

Cannock Chase National Landscape an Area of Outstanding Natural Beauty

Cannock Chase National Landscape Team

Business Plan 2025-2026

End-year progress review



**Cannock
Chase**
National
Landscape

Context

Cannock Chase National Landscape [AONB Management Plan 2025-2030](#) was adopted by the Joint Committee at its meeting on 10 March 2025. The Plan is structured around four strategic aims:

1. Nature
2. Climate
3. People
4. Place

Eighteen objectives underpin these aims, and 60 cascading associated actions create a five-year work programme for the National Landscape Partnership to deliver.

This Business Plan sets out the Priority Activities for the Cannock Chase National Landscape Team for 2025-2026, showing how we will deliver our part of the AONB Management Plan and respond proactively to the challenges and opportunities affecting the National Landscape.

The following table outlines the progress we have achieved against the Priority Activities at the end-point of our current Business Plan. Activities are referenced against AONB Management Plan 2025-2030 action numbers. Rows marked in darker colours and with bold font are identified as strategic priorities. Any other achievements relevant to the Management Plan Action are also recorded.

Progress against each Activity is described and traffic lighted:

 = ACTIVITY COMPLETED

 = ACTIVITY ON TRACK

 = SOME PROGRESS

 = ACTIVITY OFF TRACK, LITTLE OR NO PROGRESS

 =ACTIVITY NOT ABLE TO BE PROGRESSED

Activities not requiring a response are annotated as such and have not been given a RAG status.

The Plan also reports separately progress against a number of organisational objectives (for example, governance, resource management, communications).

Overview of progress

The overview of progress for each aim in the AONB Management Plan is as follows. Note, some Management Plan Actions have more than one Priority Activity against them for this Business Plan year.

Aim	Nos. of Priority Activities	Not able to be progressed	Little / no progress	Some progress	On course	Completed	Other
1. Nature	10	1/10 (10%)	n/a	n/a	9/10 (90%)	n/a	
2. Climate	6	1/6 (17%)	3/6 (50%)	n/a	2/6 (33%)	n/a	
3. People	20	1/20 (5%)	5/20 (25%)	n/a	14/20 (70%)	n/a	
4. Place	13	1/13 (8%)	2/13 (15%)	1/13 (8%)	7/13 (54%)	1/13	1
TOTAL	49	4/49 (8%)	10/49 (20%)	1/49 (2%)	32/49 (65%)	1/49 (2%)	1

Progress against individual Priority Activities

Management Plan Action	Priority Activities for 2025-26	Resources	Proposed measures of success	2025/26 end-year progress
Priorities for Nature				
1. Secure long-term protection for nature conservation and favourable management of protected sites through legal or other effective means.	Research the state of readiness of sites that could count to meeting 30by30 criteria.	CCNL core budget	Baseline established, and priorities identified where improvements are needed for purpose, protection and management.	 Evidence to support the assessment criteria has been prepared. Next stage is to meet landowners of potential sites to go through the criteria. <u>Other achievements relevant to this Action:</u> The National Landscape has supported partners to purchase equipment or undertake works that

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				will improve the ecological condition of a number of protected (potentially 30x30) sites including: Gentleshaw Common, George's Hayes and Pigot's Bottom, Connecting Cannock Chase Corridors, Wolseley Bridge, Bleak House, Castle Ring, Hazelslade, Hednesford Hills, Fair Lady Coppice, Stile Cop.
2. Re-introduce livestock grazing to key sites to support sustainable management.	Support partners with grazing management.	AONB core budget, FiPL programme	Hectares of habitat under grazing management.	😊 AONB funding has supported the purchase of replacement cows for Hednesford Hills.
3. Deliver programmes for the restoration and creation of priority and other locally important habitats (outside SSSI)	Support partners to deliver large-scale nature recovery projects	FiPL programme, CCNL core budget	Hectares of priority habitats restored / created.	😊.FiPL projects are supporting wetland restoration work on the River Trent floodplain, and other projects aimed at restoring/creating habitats, including several projects focusing on heathland and focused habitat creation (hibernacula, bare earth scrapes, wetland features etc.). 1 x FiPL project has removed 1,100m ² of Rhododendron and Cherry Laurel (invasive / exotic species)

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<p>4. Publish Species Action Plans for 10 Champion Species for the National Landscape, and deliver targeted action where required:</p> <ul style="list-style-type: none"> ○ Small pearl-bordered fritillary butterfly ○ Adder ○ Nightjar ○ Solitary wasp species of bare ground (TBC) ○ Ancient oak trees ○ White-clawed crayfish ○ Otter ○ Common redstart ○ Welsh Clearwing ○ Brown hare 	<p>With stakeholders, prepare species action plans for 5 Champion species.</p>	<p>CCNL staff time</p>	<p>Measures for recovery of Champion species identified.</p>	<p>😊 Species Action Plan leads have been agreed.</p> <ul style="list-style-type: none"> • Small pearl-bordered fritillary butterfly – Greg Williamson, National Trust • Adder – Cathy Taylor, Staffordshire County Council • Nightjar – Paul Hopwood, West Midland Ringing Group • Solitary wasp species of bare ground – Jeff Sim, Staffordshire Wildlife Trust • White-clawed crayfish – Jeff Sim, Staffordshire Wildlife Trust <p>Champion Species Action Plans templates circulated to the SAP leads.</p>
	<p>Support recovery measures for individual species.</p>	<p>FiPL programme, CCNL core budget</p>	<p>Number of species and projects supported.</p>	<p>😊 A range of activities have been delivered to support the conservation of the 6 Champion species:</p> <p><u>Small pearl-bordered fritillary butterfly</u> activities include: survey recording presence and frequency of small-pearl bordered fritillary and marsh violet, its larval foodplant. The Centre for Ecology and Hydrology are planning to carry out habitat suitability modelling for the marsh violet to identify potential optimal habitat for the Small pearl-bordered fritillary on Cannock Chase.</p> <p>Two FiPL projects have collectively planted 4,600 Marsh Violet plug plants to expand Small Pearl-bordered Fritillary habitat along the Sher Brook and neighbouring wetlands</p>

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				<p><u>Adder</u> - Adder disturbance research project in development, building on several previous FiPL projects to survey adders, model adder habitats, undertake practical habitat work and produce a Land Management for Adders Guidance Note. This has involved a wide network of partners and land managers and work across various sites. Next land managers' adder forum set for February 19th to develop the Species Action Plan. Three FiPL projects have undertaken hibernacula work to encourage adder population expansion, including two farm-based in-field copse and 8 x 9m² hibernacula within the Country Park. AONB funding supported the creation of adder habitat on Mining Remediation Authority land, organised by ARG-UK.</p> <p><u>Nightjar</u> - 2nd year of Nest Finding with Thermal Drone project completed.</p> <p><u>Ancient oak trees</u> – FiPL has supported succession planting of oaks across several FiPL schemes.</p> <p><u>White-clawed crayfish</u> – 40 crayfish refugia traps for monitoring white-clawed crayfish and invasive signal crayfish installed at three locations on Cannock Chase. Also, several FiPL projects with elements to provide conditions to support WCC including woody debris dams at various sites.</p> <p><u>Redstart</u> - Project funded through Cannock Chase Sustainable Development Fund to install 30 boxes suitable for redstarts along Sherbrook Valley in</p>

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				<p>partnership with West Midland Ringing Group. Boxes will be monitored and birds ringed.</p> <p><u>Solitary wasp species of bare ground (TBC).</u> Three FiPL projects have created 23 (3x3m²), 6 (4x4m²) and 1 x 200m² bare earth scrapes within and outside SSSI areas, to support invertebrate and reptile species</p> <p><u>Other achievements relevant to this Action:</u></p> <p><u>Bats</u> – 13 bat boxes of various types installed to replace degraded wooden bats boxes around Old Acre pool and to help mitigate the collapse of bat roost in brick weighbridge building. Added to bat box monitoring programme. 1 x FiPL project has installed 20 bat boxes, including individual, colony and maternity roosting boxes, and purchased 5 x Ultrasonic static bat detector to identify the presence and behaviour of bat species in ancient forest. Research project will involve collaboration with Birmingham University</p> <p><u>Red Wood Ant - Survey and Feasibility Study (Phase 1)</u> conducted to find the true number and assess robustness of existing nests, measure the nests and map accurately. The study undertook a feasibility study of other areas of Cannock Chase into which nests could be translocated. Translocation of nests (Phase 2) in process.</p>

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				<p><u>Dingy Skipper</u> – 1 x FiPL project created 180m corridor with rides and glades to increase connectivity and expansion between known Dingy Skipper populations</p> <p><u>Woodland Birds:</u> 1 x FiPL project has installed 30 nest boxes installed for a range of woodland birds</p> <p>1 x FiPL project has installed 2 larger nest boxes adjacent to SSSI land</p>
5. Monitor invasive species and deliver-collaborative and targeted management to address them where required.	With partners, agree target species and support control measures.	CCNL staff time, FiPL programme	Number of control projects.	<p>😊 .A number of FiPL projects are supporting the control of bracken, purple moor grass in mire habitats and Rhododendron and Cherry Laurel in SSSI and non-SSSI areas.</p> <p>1 x FiPL project to train nature reserve officers in thermal drone use to identify ground-nesting birds and monitor heathland restoration.</p> <p>1 x FiPL project to provide a bracken roller for sustained management of heathland in a SSSI.</p>
6. Draw up and deliver a strategy and action plan for monitoring and managing the deer population in the Chase as well as engaging and informing the public about the need to manage the deer population.	Work with landowners to agree and publish a Deer Management Statement.	CCNL core budget.	A common approach to deer management agreed.	<p>😊 .Draft Statement prepared and endorsed by partners. Artwork and design in preparation. Final version will be taken to the Joint Committee for approval on 16 March 2026.</p>
8. Support the Purple Horizons Nature Recovery Project to connect Cannock Chase with	Support preparations for the National Heathland Conference	CCNL staff time	Conference on track and Cannock Chase and work	<p>😊 .The Conference has been confirmed for 8-10 September 2026 at Yarnfield Park Conference</p>

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Sutton Park to deliver greater resilience for nature.	2026, taking place on Cannock Chase.		of CCNL Partnership showcased.	Centre. Conference themes, topics and field trips on the Chase discussed with partners at Land Management and Biodiversity Task and Finish Group in September. Regular Steering Group meetings held. Working Group meeting held in January.
9. Explore the potential and feasibility to establish a 'super National Nature Reserve' to protect wildlife and help tackle climate change by restoring and improving priority habitats.	Research, with key landowners, the feasibility, process, costs and benefits of establishing a super NNR.	CCNL core budget	Feasibility and next steps established.	 .Originally intended to be commissioned externally, this will now have to be progressed in-house with partner support. Meeting to discuss proposal took place with Natural on 23 February.
12. Develop buffer zones around watercourses to protect the water environment and sensitive wetland habitats.	Support landowners and land managers to protect and improve habitat quality within and alongside watercourses.	CCNL staff time, FiPL programme	Number of projects delivered, number of farmers supported, hectares improved.	 .A number of FiPL projects relating to the water environment have been approved that will protect and improve habitat quality within and alongside water courses and create new wetland habitat. These range from creating buffer zones by fencing to exclude grazing, to creating wetlands and scrapes, as well as restoring/enhancing flood plain re-wetting schemes. FiPL projects are also enhancing alternative water provision (through installation of 12 piped drinking troughs) to prevent watercourse use by cattle, goats and horses. 1 x FiPL project has planted 5,000 plants using 5 species of Sphagnum moss to restore mire habitat near vulnerable watercourses. 2 x FiPL projects have planted 4,600 Marsh Violet plug plants along SSSI and non-SSSI water courses

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				to restore buffer zones and rebalance floral species.
Priorities for Climate				
15. Provide information and additional facilities, such as secure bicycle parking and EV charging points to encourage visitors to arrive by more sustainable means of transport	Explore opportunities for investment, for example, through the Staffordshire Local Transport Plan.	CCNL staff time	Number of projects identified.	 .Recommendations were made for inclusion in the Draft Local Transport Plan in October 2025, but no projects have been progressed.
16. Work with relevant bodies to improve nearby bus and rail services, and design and provide safe, connected cycle and pedestrian routes into the National Landscape.	Develop potential schemes for investment, for example, through the Staffordshire Local Transport Plan and community initiatives.	CCNL staff time / Access for All	Numbers of projects delivered.	 .Recommendations were made for inclusion in the Draft Local Transport Plan in October 2025, but no projects have been progressed.
17. Increase tree canopy and woodland cover.	Research the potential for sequestering and storing more carbon through tree planting, peatland restoration, regenerative agriculture and other land use change.	CCNL core budget	Hectares of potential land identified / calculated potential carbon sequestration. Investment opportunities and sources.	  Scope of research project has been finalised. Originally intended to be commissioned externally with AONB capital funding, alternative sources of funding will now be required to progress this activity. <u>Other achievements relevant to this Action:</u> Various FiPL projects are improving the climate resilience of the National Landscape, including increasing tree canopy and hedgerows eg through extensive hedgerow planting and hedgerow restoration, planting small woodlands and copses, hedgerow trees, succession planting and orchards.

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18. Improve understanding about the extent, depth and condition of our peatlands, and use that information to improve their protection and restoration.	Research to confirm presence, extent and condition of peat deposits and palaeoenvironmental analysis.	CCNL core budget, FiPL programme	Peat stores identified, safeguarded and positively managed.	 Phase 1 desktop assessment of known peatland deposits/peaty soils completed in 2024/25. Phase 2 study commissioned using FiPL funding to carry out a detailed field peat presence, extent, depth and condition survey of the Trent-Sow floodplain and palaeoenvironmental study of Womere and the Sherbrook Valley. FiPL project CC077 included a small scale Peat Survey along Fair oak Valley (Stony Brook).
19. Develop and deliver landscape-scale natural flood management projects in the Trent and Sow catchments.	Supporting partners with project delivery.	FiPL programme	Number / hectares of projects developed.	 FiPL projects which will help in delivering this target include CC078 Navigation Farm Phase 1, CC081 Duck Covert on the National Trust's Shugborough Estate and CC086, Navigation Farm Phase 2.
20. Prepare and embed within the Management Plan a climate change adaptation plan.	Research understanding of climate change adaptation, and potential scope and content of plan.	CCNL staff time	Draft approach established.	 No activity has taken place on the preparation of the Climate Change Adaptation Plan. Deferred to 2026/27. <u>Other achievements relevant to this Action:</u> AONB funding is supporting SCC Flood Risk Management to purchase and install Sustainable Urban Drainage system (SuDS) pods at 14 properties in the catchment of the National Landscape, which will aid water retention and slow water flow. Officers attending Climate Smart Adaptive Management Workshop 18-19 March 2026.

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				Officers attended Carbon Literacy Training October 2025.
Priorities for People				
22. Prepare a Recreation Management Strategy for the National Landscape, building on the foundations set out in the SAC Detailed Implementation Plans.	Research and develop the Strategy with partners and stakeholders.	CCNL staff time	A common and strategic approach to the management of recreation on the Chase.	 A partner Steering Group has met to discuss the scope of the Strategy. Evidence base and stakeholder matrix have been prepared.
23. Educate organisers of events and group visits to the National Landscape, and in particular the SAC, to be aware of its national importance and the wealth of wildlife and sensitive habitats in the area, their role in conserving it, and the need to seek any necessary permissions before visiting.	Liaise with partners and respond to enquiries as they arise.	CCNL staff time, Access for All, FiPL programme	Numbers of events and groups informed.	 .Advice provided to a new proposed long-distance 'Coal and Canopy' off-road cycling route in order to avoid going through ecologically sensitive areas of the Chase. A FiPL supported project with British Horse Society to develop a horse-riding route guide – improving landowner collaboration, development of a riding 'Code of Practice' to improve responsible behaviour when using bridleways and parking on SSSI and other habitats. National Landscape funding has been provided for the purchase of a spotting scope and binoculars for ranger-led guided walks at Cannock Chase Country Park.
24. Improve the quality, consistency and availability of information and interpretation about the special qualities of the National Landscape, including	Research potential for increasing opportunities and engagement with communities and businesses in fostering place attachment.	CCNL staff time, Access for All, FiPL programme	A common approach to messages and materials. Number of businesses engaged.	 .A new leaflet telling the story of the military history of Cannock Chase has been prepared. Through FiPL projects, closer relationships are being built with farm businesses and landowners to support the special qualities of the National Landscape.

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their significance and conservation requirements.				<p>1 x FiPL project providing 8 on-farm lessons in farm classroom for primary and secondary level students, SEND learners and students with complex medical and mobility needs.</p> <p>1 x FiPL project providing a hedgerow laying workshop for volunteers at a heritage farm</p> <p>3 x FiPL projects providing multiple and long-term volunteering opportunities, and 2 community events (BioBlitz, Family Discovery Day)</p>
	Work with landowners, partners, and communities to develop/refresh interpretation materials as opportunities arise.	Access for All, FiPL programme	Number of interpretation panels installed/updated.	<p> .Access for All funding has supported the development and installation of new interpretation panels at Hednesford Hills (4 panels), Hazelslade (1 panel) and Beaudesert Hall and grounds (9 panels), as well as new car park entrance signs at 10 car parks (jointly funded with SAC Partnership).</p> <p>Four FiPL projects have included interpretation panels: 3 panels at Beau Desert Golf Course, 3 panels and 4 waymarker signs at Gentleshaw Common SSSI (promoting the new accessible route), 1 panel on woodland birds (RAF Hednesford Trail), 2 x pull-up banners at Beaudesert Park Farm for educational visits and Navigation Farm in the Trent Valley (2 panels).</p> <p>The SAC Partnership and Staffordshire County Council, with National Landscape input are collaborating on the development and</p>

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				installation of new welcome panels in 10 car parks on the Chase.
27. Use appropriate and proportionate responses and enforcement to deter illegal activities on the National Landscape such as wildlife and heritage crime, and anti-social behaviour.	Support partners to respond to issues as they arise.	CCNL staff time, FiPL programme	Number of cases supported. Provision of equipment	<p>😊.Staffordshire Police have issued a Policy Community Protection Warning to an individual who was illegally collecting historic artefacts on the Chase and offering them for sale on the internet.</p> <p>National Landscape Officers have met with Staffordshire Police and Historic England’s Head of Heritage Crime to discuss ways to improve liaison and joint working.</p> <p>1 x FiPL project has supported the provision of fire-fighting equipment and staff drone training to address deliberately and accidental fires on a vulnerable peat and mire SSSI habitat, in collaboration with Staffordshire Fire and Rescue Service.</p>
29. Maintain the public rights of way and permissive routes so that they are usable and navigable.	Research the condition of PRow in the National Landscape.	Access for All, FiPL programme	Priorities for capital investment in the PRow infrastructure identified.	<p>😞😞.Draft specification has been prepared. Originally intended to be commissioned externally with AONB capital funding, alternative sources of funding will be required to progress this activity.</p> <p><u>Other achievements relevant to this Action:</u></p> <p>Several FiPL projects include upgrades or improvements to PRow, working with/receiving advice from the PRow team.</p>

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				<p>New 1.1km Accessible route at Gentleshaw Common SSSI with improved waymarking.</p> <p>FiPL project to develop up to 10 accessible horse-riding routes within the CCNL</p>
30. Increase the provision of easy access trails and accessible information, interpretation and signage to maximise inclusivity.	Support landowners to improve the surfaces of key trails.	Access for All / CCNL core budget	Length of trails improved. Number of interventions realised.	<p>😊.Access for All funding has supported improved accessibility at:</p> <ul style="list-style-type: none"> • RAF Hednesford Trail (re-surfacing 77 metres) • Toc-H Trail (re-surfacing 451 metres) • Wolseley Centre (new pedestrian bridge) • Milford Common (new steps) • Arcadia Forest Garden (accessible demonstration beds, signage and interpretation, viewing bench)
	Work with landowners, partners, and communities to develop/refresh interpretation materials as opportunities arise.	Access for All FiPL programme	Number of interpretation panels installed/updated.	<p>😊.Progress reported under Activity 24 above.</p>
32. Create and promote circular routes from main car parks and gateway train stations to improve the visitor welcome and experience and protect sensitive ecological sites.	Explore opportunities for investment on train gateway stations, for example, through the Staffordshire Local Transport Plan.	CCNL staff time	Number of projects identified for improvement.	<p>😞.Recommendations were made for inclusion in the Draft Local Transport Plan in October 2025, but no projects have been progressed.</p> <p><u>Other achievements relevant to this Action:</u></p> <p>National Landscape Officers have been working with SAC Partnership and Staffordshire County Council to install welcome signs with circular trails at 10 car parks.</p>

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				<p>A FiPL supported project with British Horse Society to develop a horse-riding route guide – improving landowner collaboration, development of a riding ‘Code of Practice’ to improve responsible behaviour when using bridleways and parking on SSSI and other habitats.</p> <p>1 x FiPL project to develop 1.1km Accessible route at Gentleshaw Common SSSI with improved waymarking.</p>
33. Develop and deliver an investment programme of improvements to key infrastructure, for example, the main gateways to the National Landscape, signage and waymarking, key car park improvements and easy access trails.	Research road and welcome signage on and around the National Landscape and options for capital investment.	CCNL core budget	Costed, capital investment programme for new signage prepared.	😊.Arkwood landscape architects have been commission to prepare a strategy and design options for new road gateway signs, and are due to report by 31 March.
	With partners, deliver pedestrian gateways where the Staffordshire Way enters Cannock Chase on the Shugborough Estate and on the A34 at Bednall.	Access for All	Improved welcome at key pedestrian gateway onto the Chase.	😞.No activity has taken place. Deferred to 2026/27.
34. Develop a new National Landscape discovery centre with enhanced visitor facilities at Cannock Chase Country Park.	Support Staffordshire County Council with the development of feasibility study and options appraisal.	CCNL staff time	Consensus reached for preferred option.	😊.Officers have attended steering group and other meetings, and continue to input to the feasibility and masterplanning process.
35. Develop and promote activity and wellbeing programmes suitable for different groups, based on key visitor sites.	Support community-led projects that enable people to benefit from improved mental and physical health through engagement with the special qualities of the National Landscape.	Sustainable Development Fund	Number of projects supported. Projected number of participants.	😞.No projects currently in development.

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<p>36. Commission art experiences that explore and celebrate the National Landscape and help to break down barriers to engagement through collaboration with artists, art producers and local communities.</p>	<p>Work with partners and the artistic community to share the stories of Cannock Chase and make them accessible to all, particularly with under-served communities in and around the National Landscape.</p>	<p>CCNL core budget, Access for All</p>	<p>Number of projects delivered.</p>	<p>😊.Collaborative installation of “trees” delivered by artist Jennifer Collier as a result of delegates at the 2025 CCNL Annual Conference. The art installation is being shown at a variety of venues and libraries around the Chase for all to view.</p> <p>Collaborative project to create a video based on an Adder’s Eye view of CCNL, using oral histories from local miners.</p> <p>FiPL display at There is No Planet B! Environmental arts festival and competition, St Chad’s Stafford.</p>
<p>37. Develop closer working relationships with local businesses in and around the National Landscape to support the special qualities of the National Landscape.</p>	<p>Research potential for increasing opportunities and engagement with communities and businesses in fostering place attachment.</p>	<p>CCNL core budget</p>	<p>A common approach to messages and materials. Number of businesses engaged.</p>	<p>😊.Through FiPL projects, closer relationships are being built with farm businesses and landowners to support the special qualities of the National Landscape.</p>
<p>38. Explore ways to promote, recruit and effectively support volunteers, and improve coordination between partner organisations.</p>	<p>Explore the potential for greater promotion of our volunteer offer through volunteering platforms, eg, Support Staffordshire.</p>	<p>CCNL staff time FiPL Programme</p>	<p>Number of volunteers. Number of volunteer hours.</p>	<p>😊.Volunteering opportunities in the National Landscape are promoted through the National Landscape website, enewsletter and social media.</p> <p>Staffordshire County Council has taken over co-ordinating the Milford Hut volunteers.</p> <p>Refresher training, promoted via social media, for Fixed Point Photography volunteers took place 21 August. 905 volunteer hours delivered by Great War Hut volunteers April-January 25/26.</p>

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				Volunteers have been actively recruited through 3 FiPL projects to take part in practical conservation, research and provide opportunities for training in rural skills (hedgelaying, bird identification and habitat creation)
39. Enable communities to deliver projects that enhance their local area and the National Landscape through advice, support and funding.	Support community-led projects.	Sustainable Development Fund / CCNL core budget	Number of projects supported. Outputs achieved.	 .6 churches have been supported to help achieve eco-church status with the Diocese of Lichfield. National Landscape and SAC Partnership Officers are supporting the Friends of Hednesford Park and Cannock Chase District Council to expand the Guardians of Cannock Chase programme to reach more young people. Cannock Chase Sustainable Development fund has funded 3 projects. <ul style="list-style-type: none"> • £500 awarded towards a project led by The Friends of Hednesford Park & others) to work with a range of community partners to deliver activities from the 'Future Guardians of Cannock Chase' Scout program and encourage the children, leaders, parents and the public to 'Take the Lead' in looking after the National Landscape. • £870 awarded to Staffordshire County Council, Cannock Chase Team to deliver the Cannock Chase Redstart Nest box and Ringing Project. • £743.37 awarded to Staffordshire County Council, Cannock Chase Team to deliver

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				replacement Bat Boxes at Brocton Quarry/Old Acre Lane.
40. Establish a Cannock Chase Charitable Fund for voluntary and business giving, that can then be used to grant-aid community works.	Agree MoU with Staffordshire and Shropshire Community Foundation, and launch Charitable Fund.	CCNL staff time	MoU signed. Fund launched. Panel set up.	 .MoU still waiting sign-off from Staffordshire County Council.
41. Better understand the numbers of people employed in the local rural economy, and any support that they require.	Research the local rural economy within the National Landscape to understand the businesses and their relationship with the designated area, the numbers employed and any skills shortages.	CCNL core budget	Review of the rural local economy identifies opportunities for support.	 .No activity has taken place. Activity deferred to 2026/27.
42. Promote a unified and distinctive identity for the National Landscape by adopting the Cannock Chase National Landscape brand and key messages.	With partners, promote and use the brand as opportunities arise	CCNL staff time, CCNL core budget FiPL Programme	Consistent approach to messaging, imagery and branding.	 .CCNL brand being promoted with partners for use on interpretation panels. Working with Cannock Chase Visitor Centre on some of their interpretation and information materials. The National Landscape Team, SAC Partnership and Staffordshire County Council are working together to replace entrance signs and welcome panels at 10 car parks. FiPL projects are promoting the National Landscape brand, for instance, on interpretation panels
Priorities for Place				
45. Promote the benefits of nature-friendly and regenerative farming, and	Support landowners and land managers to transition to nature-	FiPL programme	Number of projects delivered, number of	 .Successful outreach to farmers and land owners and tenants through FiPL.

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support farmers and smallholders to take-up the Farming in Protected Landscapes programme and Environmental Land Management (ELM) schemes.	friendly and regenerative farming practices.		farmers supported, hectares improved.	
46. Support rural non-farming and non-woodland landowners to help conserve and enhance the special qualities of the National Landscape through advice, support and funding.	Provide support and advice as opportunities arise	CCNL staff time, FiPL programme	Number of cases of advice provided.	😊.Successful outreach to farmers and landowners and tenants through FiPL. Landowners include people who keep horses, wish to enhance their land for nature conservation, and also landowners running Nurseries, Tearoom/Campsites, Golf Courses, plus local authorities.
47. Plan for future land use changes ensuring that opportunities are maximised to support and enhance the special qualities of the National Landscape, for example, on mineral sites.	Provide support and advice as opportunities arise.	CCNL staff time	Number of initiatives advised.	The Team has not been consulted on any cases.
48. Explore with relevant bodies, and put in place, practical steps to reduce traffic and highway management impacts through the National Landscape	Research, with SCC Highways, the feasibility, process, costs and benefits of establishing an area-wide 40 mph zone across the National Landscape.	CCNL core budget	Feasibility and next steps established.	😐.Early discussions with SCC Highways about procedures and costs, still need to be progressed.
49. Use the National Landscape's 'Highways Design Guide' to inform highway schemes, management and decision-making.	Prepare updated Highways Design Guide	CCNL core budget	Updated guide published and adopted by CCNL Joint Committee, SCC Highways, Amey, and district councils.	😊😊.Highways Design Guide adopted by Joint Committee on 8 December 2025.

Management Plan Action	Priority Activities for 2025-26	Resources	Proposed measures of success	2025/26 end-year progress
50. Work with landowners to identify and deliver opportunities to put existing powerlines underground.	With National Trust develop EOI and full application for undergrounding scheme at Haywood Park Farm	CCNL staff time, (Western Power)	Application submitted and approved.	😊.In principle support received from National Grid for undergrounding three overhead powerlines in the National Landscape, totalling IRO 3.3kms. The feasibility of each scheme is now being assessed by National Grid.
51. Work with landowners to identify and deliver investment opportunities for the Landscape Enhancement Initiative (LEI).	Work with Staffordshire Wildlife Trust to develop a new application for Gentleshaw Common.	CCNL staff time, (National Grid)	Application submitted and approved.	😞😞.New application unlikely to be forthcoming for a couple of years.
52. Promote enjoyment of the National Landscape's night skies.	With CPRE Staffordshire organise Dark skies community events.	CCNL core budget	Number of events held. Number of participating children.	😊.Event organised by Staffordshire CPRE for 25 th February 2026. Beaver group have been invited.
55. Identify and promote projects that enhance the landscape connectivity, biodiversity resilience and heritage value of countryside and public open space around the Chase.	Research potential for landscape-scale projects as part of the Midlands Forest Network.	CCNL staff time	Number of schemes identified.	😐.Officers attended workshop with Midlands Forest Network on 22 July to groundtruth a woodland creation prioritisation map. No schemes as yet identified. <u>Other achievements relevant to this Action:</u> Officers inputted to the HS2 Trent-Sow Group and the delivery of projects supported through the Environmental Enhancement Fund. Officers inputted to the review and evaluation of the HS2 Trent-Sow programme.
58. Deliver sustainable management regimes for heritage assets by providing	Support owners and managers of assets to develop and implement conservation and enhancement measures.	FiPL programme	Number of projects delivered.	😊. FiPL officers have provided guidance to three local heritage sites regarding opportunities to improve heritage assets.

Management Plan Action	Priority Activities for 2025-26	Resources	Proposed measures of success	2025/26 end-year progress
support and guidance and seeking investment.				FiPL funding for the restoration of historic entrances to the walled garden at the National Trust's Shugborough Estate may be delayed to 2026/27 due to planning permission.
	Develop land management guidance for owners of heritage assets.	CCNL core budget	Guidance published.	 .No activity has taken place.
59. Develop and deliver projects that celebrate the National Landscape's cultural heritage, connecting the Chase with surrounding towns and villages, and involving local communities in historic environment citizen science activities.	Work with landowners, partners and visitor hubs/centres to celebrate the National Landscape's cultural heritage, including through improved access and interpretation.	Access for All, FiPL programme, Sustainable Development Fund	Number of projects delivered.	 .Progress reported under Activity 24 above.
60. Prepare an Historic Environment Strategy for the National Landscape that will conserve, enhance and celebrate the area's rich and diverse historic environment.	Work with partners to agree and publish an Historic Environment Strategy	CCNL core budget	A common approach to safeguarding the National Landscape's historic environment.	 .Draft Strategy issued for public consultation. Report and final Strategy being taken to Joint Committee on 16 March 2026.

Organisational objectives – achieving excellence

Objective	Priority activities for 2025-26	Proposed measures of success	2025/26 mid-year progress
Ensure effective governance and management of the National Landscape Partnership.	Organise and support meetings of the Joint Committee, Officer Working Group and Task and Finish Groups.	Members and Partners involved in decision-making and feel well informed of progress and pressures.	😊 Joint Committee meetings held on 14 July, 8 December 2025 and 16 March 2026. Meetings of Biodiversity and Land Management, and Historic Environment Task and Finish Group held during September.
	New Members, partners and staff are welcomed into the Partnership and familiarised with induction materials, e.g., Essential Guide to Cannock Chase.	New Members, staff and partners feel welcome and informed.	😊 Welcome letter sent to new cabinet members on the Joint Committee, with links to information and invitation for briefing.
Maximising resources and using them efficiently and effectively.	Provide timely claims to Defra, with appropriate supporting information.	Maintain strong support within Defra for National Landscapes through clear communication of our delivery, and demonstration of our effectiveness and value for money.	😊 Mid-year Claim submitted to Defra, including progress against delivery of the Team's Business Plan. End-year claim submitted to Defra, including progress against delivery of the Team's Business Plan.
Effective performance management	Introduce a robust performance management system to check how well the Partnership is performing in the delivery of the Management Plan.	The Partnership understands whether the outputs and outcomes in the Management Plan are being achieved, and identifies any areas that are of concern and require attention and remedial measures are put in place.	😊 New performance management system approved by Joint Committee on 14 July.
Foster collaboration across the National Landscape family to develop and share skills, knowledge and experience.	Contribute to the activities of the National Landscapes' Association including annual conference, Chairmen's conference and Lead Officer and Communication Officer and FiPL officer meetings as appropriate.	The National Landscape plays an active role in National Landscape family activity, keeps informed, and learns from best practice.	😊 Officers attended the National Conference held 8-10 July in Winchester. Officers have attended Lead Officer, Communication and FiPL meetings.

Objective	Priority activities for 2025-26	Proposed measures of success	2025/26 mid-year progress
<p>Deliver high-quality services through a capable and motivated staff team.</p>	<p>Continue to support and develop our staff.</p>	<p>Staff feel fully supported, and are clear in their requirements and roles within the team and the wider National Landscape Partnership.</p>	<p> We Talk conversations held with officers during May/June.</p>
<p>Communicate our value and impact to raise our profile and what we do.</p>	<p>Hold an Annual conference. Publish Annual Review. Publish e-newsletters. Promote our work on social media. Update our website. Ensure consistent use of branding throughout the National Landscape.</p>	<p>Our work is transparent and open to scrutiny. Members, partners, wider stakeholders and the public are informed about what we do and the positive outcomes we are achieving for the National Landscape.</p>	<p> Annual Conference held at Beau Desert Golf Club 19 June and attended by 93 delegates.</p> <p>Annual Review 2024/25 published in July 2025.</p> <p>15 e-newsletters published since April 2025 to 2,467 subscribers.</p> <p>New video published and promoted.</p> <p>Film about the adder produced and promoted.</p> <p>Facebook and X social media posts from CCNL and sharing news from partners. Facebook has increased to 434 followers.</p> <p>Development of new, more accessible, website in the new branding is in production.</p> <p>Presentation given to Vanishing Viper conference, University of Chester, 6 September.</p> <p>Presentations on FiPL given to Sustainability Matters in Stafford Borough November 12th, Stafford U3A January 5th, FiPL Display at There is No Planet B! Environmental Arts Festival, St Chads Stafford February Half Term, several presentations booked for near future.</p>

Objective	Priority activities for 2025-26	Proposed measures of success	2025/26 mid-year progress
			Presentation given to DofE Leaders at Beaudesert Outdoor Activity Centre to promote Future Guardians work.
Organisational and financial resilience.	Work with partners and wider stakeholders to leverage further resources so that we can deliver at scale	Identify opportunities where we might strengthen our relationships with grants and trusts and corporate sponsors.	☹ Meeting held with National Landscape Association how we can identify and develop projects suitable for green financing.
Develop an approach to equality, diversity and inclusion that embeds good practice into our work and organisation.	Continue to seek to involve additional voices in our governance and activities.	Our governance structure and activities better represent society.	☹ No new members to our Joint Committee. Input given to Defra review of governance of National Parks and National Landscapes.

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