inclusive and empowering	Though the policies focus on supporting voluntary actions, volunteering is a recreational activity for many but the point is not made.	Other agencies will adopt a similar approach. No difference.

<p>11. Land-based economy</p>	<p>The plan wants to support training schemes and employment opportunities for local people in recreation that helps to conserve and enhance the special qualities of the National Landscape.</p>	<p>Other agencies will adopt a similar approach but they may not be focused on the needs of the national landscape. Health tourism is a growing market and there may be initiatives by the destination management organisations and the private sector. The management plan adds value to actions.</p>
<p>12. Place attachment</p>	<p>The plan wishes to strengthen people's emotional connections with, and attachments to, Cannock Chase to generate a greater pride in, and respect for, the area.</p>	<p>There will be initiatives in the wider countryside but they may not be focused on the needs of the national landscape. The management plan gives a greater benefit than the do-nothing option.</p>
<p>13. Maintain landscape quality and distinctiveness</p>	<p>Limited but one policy promotes high quality design and environmental standards that will improve the tourism offer.</p>	<p>Neutral</p>
<p>14. Wildness and tranquillity</p>	<p>The plan seeks to minimise the impact of traffic on tranquillity and other special qualities. Paradoxically, the growth of night-time cycling will reduce tranquillity and disturb wildlife. The plan also seeks to maintain the Chase as a place where dark skies can be enjoyed.</p>	<p>The local authorities will have some policies on noise pollution, they may have policies on light pollution. The management plan may give a marginally greater benefit than the do-nothing option.</p>
<p>15. Enhance the setting of the Chase within its wider urban and rural landscape</p>	<p>The plan calls for the character of the public realm in the immediate vicinity of the area to be maintained so that it reinforces and complements the landscape character and quality of the Chase and provides a welcoming experience for those entering the area. This will improve the tourism offer.</p>	<p>The local authorities will have similar policies but they may not be focused on the needs of the national landscape. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>16. Understanding the Chase's historic environment</p>	<p>The plan seeks to improve understanding of the significance, relative importance and condition of heritage assets within the National Landscape.</p>	<p>Historic England, tourism bodies and some NGOs will promote similar policies. Little difference.</p>
<p>17. Conserving the Chase's historic environment</p>	<p>The plan calls for landowners, managers, local communities, decision makers and enforcement agencies to protect and positively manage the historic environment.</p>	<p>Historic England, the local authorities and some NGOs will promote similar policies. Little difference.</p>

18. Connecting communities with the Chase’s history and culture	The plan seeks to engage and inspire local communities and visitors to enjoy and appreciate Cannock Chase’s historic environment through education, interpretation and events.	There will be initiatives in the wider countryside but they may not be focused on the needs of the national landscape. The management plan gives a greater benefit than the do-nothing option.
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There are many organisations that have the opportunity, authority and resources to take meaningful actions to influence tourism and recreational activities. There will be initiatives in the wider countryside but they may not be focused on the needs of the national landscape. Without the national landscape input, it is unlikely that there will be coordinated activity within the area, opportunities may be lost. The management plan gives a greater benefit than the do-nothing option.

Table 7: Health and well-being

Connections within the National Landscape and with its setting are important. The mental and physical health benefits of accessing natural beauty are becoming increasingly understood and appreciated. The COVID-19 pandemic has had a significant impact on human behaviour. For example, people have travelled less and many have worked from home. People are more aware of the importance of green and blue spaces.

Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation
1. Improve conditions for nature on the Chase	The policies take a narrow approach to nature recovery. The links to well-being are not made.	Some agencies will advocate the links between wellness and nature. The management plan is weaker than other plans.
2. A better connected Chase		
3. Improve environmental quality		
4. Lower greenhouse gas emissions	The policies seek to minimise greenhouse gas emissions. This will help to improve health and well-being though the point is not made in the policies.	Each local authority has a climate emergency strategy but may not also seek to conserve and enhance the national landscape. The management plan may help in the lobbying for action by focusing on practical solutions but is silent on the health benefits. The management plan may be weaker than other plans.
5. Sequester and store more carbon	Neutral	Neutral
6. Adapting to climate change	The policies take a narrow approach to nature recovery. The links to well-being are not made.	Some agencies will advocate the links between wellness and nature. The management plan is weaker than other plans.
7. Recreation management	The policies take a narrow approach to recreation management. The links to well-being are not made.	Some agencies will advocate the links between wellness and recreational opportunities.

<p>8. Treading lightly on the Chase</p>	<p>The policies take a narrow approach to reduce the negative impacts of an increase in visitors (both within and beyond the designated boundary). The links to improved health are not made.</p>	<p>The management plan is weaker than other plans.</p>
<p>9. A high-quality visitor experience</p>	<p>The plan seeks to provide opportunities for safe access into and within the area for a range of abilities and users, that is sensitive to the special qualities of the Chase.</p>	<p>Health bodies, local authorities and third sector bodies will develop effective access initiatives. The management plan may help in the lobbying for action by focusing on practical solutions and references the health benefits in its explanatory text.</p>
<p>10. Inclusive and empowering</p>	<p>One policy seeks to increase and diversify volunteering opportunities that support the special qualities of the National Landscape. The intent is to develop and promote activity and wellbeing programmes suitable for different groups. Another aims to foster greater inclusion and a sense of belonging within the work of the National Landscape. The plan notes that people have needs that the National Landscape can help to address, such as long-term ill-health and limited access to adjacent green space.</p>	<p>Health bodies, local authorities and third sector bodies will support similar initiatives, some of which consider green prescribing. The difficulty will be a lack of coordination when there is a need for active interventions. There may be a more proactive approach with the plan in place.</p>
<p>11. Land-based economy</p>	<p>The plan wants to support training schemes and employment opportunities for local people that helps to conserve and enhance the special qualities of the National Landscape.</p>	<p>Health tourism is a growing market and there may be initiatives by the destination management organisations and the private sector. There is unlikely to be any materially different effects.</p>
<p>12. Place attachment</p>	<p>The plan wishes to strengthen people's emotional connections with and attachments to Cannock Chase to generate a greater pride in, and respect for, the area. If successful, there will be health and wellbeing benefits. The plan notes that a sense of place and an attachment to a place contributes to our culture and the identities of local communities; it impacts on people's health and quality of life.</p>	<p>Several authorities and NGOs will develop effective engagement initiatives but are likely to develop generic countryside activities. The emotional links to the Chase will be considered by a few. The management plan may help in the lobbying for action by focusing on practical solutions but is silent on the health benefits.</p>

13. Maintain landscape quality and distinctiveness	The policies take a narrow view of landscape. Though not mentioned, the policies will provide natural and cultural capital benefits, which will include health and well-being.	It is unlikely that other agencies will use their landscape policies to promote a health and well-being agenda. Without the national landscape input, it is unlikely that there will be much activity within the area.
14. Wildness and tranquillity	The policies deal with aural and visual intrusion. Reducing noise and clutter in the landscape, and maintaining dark night skies, will deliver health and wellbeing benefits as noted in the explanatory text.	The local authorities will have some policies on noise pollution, they may have policies on light pollution. The management plan may give a marginally greater benefit than the do-nothing option.
15. Enhance the setting of the Chase within its wider urban and rural landscape	Neutral	Neutral
16. Understanding the Chase's historic environment	Neutral	Neutral
17. Conserving the Chase's historic environment	Neutral	Neutral
18. Connecting communities with the Chase's history and culture	The policy promoting greater public understanding of, and engagement with, the historic environment of the National Landscape and celebrating it in arts, cultural, and social activities across the area will help improve people's health and well-being.	Historic England, tourism bodies and some NGOs will promote similar policies. Little difference.
<p>Health and wellbeing is a far reaching area of policy. There are many organisations that have the opportunity, authority and resources to take meaningful actions. The management plan does not spell out the health and well-being benefits in each of its sections when others do (for example, in the nature section). However, overall, the proposed policies offer some advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, opportunities may be lost.</p>		
<p>Table 8: Equality, inclusion and diversity</p>		

National Landscapes are protected for the nation and are available for everyone to enjoy. Visitors to Cannock Chase are not representative of the full spectrum of society, however, and some people and communities experience unintentional barriers to engagement with the protected landscape which leads to their exclusion or feelings of being unwelcome .

Such groups include lower income households, people with underlying health conditions, young people and ethnic minorities.

Barriers to engagement include:

- physical obstructions,
- lack of knowledge,
- lack of confidence,
- fear of abuse,
- inability to access transport, and
- underlying socio-economic circumstances.

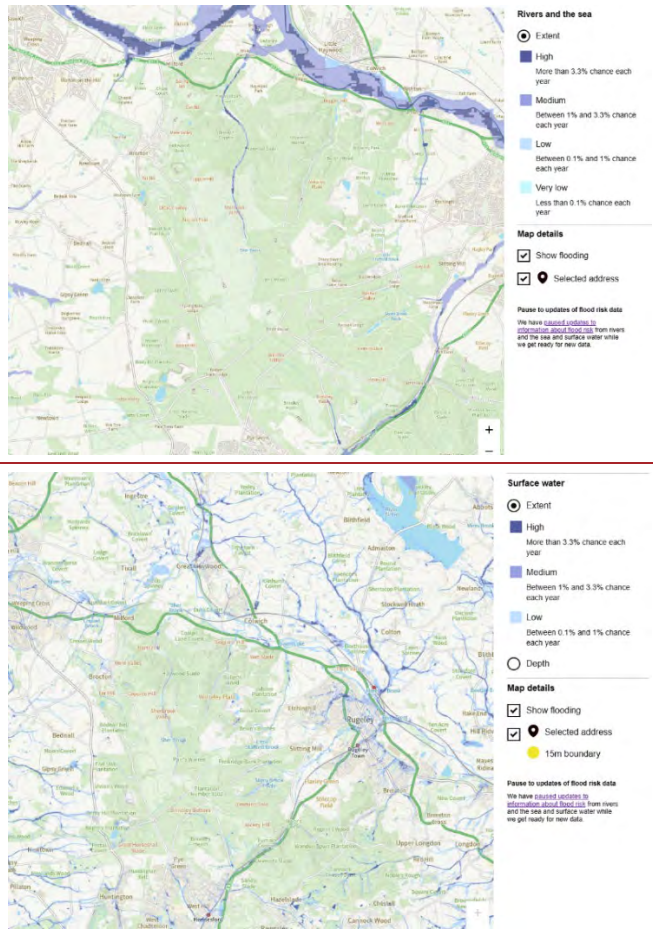
Management Plan Objectives	Benefits of the proposed objective policies	Do nothing situation
19. Improve conditions for nature on the Chase	Neutral	Neutral
20. A better connected Chase	Neutral	Neutral
21. Improve environmental quality	Neutral	Neutral
22. Lower greenhouse gas emissions	Neutral	Neutral
23. Sequester and store more carbon	Neutral	Neutral
24. Adapting to climate change	Neutral	Neutral
25. Recreation management	Neutral	Neutral
26. Treading lightly on the Chase	Neutral	Neutral
27. A high-quality visitor experience	The plan wishes to provide opportunities for safe access into and within the National Landscape for a range of abilities and users, that is sensitive to the special qualities of the Chase. This will remove physical obstructions, boost confidence and reduce the fear of abuse.	Health bodies, local authorities and third sector bodies will support similar initiatives. The difficulty will be a lack of coordination when there is a need for active interventions. There may be a more proactive approach with the plan in place.

28. Inclusive and empowering	The plan intends to foster greater inclusion and a sense of belonging within the work of the National Landscape that better reflects the diversity of our communities and visitors. It will also increase and diversify volunteering opportunities that support the special qualities of the National Landscape.	The local authorities and third sector bodies will have similar initiatives. There may be a marginally more proactive approach with the plan in place.
29. Land-based economy	Neutral	Neutral
30. Place attachment	By strengthening people’s emotional connections with and attachments to Cannock Chase it will improve knowledge and may increase confidence, so encouraging new visitors. Encouraging people to value and celebrate being part of a nationally recognised landscape and increasing the understanding and enjoyment of its special qualities will make people feel better in themselves.	Health bodies, local authorities and third sector bodies create and support a series of networks, some of which consider green prescribing but the application is ad-hoc. There may be a more proactive approach with the plan in place.
31. Maintain landscape quality and distinctiveness	Neutral	Neutral
32. Wildness and tranquillity	Neutral	Neutral
33. Enhance the setting of the Chase within its wider urban and rural landscape	Neutral	Neutral
34. Understanding the Chase’s historic environment	The move to improve understanding of the significance, relative importance and condition of heritage assets within the National Landscape will increase knowledge and may encourage new visitors.	Historic England and third sector bodies will promote access opportunities, and they have effective diversity and inclusion policies. There is unlikely to be any materially different effects.
35. Conserving the Chase’s historic environment	Neutral	Neutral

<p>36. Connecting communities with the Chase’s history and culture</p>	<p>Engaging and local communities and visitors to enjoy and appreciate Cannock Chase’s historic environment through education, interpretation and events will increase knowledge and may encourage new visitors.</p>	<p>Historic England and third sector bodies already have good education, interpretation and events programmes, and they have effective diversity and inclusion policies. They may lack the resources to sustain regular opportunities on the Chase. There is unlikely to be any materially different effects.</p>
<p>There are many organisations that have the opportunity, authority and resources to take meaningful actions to address equality, inclusivity and diversity issues. The management plan acknowledges that visitors to the Chase are not representative of the full spectrum of society, and that some people and communities experience unintentional barriers to engagement with the protected landscape. This leads to their exclusion or feelings of being unwelcome. Though only a few policy areas address these issues, the proposed policies offer some advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, opportunities may be lost.</p>		

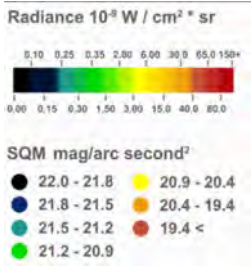
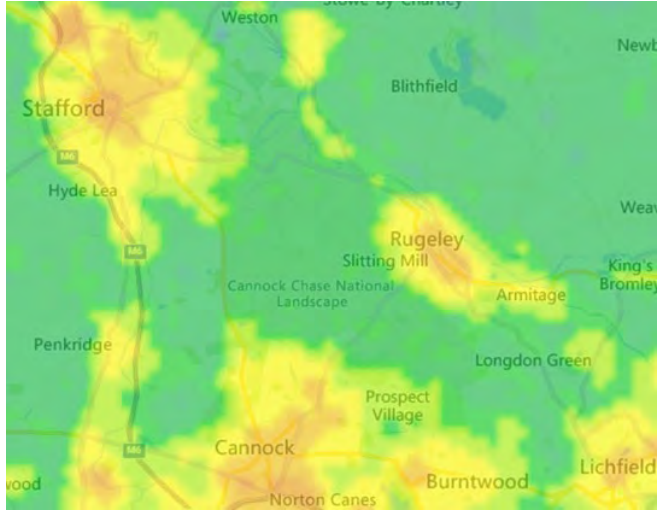
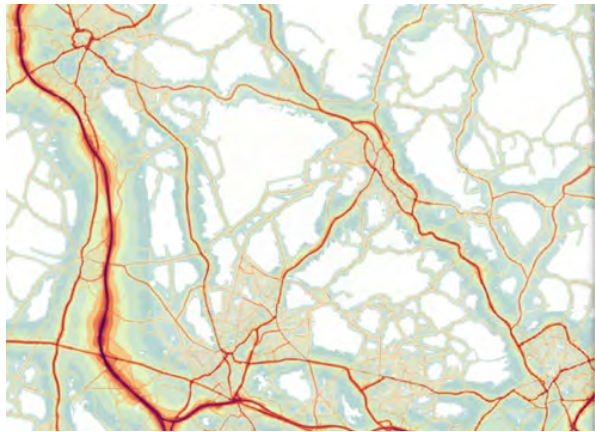
Appendix 7: SEA Objectives and links to data monitoring

Indicator 5-point quality scale				
		<i>Score</i>		<i>Comment</i>
		1	Fit for purpose	
		2	Adequate	Some minor improvements desirable
		3	Indicative only	Not considered accurate
		4	Inadequate	Little relevance to the National Landscape
		5	Absent	No available data
N°	Environmental Objectives	SEA indicators	Quality	Commentary
E1	Climate change Address the causes and consequences of climate change	1. Level of greenhouse gas emissions within Protected Landscapes (PLTOF TI 6)	1	Total emissions in 2022 17.4 Kt CO ₂ e (down from 24.4 in 2019 & 33.4 in 2005) UK Protected Landscapes greenhouse gas emissions statistics: 2005-2022 (DfES&NZ)
		2. Extent, depth and condition of peatlands (PLTOF TI 7 & AS 6)	2	Extent = 134.34 ha (2% of NL) No condition data but no areas are committed for restoration
		3. Extent of tree canopy and woodland cover in Protected Landscapes (PLTOF TI 8)	2	Increase tree canopy and woodland cover (combined) by 3% of total land area in Protected Landscapes by 2050 (from 2022 baseline). Awaiting apportionment by Defra. 3,715 ha (includes 1,075 broadleaf & 1,539 coniferous) in 2023 Data incomplete because does not include hedgerows and isolated trees. There are 600 km of hedgerows in the NL (PLTOF Stat 11)
E2	Soils, Air and Water	4. Average carbon stock by tonnes of carbon per hectare.	1	Total carbon, 245 tonnes per hectare Sequestration -7.1 Tonnes Co ₂ e/ha (PLTOF Stat 7)
		5. WFD quality of the water environment data (PLTOF AS 5)	1	Detailed data presented Area with high or good water status

				<p>0% of rivers/canals 33.3% of groundwater bodies 11.1% catchments</p>
		6. Area at risk from flooding (Environment Agency)	1	<p>Up-to-date maps readily available</p> 
E3	Protect and enhance biodiversity habitats and species	7. Extent of wildlife rich habitat created or restored outside of protected sites (PLTOF TI 1)	5	<p>Restore or create more than 250,000 hectares of a range of wildlife-rich habitats within Protected Landscapes, outside protected sites by 2042 Not yet available</p>
		8. Percentage of SSSI features in favourable condition (PLTOF TI 2)	1	<p>Bring 80% of SSSIs within Protected Landscapes into favourable condition by 2042 6.3% - Average for NLs is 41.3%</p>
		9. Percentage of SSSIs assessed as having 'actions on track' to achieve favourable condition (PLTOF TI 3)	1	<p>For 60% of SSSIs within Protected Landscapes assessed as having 'actions on track' to achieve favourable condition by 31 January 2028. 0% - Average for NLs is 15.3%</p>

		10. Extent of priority habitat, outside of protected sites, in favourable management through agri-environment schemes (PLTOF TI 4)	5	Continuing favourable management of all existing priority habitat already in favourable condition outside of SSSIs (from a 2022 baseline) and increasing to include all newly restored or created habitat through agri-environment schemes by 2042. Defra data not yet available Cannock Chase supports 10 priority habitats (out of the UK's list of 56 habitats). The combined extent of the 10 priority habitats covers 34.4 % of the Cannock Chase National Landscape. Most of the priority habitats lie within protected areas for biodiversity. However, some lie outside such areas, and are unprotected.
		11. Percentage of land managers adopting nature friendly farming on a percentage of their land (PLTOF TI 5)	5	Ensuring at least 65% to 80% of land managers adopt nature friendly farming on at least 10% to 15% of their land by 2030. Awaiting publication by Defra
E 4	Protect and enhance the landscape	12. Changes to the landscape via fixed point photography of key views (local survey)	1	There were no noticeable changes to the appearance and condition of the landscape at 37 viewpoints (61%); whilst 22 viewpoints (36%) showed signs of deterioration and only 1 showed improvement
		13. Length of existing powerlines moved underground (local survey)	1	
		14. Number of geological and geomorphological SSSI unit features and % in favourable or recovering condition (PLTOF SA 15)	1	1 @ 0% The site is unfavourable - no change
E5	Sustain and enhance cultural heritage,	15. Number and percentage of nationally	1	Decrease the number of nationally designated heritage

	including heritage assets and their settings	designated heritage assets in Protected Landscapes to be deemed at risk (TI 10)		assets at risk in Protected Landscapes. There are no nationally designated heritage assets deemed to be at risk.
		16. Number of heritage asset on the Staffordshire Historic Environment Record within the National Landscape visited and assessed within the last 5 years	5	Seeking inputs from third parties, will take time to deliver There are 1,283 entries in the HER within the National Landscape (includes some designated sites). Around 6% of the number of heritage assets within the National Landscape are nationally significant and protected. The remaining 94% are 'non-designated' and have no formal protection, but contribute greatly to local character, sense of place and natural beauty of the National Landscape.
E6	Local Distinctiveness	17. Number of the area's defined special qualities monitored	1	12 out of the 15 special qualities have clear monitoring indicators. The 3 Scenic Qualities may be covered by landscape change monitoring.
		18. Number of planning authorities with vernacular design guidance mentioning the Cannock Chase NL (local survey)	1	3 out of 4 Supplementary Planning Documents <ul style="list-style-type: none"> Staffordshire County & District Councils design quality in residential areas (n) Cannock Chase DC Design Guide (y) Lichfield district design code (n) Lichfield Historic environment (y) South Staffordshire District Design Guide (y) Stafford Borough Council Design Guide (passing ref)
		19. % of development decisions against Partnership advice	5	In 2022 the National Landscape was consulted on 145 planning applications. 59 (41%) of these were for proposed developments in Stafford Borough Council.

E7	Safeguard and enhance human health	20. Light pollution maps	1	2024 - No 'No dark skies, mainly ar 21.2-20.09 mag/arc second ² , a lot of surrounding light spillage. Can compare annually.
				
		21. Road noise maps	1	The NL is quiet but surrounded by traffic noise Defra – Road Noise – Lden – England Round 4 – can compare to round 3
				
		22. Number and % increase of volunteer hours supporting the management and enjoyment of the National Landscape	1	47,400 hours (2022 baseline) In 2022, over 600 volunteers engaged on a range of activities helping to keep Cannock Chase special and provide a visitor welcome (24.6 FTE equivalent).
		23. Metres of accessible path as a % of total path (PLTOF TI 9a)	5	Awaiting publication by Defra

		24. % Public Rights of Way in good condition (local survey)	2	In 2023 a total of 483 issues on public rights of way on Cannock Chase had been reported. There are 156.77 km of Public Rights of Way in the National Landscape. The majority (85%) are bridleways.
		25. Number of disability accessible parking spaces (PLTOF TI 9c)	5	Awaiting publication by Defra
		26. Number of accessible gates and gaps (PLTOF TI 9d)	5	Awaiting publication by Defra
		27. Number of accessible or easy access routes for which wayfinding has been created or improved (PLTOF TI 9h)	5	Awaiting publication by Defra
		28. Deprivation statistics (PLTOF AS 23)	1	Average decile is 8 All NLs is 6 & and all of rural England is 6
		29. Housing affordability (PLTOF AS 21)	1	Affordability index is 6 All NLs is 11 & and all rural England is 9
E8	Support a locally embedded economy	30. Number of visitors	3	Estimates of total visitor numbers for the National Landscape were undertaken in 2000 (1.3 million/annum) and 2012 (2.35 million/annum).
		31. Number of local units of registered businesses by industry type (PLTOF AS 22)	1	430 local units Construction @ 80, Wholesale & retail trade, repair of motor vehicles @ 65, & Professional, scientific & technical services @ 60 = 48%
E9	Cumulative Impacts – to avoid significant adverse effects between the above interrelationships	No indicator		monitored through annual reporting

Appendix 8: Précis of consultation responses (blank pending consultation returns)

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Awaiting consultation