



# Welcome back

---

Annual Conference 2026



**Cannock  
Chase**  
National  
Landscape



# Outdoor recreation on Cannock Chase

---



**Cannock  
Chase**  
National  
Landscape





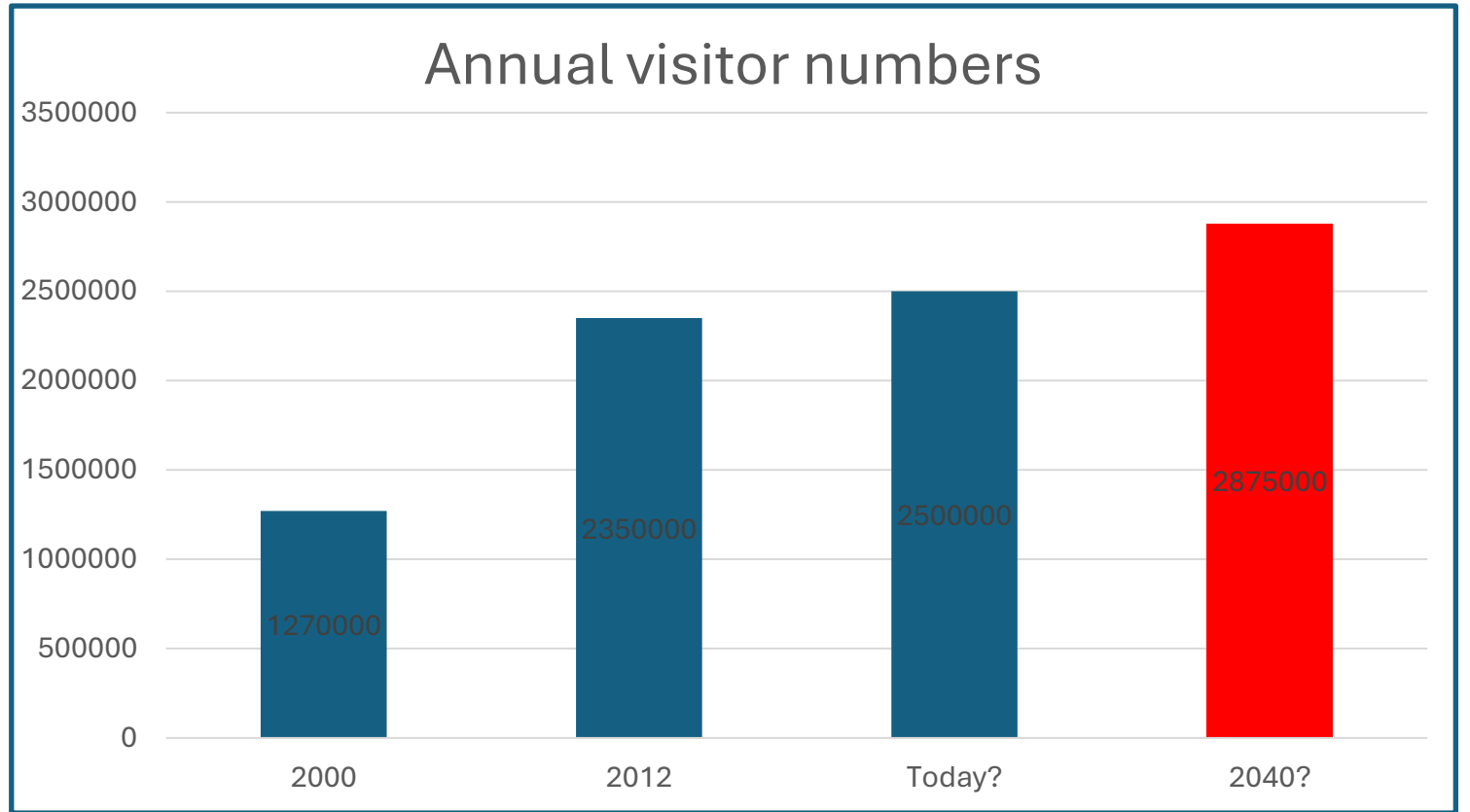
## Our visitors

- 2.5 million each year
- High density of footfall
- Most live within 6km and are short, repeat visits
- Over 85% arrive by car
- 48% are aged 41-60 yrs
- Walking is most popular activity, followed by dog walking, cycling and horse riding



## Our appeal

- Wildlife & heritage
- Peaceful and tranquil
- Freedom to roam (51.5% open access)
- 157 kms PRow / towpaths / long distance trails
- Popular attractions
- Accessible (3.2m live with one hour drive)

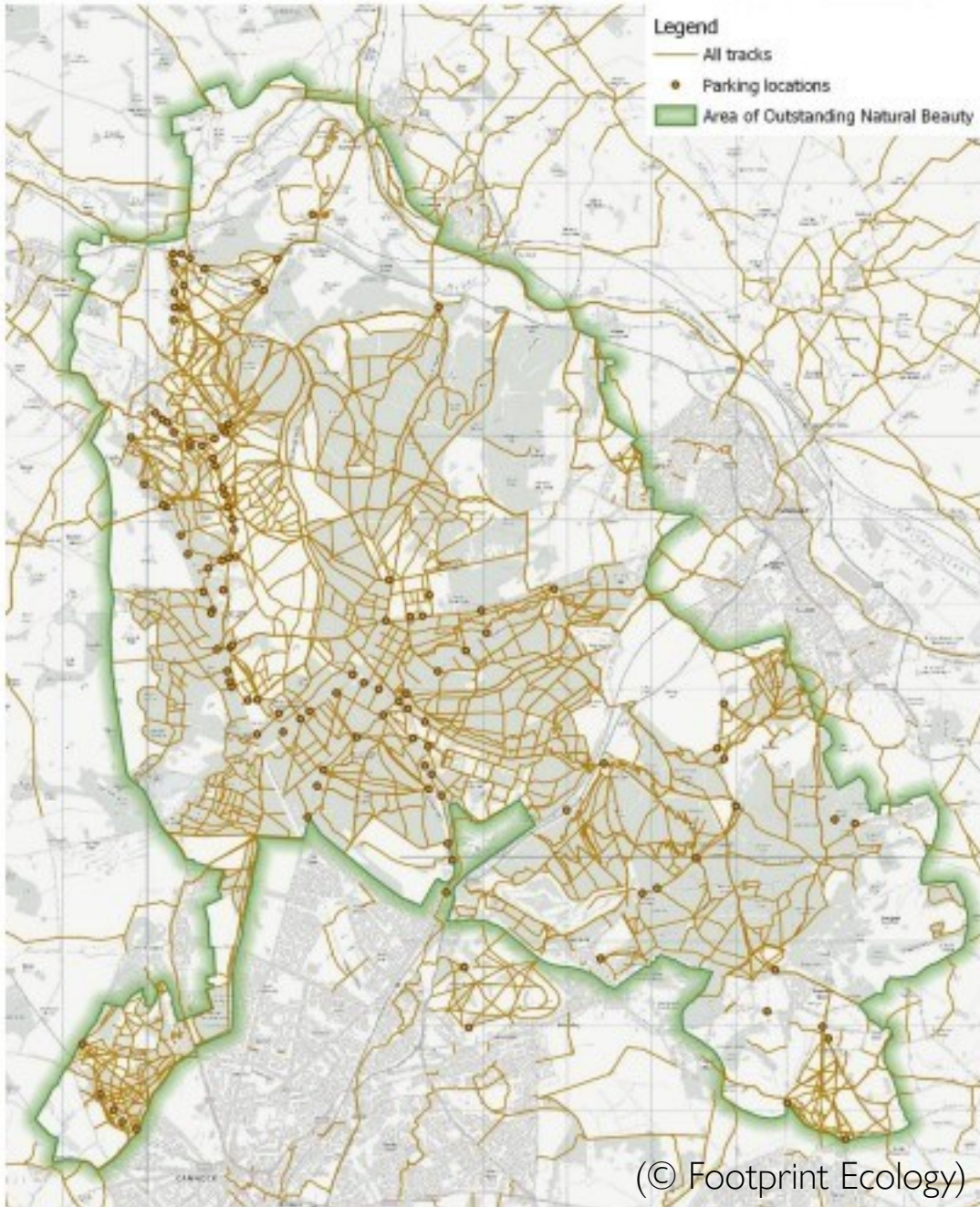


Recreational demand

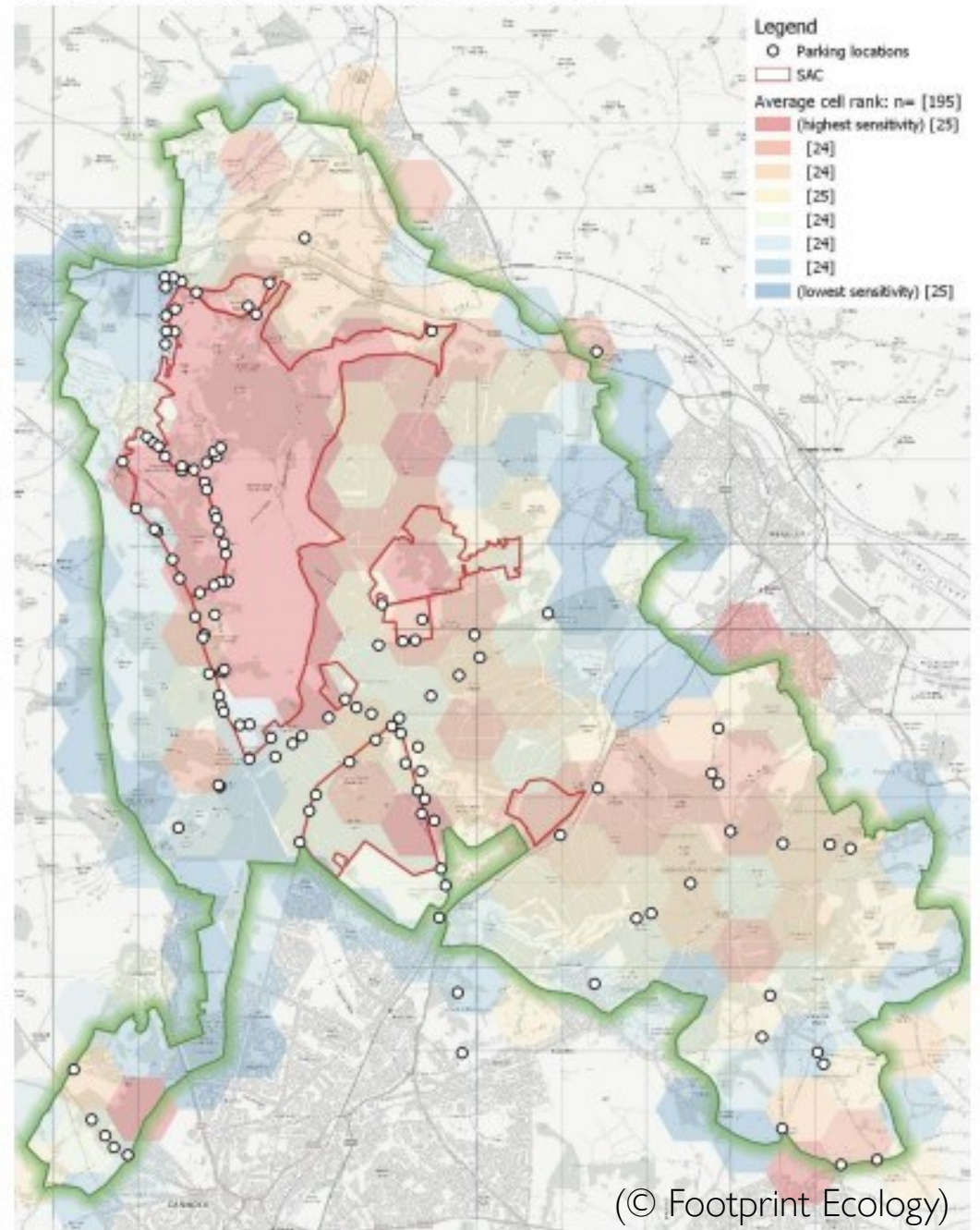


# Pressures

Map 8 : Distribution of PROW, promoted routes and additionally all tracks visualised from OpenStreetMap.



Map 46: Sensitivity map using 750 m cells to resample the 50 m grid mean rank values, overlaid with the SAC boundary and parking locations.





Improves health and wellbeing



Supports local businesses



Fosters pro-environmental attitudes

*“No-one will protect what they don’t care about; and no-one will care about what they have never experienced”*

# Primary purpose:

“To conserve and enhance natural beauty”

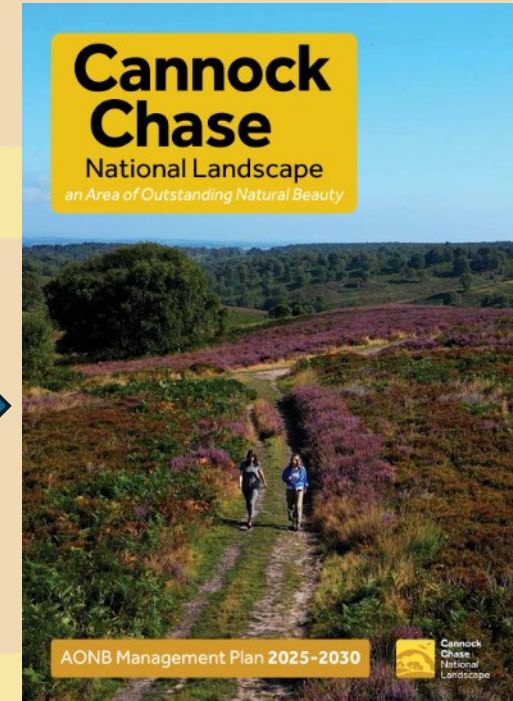
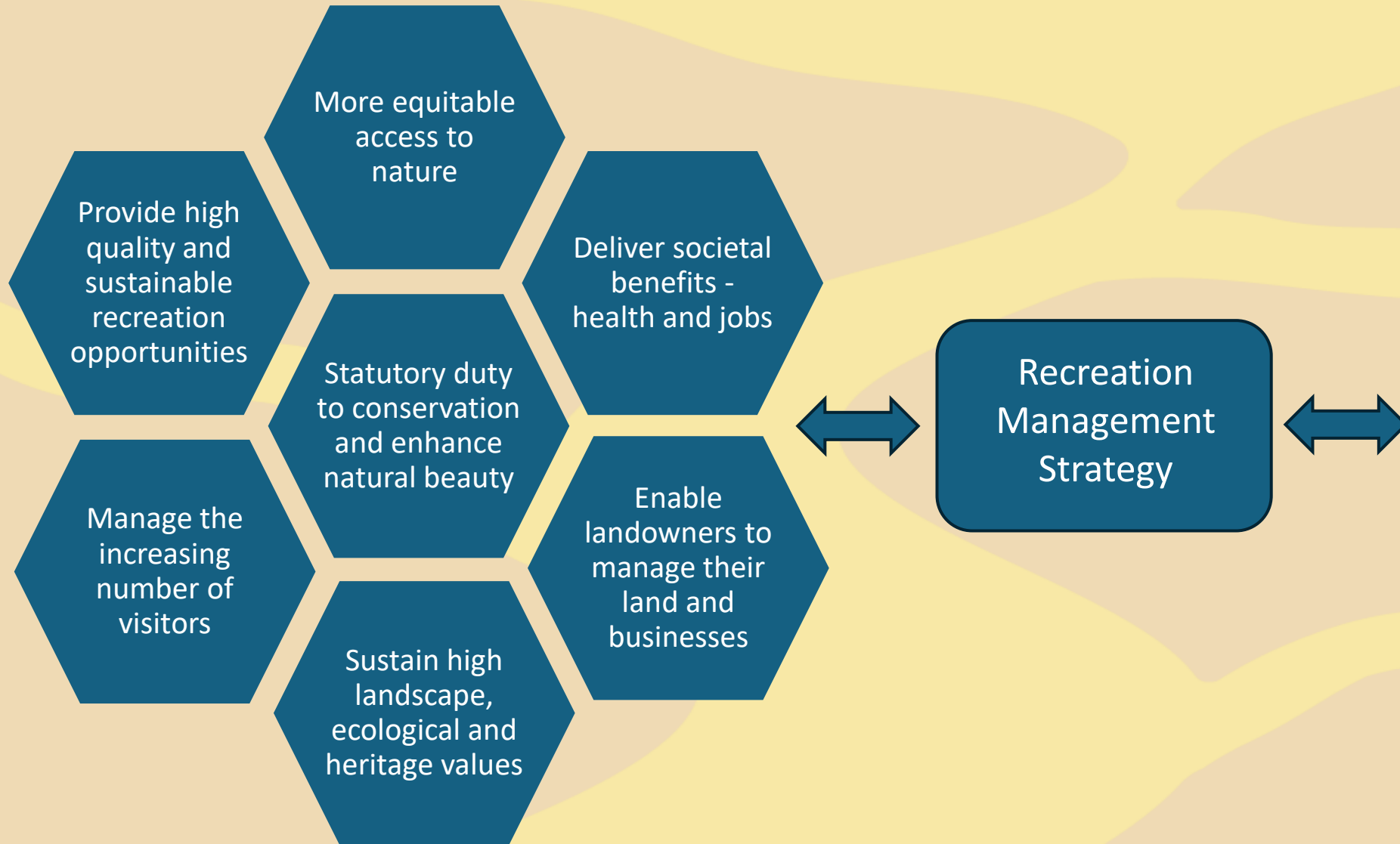
Recreation is not an objective of designation

However, **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**



**Cannock  
Chase**  
National  
Landscape

# Our task therefore ...





# Workshop session

---



**Cannock  
Chase  
National  
Landscape**

## **About this session:**

Using your knowledge and insights to inform the development of the Cannock Chase National Landscape Recreation Management Strategy.

# What we'll discuss:

- Looking at some underpinning principles that will be used to help frame the Strategy.
- Considering key questions about: site management, visitor management, information and interpretation, and working well together.

# How we'll work:

- Be present and engaged
- Speak honestly, listen openly
- Be curious, not defensive
- Disagree, but not disagreeable
- Respect time and process
- One voice at a time
- **Make sure everything is recorded on the pro formas and maps provided**

# Statements of fact:

1. National Landscapes are protected for the nation. The public has an expectation, and right, to use and enjoy them should they wish to do so.
2. At 26 square miles, Cannock Chase is mainland England's smallest and most intensely visited National Landscape. Also, over 51% of the National Landscape is open access land and other accessible greenspace. As such it faces particular challenges to integrate outdoor recreation use and enjoyment with the conservation of the area's special qualities.
3. Visitor numbers to Cannock Chase are rising and will continue to increase due to development growth in the surrounding area, as well as people's wish to connect more with nature for their health and wellbeing. People cannot be stopped from coming, and actions should focus on the management of access and visitors.
4. Outdoor recreation provides benefits for human health and the local economy and can foster understanding and appreciation for nature. Recreation can also impact negatively on the special qualities of National Landscapes, however, which necessitates balancing use with conservation goals.

5. The statutory purpose of AONBs is to conserve and enhance natural beauty. The demand for recreation in AONBs should also be met so long as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other land uses.
6. In cases where there is irreconcilable conflict between recreation and the conservation of natural beauty, then conservation takes priority (the Sandford Principle).
7. Visitor usage and behaviour will respond to the latest recreational trends and technology, as well as the changing climate. Recreation management provision should be flexible and adaptable to react to these changes.
8. Recreation needs to be balanced with landowners' ability to manage the land in line with their private or organisation's interests including their business activity.
9. Responsibility for outdoor recreation in Cannock Chase National Landscape is shared among various organisations, government bodies, site managers and landowners. More than 64% of the National Landscape is owned by public bodies and charitable organisations. As such, it is uniquely placed to improve opportunities for fair access to nature, and manage the challenges of recreation management in a joined-up and co-ordinated way.
10. Recreation management is not limited to the boundary of the designated National Landscape since recreation needs to be facilitated and managed throughout the wider visitor catchment area.

# Statements of fact stage 1:

- Look through the statements of fact.
- Add any comments you have to the sheet on your table –
  - Changes
  - Additions
  - Amplifications

# Statements of fact stage 2:

- Considering the statements of fact and your comments, answer the following questions:
  1. If we genuinely accepted these statements as true, what would need to happen differently?
  2. If we genuinely accepted these statements as true, what should the strategy definitely avoid doing?
  3. What should the strategy prioritise as a result?

# Key questions:

- **Site management**

- Which places on the map need investment or improvement? What is needed there?
- Where are visitor pressures highest, and what could reduce them?

➤ *Annotate the map on your table with your comments.*

- **Visitor management**

- Which activities should happen in particular places — and where?
- What changes would help manage these activities better?

➤ *Annotate the map on your table with your comments.*

- **Information and interpretation**

- What information do visitors most need?
- Where, when and how should we provide it?
- What messages or approaches would encourage positive visitor behaviour?

➤ *Annotate the map on your table with your comments; add notes to the pro forma.*

- **Working well together**

- What other plans or projects connect with recreation on Cannock Chase?
- What could we do differently together to achieve greater impact?

➤ *Add notes to the pro forma.*

# Next steps

June 2026.

Annual Conference workshop

- Collate and analyse your feedback

Jul-Dec 2026.

Draft content

- Partner meetings
- 1:1 meetings
- Visitor Management Task and Finish Group

Dec 2026.

Consultation

- CCNL Joint Committee (Dec)
- Public consultation

March 2026.

Adoption of final Strategy

- CCNL Joint Committee (March)





# Conference close

Councillor Tony Pearce  
Chair Cannock Chase National Landscape  
Joint Committee



**Cannock  
Chase**  
National  
Landscape

Please let us have your feedback



**Cannock  
Chase**  
National  
Landscape