

Chase past, present and future

An Historic Environment Strategy for Cannock Chase National Landscape

Temple of the Winds, Shugborough



**Cannock
Chase**
National
Landscape

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Foreword

Councillor Tony Pearce **Chair of the Cannock Chase National Landscape** **Joint Committee**

The historic environment is fundamental to the distinctive character, sense of place and natural beauty of Cannock Chase. As a National Landscape Partnership, we recognise that it is one of our most precious assets: shaping our cultural identity, contributing to our quality of life, and supporting the local economy.

'Chase past, present and future' has been prepared to complement and elaborate the overarching policies set out in our latest statutory AONB Management Plan 2025-2030. Building on the seminal 'Chase Through Time' project and subsequent studies carried out over the last decade, this strategy sets out a framework for understanding, enjoying and caring for the historic environment of Cannock Chase. It includes an ambitious portfolio of projects which we will take forward with our partners and the communities to deliver tangible and lasting benefits for the historic environment and local people. In these challenging times, we will have to be resourceful and collaborative in pursuit of new funding and opportunities to ensure that the historic environment is protected for the future.

We are hugely grateful for the support, enthusiasm and insight of Staffordshire County Council's Historic Environment Team, the partners on our Historic Environment Task and Finish Group and the contributions of the numerous stakeholders during the development of the Strategy.



Introduction

The landscape of Cannock Chase has been forged by the interactions between people and the environment over thousands of years. The rich cultural legacy previous generations have left is fundamental to the special character of the area, and was one of the contributing factors to it being designated an Area of Outstanding Natural Beauty (AONB) in 1958¹. Combined with an outstanding natural heritage, varied scenery, inspiring views, and sense of wildness and tranquillity - the Chase is one of England's finest landscapes, whose distinctive character and natural beauty is so precious that it is protected in the national interest.

The Cannock Chase AONB Management Plan² provides the overarching framework for the future of the National Landscape, setting out our collective ambition for Nature, Climate, People and Place in response to the challenges for the area.

'Chase past, present and future' sits alongside the Management Plan, and has been prepared by the National Landscape Partnership to provide more detail how it will look after the historic environment of the Chase working together with local interest groups, volunteers and sector professionals, as well as the owners and stewards of the heritage assets themselves.

The strategy is built around the foundations of **understanding**, **enjoying** and **caring** for the historic environment. It is accompanied by a portfolio of proposed new projects, to be taken forward as opportunities and resources allow, as well as four story strands that will help audiences to better understand and engage with this complex landscape.

The strategy, project portfolio and story strands will be at the heart of future plans for the National Landscape. In combination, they will help to:

- Ensure the continued survival and enhancement of fragile and irreplaceable heritage assets and broader cultural landscapes – thereby protecting and enhancing the natural beauty of the designated landscape.
- Encourage social and capital investment in the area.
- Communicate the story of Cannock Chase's unique and fascinating history – stimulating interest, experience and exploration.
- Open new perceptions and perspectives – so that people are inspired to take pride in Cannock Chase, the place.

¹ In November 2023, Areas of Outstanding Natural Beauty (AONB) were re-named as National Landscapes. However, the AONB designation remains in law.

² Cannock Chase AONB Management Plan 2025-2030 (adopted 1st April 2025).



Essex Bridge, Great Haywood

How we have got here

The foundations for this strategy have been laid through three core pieces of work:

Chase Through Time (2016 – 2018), Staffordshire County Council, Historic England, Heritage Lottery Fund

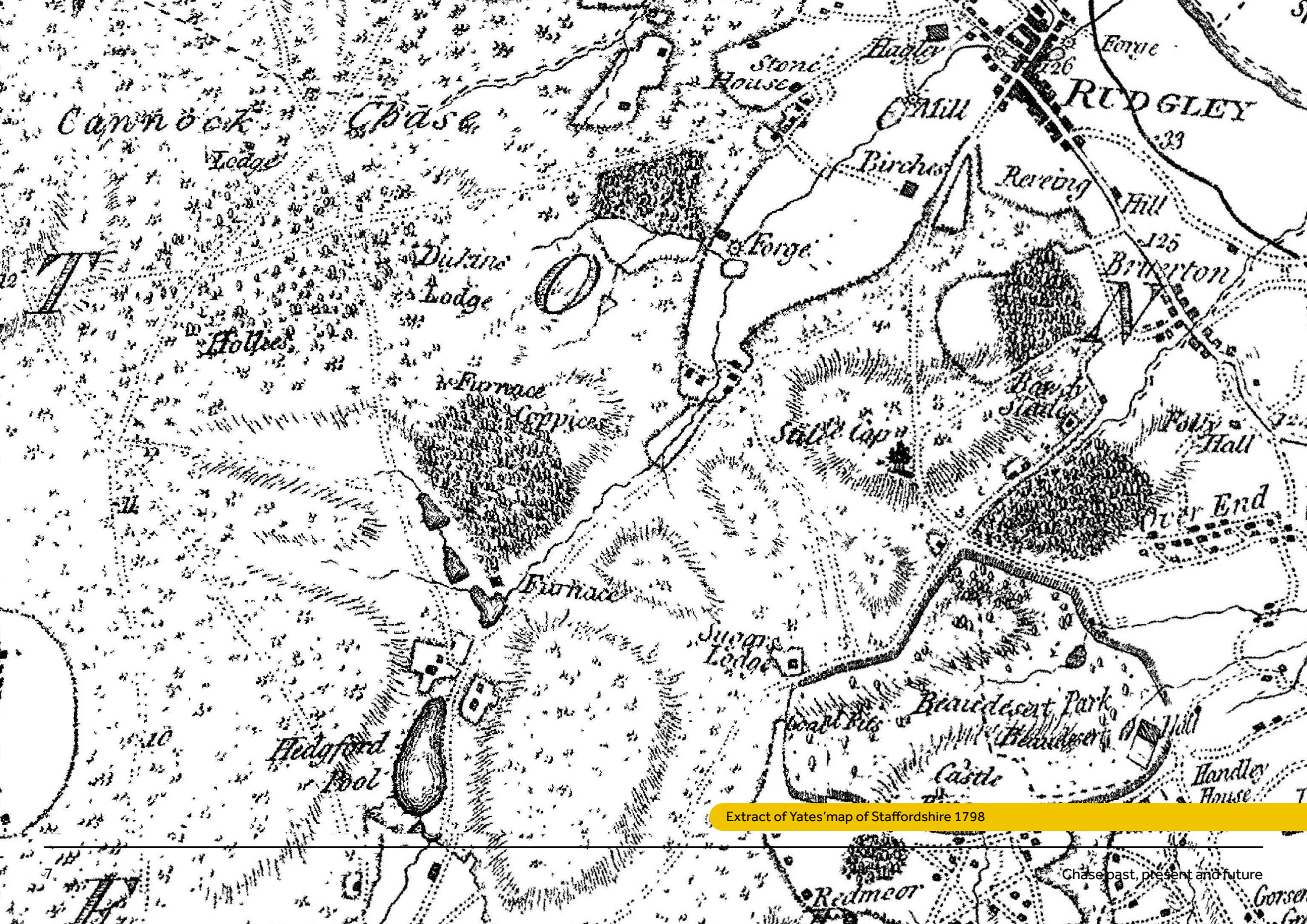
This work, combined with a concurrent archive project supported by Keele University, substantially expanded our knowledge of the development of Cannock Chase and understanding of the surviving physical remains across the whole landscape. Using aerial photography and lidar, 565 archaeological sites across the entire Chase spanning several thousand years of human activity were mapped and interpreted. Site survey and investigation across a sample of different site types helped further our understanding.

Assessment of Heritage Assets (2020), Allen Archaeology

This assessment of the historic environment resource of Cannock Chase categorised the significance of all the sites recorded for the Chase in the Staffordshire Historic Environment Record. In total it identified 89 sites of national importance, 364 of regional importance and 533 of local importance, and provided comments on their vulnerabilities, suitability for visitor access and interpretation.

Heritage, Access and Interpretation Strategy (2021), Fearn Heritage and Archaeology

This document set out a vision for the historic environment of Cannock Chase, and contained advice and recommendations for the conservation of heritage assets and landscapes, as well as project ideas for improving access and interpretation. It identified four thematic story strands to help guide and shape the content and key messages for visitors, as well as a series of delivery zones and advice notes to assist future management and interpretation.



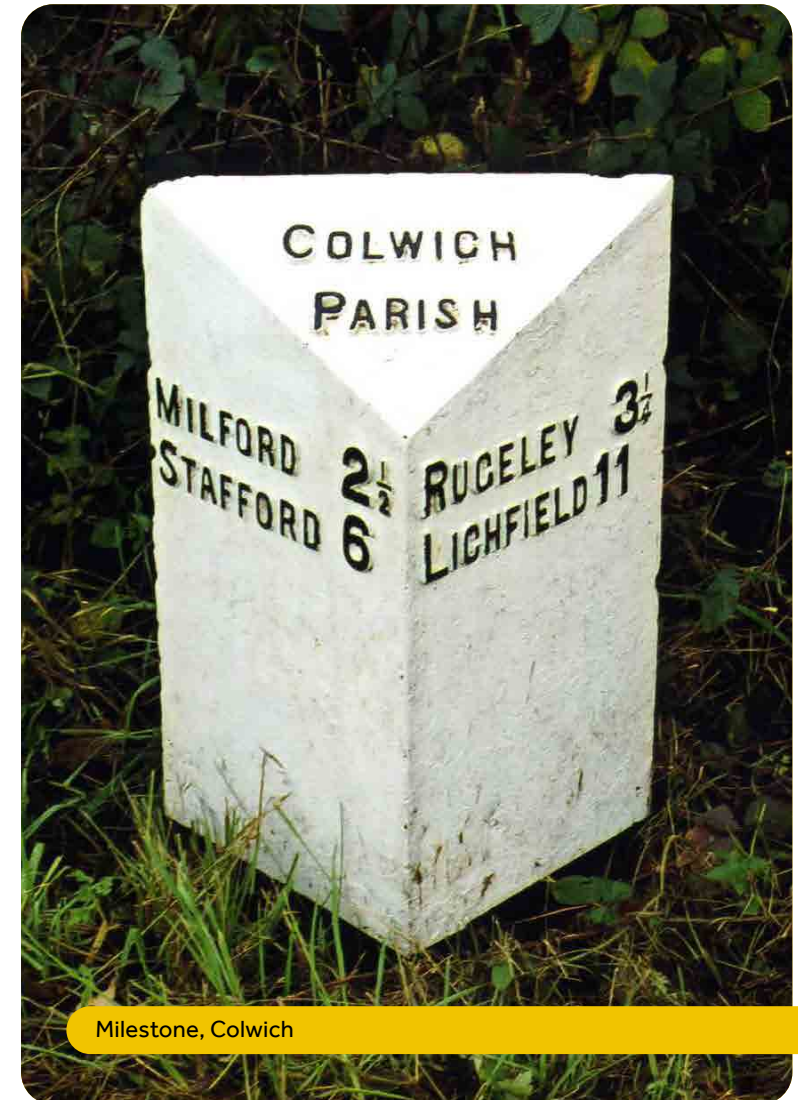
Extract of Yates' map of Staffordshire 1798

Vision and guiding principles

The historic environment of Cannock Chase will be in the best possible condition, managed sustainably with the support and active involvement of landowners, managers, local communities and visitors. It will be valued by all who live, work in and visit the area: accessible, inclusive, alive and inspiring.

These six guiding principles underpin our vision and will steer the delivery of the strategy and its actions and projects:

1. The historic environment is fundamental to the character, sense of place and natural beauty of Cannock Chase.
2. Cannock Chase is a lived-in, dynamic working landscape in an environment that is changing; further change is inevitable, and the historic environment will need to be effectively and sensitively managed in ways that will best sustain heritage values whilst recognising opportunities to better reveal or enhance significance.
3. The historic environment is a significant component of people's surroundings and a shared resource; its inclusive access and enjoyment are integral to its protection and future.
4. Access, interpretation and conservation efforts will be mindful of the four thematic story strands that have been developed for the Chase.
5. Research, survey and insight underpin all access, interpretation and conservation actions.
6. More will be achieved by working together and pooling efforts and resources to further the understanding, enjoyment and conservation of the historic environment of Cannock Chase.



Milestone, Colwich

Cannock Chase: a special place

Cannock Chase has a rich heritage of national importance. Its archaeological, historic and cultural remains are fundamental to its distinctive character, sense of place and natural beauty. Key characteristics include:

- Rich time-depth, from prehistoric times through to the 20th century including prehistoric features, the medieval hunting chase, historic parklands, ornamental landscapes, common land, iron workings and coal mines, canals, and military camps and cemeteries from the two World Wars.
- Its best-known archaeological site is Castle Ring Iron Age hillfort, occupying the highest point on the Chase. Earlier evidence of prehistoric activity in the area includes a Stone Age flint knapping site, various Bronze Age burnt mounds, and a scheduled Bronze Age saucer barrow at Spring Hill.
- The history of the Chase is most obviously apparent in its name. Created as a Royal hunting forest for William the Conqueror, and granted later to the Bishop of Lichfield and Coventry, its woodland and open grazed areas were used for hunting game until the early post-medieval period.
- Small industries have exploited the Chase's natural resources for centuries, for example, for coal mining, glass working, ironworking, charcoal burning and quarrying. By the mid-1600s much of the woodland had been cleared, and the high plateau of the Chase had been transformed into a large area of man-made heath kept open by grazing and harvesting bracken and heather.
- Around the edges of the Chase, the creation of parks in the medieval period and designed parkland estates in the post-medieval period. The enclosure of the open lands on the Chase was often resented by the local people and led to social unrest and conflicts between commoners and local lords.
- The Trent and Mersey and Staffordshire and Worcester Canals formed an important route for the transport of goods during the Industrial Revolution. The waterways and associated buildings and structures create a distinctive architectural and historic character along the northern boundary of the National Landscape.
- In recent history, military uses brought profound change to Cannock Chase. During the Great War, training camps, hospitals and prisoner of war camps were established at Brocton and Rugeley, together with railways, roads and other

services infrastructure. During the Second World War RAF Hednesford training camp was built at Marquis Drive, and was in use until 1956. Other areas of the Chase were used for operations and training. Poignant reminders of the human costs of conflict during the two wars include the Commonwealth Cemetery, the German Military Cemetery (Grade I Registered Park and Garden) and Katyn Memorial.

Today Cannock Chase is a peaceful and tranquil area. Its historic character and numerous heritage assets are a reminder of its long and fascinating history and form tangible links to the past. It is a resource that is irreplaceable and needs to be used with care and sustainably so that it continues to be enjoyed by future generations.

Our historic environment

10,000 years



of coal mining, charcoal and glass and iron making



Historic Environment Character Zones



1,000 year old medieval hunting landscape



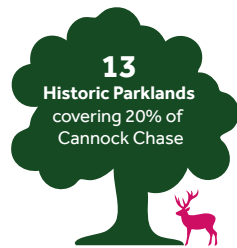
Registered Parks and Gardens

Two of the largest Great War training camps in England



1224

Recorded features on the Staffordshire Historic Environment Record



13 Historic Parklands covering 20% of Cannock Chase

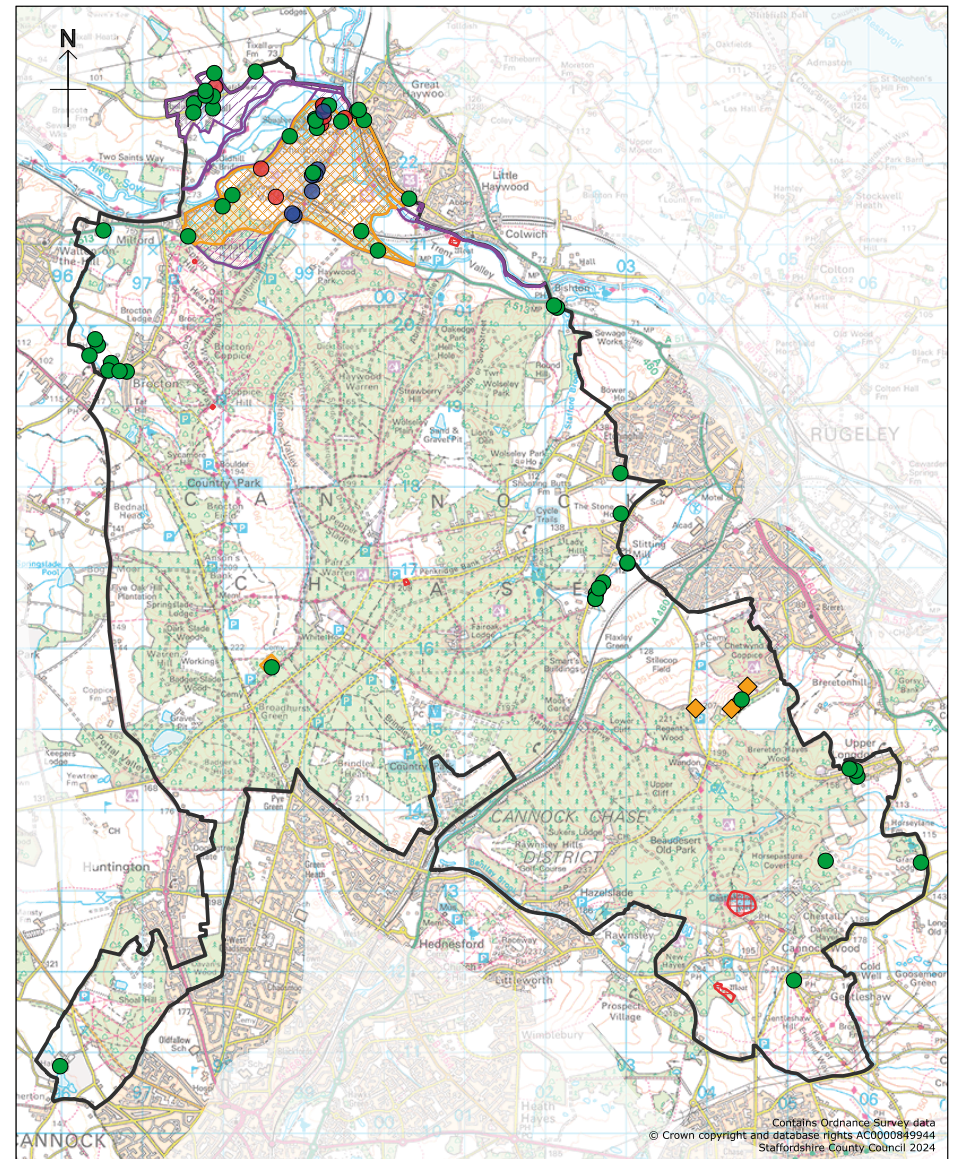
Internationally important military association stretching back over 150 years



Over 150 years



Conservation Areas



Listed Buildings - Grade

- I
- II
- II*
- Locally Listed

- Conservation Areas
- Registered Parks and Gardens
- Scheduled Monuments

Designated/protected heritage assets

The value of the historic environment

Our headline statistics are impressive. Cannock Chase has over 1,200 heritage assets within its 26 square miles, including some of the nation's most significant sites and features.

The historic environment is much more, however, than just numbers of sites and features. From the ordinary to the extraordinary: the unusual to the everyday, it tells us how people have shaped our society and landscapes across the generations, adding layers of meaning and interest and creating a source of pride and identity. It is central to defining who we are and to our sense of place. It roots us, engages our senses, creates memories and experiences, and forges strong emotional connections.

The historic environment is appreciated and enjoyed by residents and visitors alike. The National Trust's Shugborough Estate is one of the most popular visitor attractions on the Chase, attracting over 250,000 visitors a year.

It contributes to the health and wellbeing of both residents and visitors. Within the National Landscape many hundreds of archaeological and

historic sites and features are located on freely open access land, with the extensive rights of way and canal networks providing further access. This resource provides opportunities to explore the outdoors, places to visit, and promotes walking and exercise.

The historic environment is also a positive education resource, and provides opportunities for volunteering and community engagement with a number of local history societies and groups active in the area. Many are represented on the governance groups of the National Landscape Partnership.

Heritage is an important source of economic prosperity and growth. It supports local economies, generating inward investment, providing jobs and attracting people to live and work in an area.

Social, environmental and economic benefits provided by the historic environment

Cannock Chase has over 1,200 heritage assets.

Around 50% of Cannock Chase is open access land, and there are 157 km of Public Rights of Way as well as canal towpaths allowing access to a wide range of sites and features. Feedback from visitors is that they value the Chase's sense of history and place.

Historic environment attractions on the Chase are hugely popular: For example, annual visitors to the National Trust Shugborough Estate exceed 250,000.

National figures (Historic England, Heritage Counts) show that:

- over 60% of adults regularly visit a heritage site each year
- increased health and life satisfaction is associated with more frequent visits to historical sites
- cultural engagement can reduce NHS costs associated with mental health
- the heritage sector is a source of economic prosperity (contributing £44.9 billion in Gross Added Value to the UK economy in 2022)
- the built heritage is a significant pull factor for business. Over 90% of respondents to a 2010 survey agreed or strongly agreed that investment in their local historic environment made the area a better place in which to live, work, visit or operate a business.



Shugborough Hall and Estate

Challenges

The historic environment of Cannock Chase faces a number of challenges:

Climate change

Cannock Chase can expect warmer, wetter winters and hotter, drier summers along with an increase in the frequency and intensity of extreme weather events. Climate change is a significant threat to heritage assets. Changes in flora and fauna may affect the character of historic and designed landscapes. Hotter, drier conditions may increase the risk of wildfires, threatening above and below ground archaeology. Flood water inundation and saturation can damage historic buildings and designed landscapes. Extreme weather, changes in temperature and future water availability will likely alter the character of parks and gardens.

Growth and development

The development of land for housing, employment and other needs such as, energy generation and transport infrastructure, can affect the historic fabric or an individual building or monument. Population growth in the conurbations surrounding the National Landscape along with other development for retail and industry, will affect its setting and generate increased volumes of road traffic and recreational demand within it³.

Land management

Woodland and farmland cover 75% of the National Landscape. Changes in forestry and agriculture practices, including the types of crops grown, can put pressure on the historic environment. Government targets to expand forestry and woodland cover, combined with changes to silvicultural systems and choice of species to increase resilience to disease and the effects of climate change will change the appearance of the landscape and the setting to heritage features. The shift of focus of agriculture away from subsidies to paying farmers for delivering environmental goods may benefit the protection of vulnerable historic agricultural buildings and archaeological remains.

Education and engagement

The absence of interpretation and information on how to recognise the historic environment features may have some effect on archaeological remains, both from a lack of awareness of their presence and a corresponding lack of interest in visiting them.

³ An estimated 42,529 new dwellings are planned to be built within 15km of Cannock Chase Special Area of Conservation over the period 2019-40.

Visitors

Tourism and leisure can improve understanding and enjoyment of the historic environment and generate additional revenue for managing it. However, large number of visitors may also have a negative impact on landscapes and heritage, for example, eroding paths, vandalism or erosion of important monuments and buildings and causing fires. Some activities, for example, metal detecting, and mountain biking on unofficial routes and the creation of illegal trails, can damage monuments.

Health and well-being

Access to greenspace, including historic parks and gardens and local heritage helps to promote physical and mental wellbeing. The National Landscape also provides an important focus for community involvement in the conservation and enhancement of its natural beauty. In turn, volunteers provide invaluable support to a range of organisations, helping to deliver multiple activities that contribute to the vision and objectives for the conservation and enhancement of the area. Greater accessibility to heritage assets (physical and virtual) can also help to remove barriers to engagement for some parts of society.

Maintenance of assets

Traditional buildings, monuments and archaeological remains require specialist repair and maintenance. A shortage of traditional skills, suitably qualified craftsmen and locally-available materials is an additional pressure on maintaining and repairing the historic environment.

Government and local policy

The National Landscape's most significant heritage assets (Scheduled Monuments, Listed Buildings, Conservation Areas and Registered Parks and Gardens) are protected by various legislation. However, only 6% of the known heritage assets on the Chase are protected through national designation. Heritage is also protected through national and local planning policies, and the protection of both designated and non-designated heritage assets is a material consideration within the planning process. The National Planning Policy Framework³ emphasises the importance of conserving and enhancing heritage assets so they can be enjoyed by present and future generations. In 2022 the 34 Areas of Outstanding Natural Beauty (AONBs) in England, Historic England and the National Association for AONBs signed a Joint Statement to collaborate to further the understanding, conservation, public enjoyment and appreciation of the historic environment in AONBs⁴.

³ Ministry of Housing, Communities and Local Government, 7 February 2025. Available at: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>.

⁴ Historic England, Areas of Outstanding Natural Beauty, The National Association for Areas of Outstanding Natural Beauty. Joint Statement on the Historic Environment in Areas of Outstanding Natural Beauty. (2023).



Beaudesert Hall and Park, coloured aquatint engraving, 1814, by kind permission of the Trustees of the William Salt Library

Looking after the historic environment

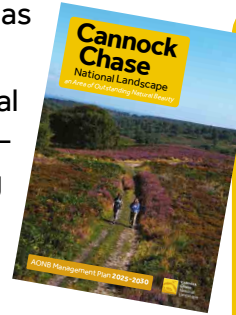
Cannock Chase National Landscape Partnership and all relevant authorities are charged with conserving and enhancing the natural beauty of the protected landscape. Natural beauty includes the cultural heritage, integrated with and alongside the natural heritage, landscape quality, scenic quality, relative wildness and tranquillity.

The Levelling-Up and Regeneration Act 2023 has introduced a strengthened requirement on relevant authorities to 'seek to further the purpose of conserving and enhancing the natural beauty of the area' when discharging their functions in Areas of Outstanding Natural Beauty.

The Partnership has no powers and doesn't own land or assets. Everything it seeks to achieve for the historic environment is dependent, therefore, on working collaboratively with partners and stakeholders in the historic environment sector alongside owners, communities, residents and visitors. Roles and responsibilities of the different

players can be summarised as follows:

- Cannock Chase National Landscape Partnership – convening and co-ordinating actions for the conservation and enhancement of the historic environment on the Chase.
- Local authorities – through local plan policies, decision-making, advice and information to protect and safeguard historic environment assets.
- Government agencies – through the implementation of legislation, government policies, priorities and practices.
- Owners and managers – as stewards of archaeological and historic environment assets on their land.
- Local history groups and volunteers – by improving understanding and supporting historic environment projects.
- Residents and visitors – by taking pride in Cannock Chase and recognising their responsibilities as partners in looking after the area.



Cannock Chase AONB Management Plan

The Management Plan for Cannock Chase National Landscape provides the framework for the management of the designated area over the five year period 2025-2030. It includes policies for the historic environment which Chase past, present and future supports and seeks to deliver:

Improve understanding of the significance and condition of heritage assets within the National Landscape.

Work with landowners, managers, decision makers and local communities to positively manage the historic environment to ensure its successful conservation and enhancement.

Engage and inspire local communities and visitors to enjoy the Chase's historic environment through education, interpretation and events.

The Management Plan includes a range of other policy topic areas such as nature, climate, access and visitor management, and community and business engagement which are relevant to this strategy.

A list of National Landscape and other relevant documents is appended to the Plan.

AVF DIESEM SOLDATENFRIEDHOF
RUHEN 2143 GEFALLENE DES
ERSTEN UND 2786 GEFALLENE
DES ZWEITEN WELTKRIEGES
VON IHNEN BLIEBEN UNBEKANNT
5 GEFALLENE DES ERSTEN UND
90 GEFALLENE DES ZWEITEN
WELTKRIEGES

IN THIS GERMAN CEMETERY
REST 2143 SOLDIERS OF THE
FIRST WORLD WAR AND 2786
OF THE SECOND WORLD WAR
AMONG THEM LIE
5 UNKNOWN OF THE FORMER
AND 90 UNKNOWN OF THE LATTER
ALL DIED ON BRITISH TERRITORY

German Military Cemetery, Broadhurst Green

A framework for looking after the historic environment of Cannock Chase

The strategy has three core aims: **understanding**, **enjoying** and **caring**. Together, they form the foundations for a series of objectives, key actions and associated projects to build a sustainable future for the historic environment of Cannock Chase and contribute to the core purpose of the protected landscape to conserve and enhance natural beauty.

Understanding

Aim: To have a proper understanding of what we have and why it is important, as well as the vulnerabilities and issues affecting historic environment resources.



Objective	Key actions	Outcomes
1. Augment the Historic Environment Record as an essential basis for informed decision making.	1.1 Continue the heritage asset monitoring scheme and expand its use across the Chase in accordance with the guiding principles in this document.	The condition of the National Landscape's historic environment resources is understood and monitored.
2. Broaden our knowledge and understanding of the Chase, commissioning further research where there are gaps.	2.1 Develop projects that build awareness and understanding of key moments in the Chase's history and sites and features, for example, our historic parklands, Great War training infrastructure, Second World War military sites, coal mining and other historic industries.	A growing understanding of the historic environment of the National Landscape. Evidence baseline and insight to inform the AONB Management Plan.

Objective	Key actions	Outcomes
3. Promote the contribution the historic environment makes to the sense of place and to the natural beauty of the protected landscape.	3.1 Quantify the actual and potential contribution that the historic environment makes to the National Landscape, including how it is valued by residents and visitors.	The contribution that the historic environment makes to the special qualities of the National Landscape is recognised and documented.
4. Understand the needs, challenges and opportunities facing historic environment resources as well as those people with a stake in their future.	4.1 Develop a central hub resource of all historic environment information including reviews of previous projects and exhibitions, data, guidance etc. that all partners can access and use.	The issues and challenges facing the historic environment and stakeholders are understood and shared.
5. Make information about the historic environment more accessible to wider audiences, including those who aren't currently engaged.	5.1 Develop a rolling programme of projects to make information more accessible, taking advantage of new technologies and building on existing initiatives by partners across the Chase.	Information and advice about the historic environment is highly accessible in both traditional and technologically pioneering ways.
	5.2 Provide digital access to LiDAR and specific HER mapping and produce large-scale maps for each landholding within the National Landscape which identify archaeological features.	Landowners have more awareness of what heritage assets are located within their landholdings, and their significance and vulnerabilities.
	5.3 Promote understanding of the historic environment with young people through the National Landscape's Future Guardians programme.	Young people are inspired and aware of the historic environment around them.

Enjoying

Aim: To celebrate and promote engagement with the historic environment for the multiple health, wellbeing and public benefits it brings.



Objective	Key actions	Outcomes
6. Actively encourage diversity and welcome people from all backgrounds, fostering a sense of belonging and connection with the historic environment.	6.1 Knit the historic environment into the National Landscape's literature to help raise awareness of what we have and to reinforce our identity and sense of place.	<p>The image of the National Landscape is positively reinforced.</p> <p>Local and national pride in Cannock Chase is enhanced.</p> <p>Audience diversity is increased.</p>
7. Expand intellectual and physical access to the historic environment of Cannock Chase, broadening experience and understanding.	7.1 Communicate the stories of Cannock Chase to improve understanding about its national importance through a framework of unifying story strands.	Improved visitor experience that encourages full exploration of the National Landscape's historic environment.
	7.2 Use the arts wherever possible to connect people with the historic environment and stimulate interest and exploration.	A vibrant and attractive artistic offer.
	7.3 Develop new exhibitions and interpretative / education opportunities through a new National Landscape Discovery Centre and by enhancing existing facilities.	Improved visitor experience and raised awareness of the special qualities of the National Landscape.

Objective	Key actions	Outcomes
8. Increase appreciation of the historic environment and so contribute towards its protection and conservation.	8.1 Identify those key heritage assets that should be well signposted and interpreted, easily accessible, and reveal their stories and significance.	Enhanced local identity and reinforced sense of place
	8.2 Expand and support the visitor hubs' mutual support working group for all partners with a remit for coherent, co-ordinated and well-connected interpretation.	A collective approach to the interpretation and sharing of information about the National Landscape's historic environment.
9. Promote a healthy, active lifestyle through engagement with the historic environment.	9.1 Take opportunities to embed the historic environment within social prescribing schemes.	Empowered communities with improved opportunities for participation and engagement.

Caring

Aim: To protect heritage assets and ensure their sustainable management, taking into account the requirements to safeguard other aspects of the Chase’s natural beauty, as well as the needs and aspirations of those who live, work in and visit it.



Objective	Key actions	Outcomes
10. Promote the sustainable management of the historic environment.	10.1 Promote the historic environment with local communities, businesses and land owners and managers as part of the Cannock Chase National Landscape branding.	Heritage assets that are valued and cared for, and have a central role in realising the core purpose of the National Landscape.
11. Enhance heritage assets and make them more resilient.	11.1 Commit to the positive management of any heritage assets that are ‘at risk’.	Benefits and opportunities presented by the historic environment are capitalised.
12. Integrate the historic environment within all plans for the National Landscape, balancing the needs of heritage, nature and people.	12.1 Integrate the historic environment into all stages of the AONB Management Plan, and accompanying guidance and other technical documents.	A robust and clear policy framework for the historic environment.
13. Develop the necessary resources, expertise and skills to adequately care for the historic environment.	13.1 Work together with organisations and partners to capitalise on funding streams for the arts, agri-environment, accessibility, and green recovery to support the conservation of the historic environment and delivery of potential projects included in this strategy.	A well-resourced historic environment that attracts investment.

Objective	Key actions	Outcomes
	13.2 Build capacity and expertise by embedding the role of volunteers and the public in caring for the historic environment and investing in training.	A connected community of partners, professionals and volunteers that brings together skills and expertise to work for the benefit of the National Landscape's historic environment.
14. Raise landowners' awareness of the heritage assets in their landholdings and advise on sustainable management practice.	14.1 Establish relationships with owners and managers of historic environment assets and equip them with appropriate knowledge and skills.	Information and guidance about the historic environment that is easily accessed.
	14.2 Produce site specific management and interpretation plans in conjunction with landowners and managers.	The Chase's historic environment is better managed and cared for.
15. Protect historic sites and buildings from crime and anti-social behaviour.	15.1 Work in partnership with Staffordshire Police, Historic England, local authorities and site managers to prevent crime and anti-social behaviour and, where offences have been committed, to undertake effective investigation and enforcement.	A clear understanding of roles and responsibilities, and illegal activities are deterred.

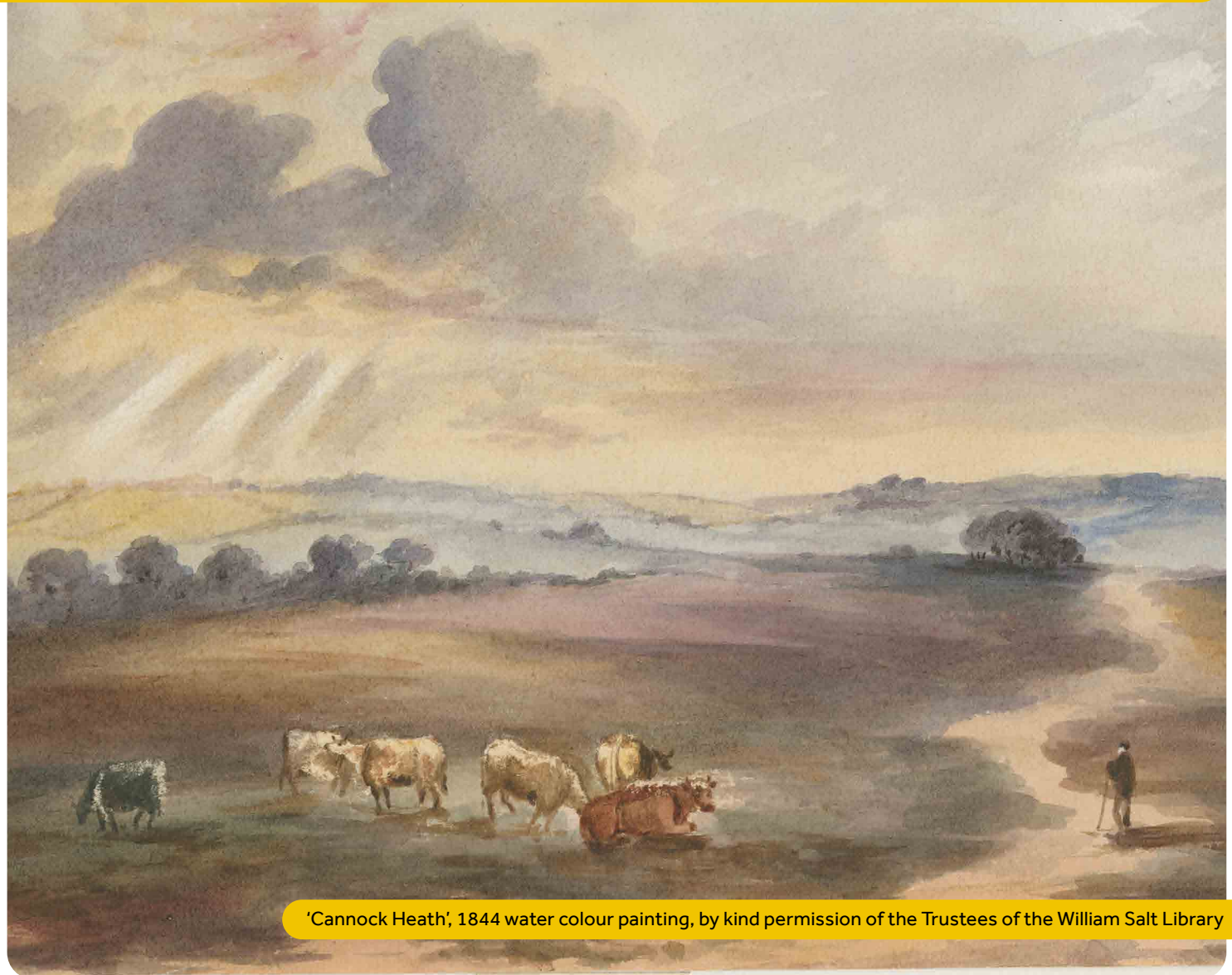
Story strands

Human activity on Cannock Chase spans thousands of years. Distilling this into distinctive themes will help to target and co-ordinate the delivery of projects, and assist audiences to understand what is a complex landscape.

Four thematic **story strands** have emerged out of the foundation studies outlined in this strategy and in consultation with stakeholders:

- ***The Thrill of the Chase***
- ***Home is where the Heath is***
- ***Making a living***
- ***The Chase at War***

The list of strands is not exhaustive, and may be expanded or divided into sub-themes in the future. Each theme is described below, together with relevant key sites and resources. The portfolio of projects included in Appendix 1 indicates the most relevant story strand(s) for each project.



'Cannock Heath', 1844 water colour painting, by kind permission of the Trustees of the William Salt Library

The Thrill of the Chase

From a Medieval forest and chase for the sport of Kings and Bishops to parkland landscapes for the upper classes, Cannock Chase has been a place of leisure and pleasure for the powerful and wealthy for centuries. As cities grew and attitudes to recreation changed it has attracted new audiences who have turned to it as a place to escape factories and urban living and experience nature, outdoors and greenspace. Today, the Chase is a popular destination for those seeking leisure through walking, outdoor pursuits and socialising.

What's the story?

- Cannock Chase is a c.1,000 year old medieval hunting landscape which became a royal forest, known as Cannock or Cank Forest, during the reign of William the Conqueror.
- In 1290 the area we now know as Cannock Chase was carved out of the more extensive royal forest of Cannock and granted to the Bishop of Lichfield and Coventry for his private sporting use.
- From the medieval period onwards, landowners created parks on and around the Chase for their own private use, excluding the locals who had rights to the common land.
- Government policy and social change after the Great War radically altered the way the Chase was perceived and used. Large swathes were acquired by the newly formed Forestry Commission and planted for commercial conifer production; the old rural economy and way of life broke down and the Chase increasingly became a recreational resource.
- In 1957 a large part of the Chase was gifted by the Earl of Lichfield to Staffordshire County Council, creating the largest country park in England.
- The Chase now provides myriad opportunities for leisure to an ever-increasing visitor base. Maintaining the Chase for recreation requires hard work and constant management. Balancing the needs of visitors with the conservation of the Chase and its heritage and nature is crucial.

Key sites

- Probable 12th century Hunting Lodge at Castle Ring, Cannock Wood
- Shugborough Park and associated features
- Tixall Deer Park, Wolseley Park, Hatherton Park
- Beaudesert Park and associated remains
- Boundaries and Park Pales
- Haywood Park Deer Leap
- Cannock Chase Forest
- Cannock Chase Country Park
- Modern attractions and infrastructure

Resources

- Archaeological features in the landscape
- Historical documents
- Extant parkland structures and boundaries
- Estate plans
- 20th century literature and promotional material for the Chase



Medieval deer hunt, Alamy Stock Photo

Home is where the Heath is

The Chase has been inhabited from the earliest prehistoric settlers to those who live there today. In the intervening years it has been home to wealthy landowners, workers, prisoners, refugees and casualties of war. Regardless of people's social status and backgrounds, it has given everyone a sense of belonging and place, be it embraced or enforced. The Chase we see today is the product of generations of people interacting with the land and the landscape over thousands of years.

What's the story?

- The Chase has been home to people from all sections of society. All will have felt at times comfortable, scared, houseproud or homesick, as we do today.
- People have used the Chase for millennia. Prehistoric burnt mounds are amongst the earliest evidence for human settlement and activity.
- Historically the Chase was dominated by wealthy landowners whose power and influence was reflected in their homes and the landscapes they shaped and moulded.
- The poorest sections of society eked out a living on the margins – on the least productive land. The people who lived in the settlements around the Chase would have found work in exploiting its timber and mineral wealth, and would have found excitement in poaching its game.
- The Chase has been a temporary home for entirely new communities brought together during times of conflict or crisis. German Prisoners of War, UK and Dominion casualties of the Great War, and Hungarian refugees escaping communism in 1956 have all added their own stories to the narrative of the history of Cannock Chase. As have the mining families

who formed a unique community at Brindley Village for 30 years during the first half of the 20th century.

- Nature also makes its home on the Chase. A unique community of plants and animals has evolved alongside people, suited to the local environmental conditions and adapting to the ways in which the land has been used. Careful management is required to ensure that the Chase remains a haven for wildlife.

Key sites

- Burnt mounds near Slitting Mill, Etchinghill and Stile Cop
- Castle Ring Iron Age hillfort and settlement
- Moat Bank Moated Site, Courtbanks Covert
- Country homes and estates including Shugborough, Beaudesert, Hatherton Hall and Tixall
- Lost or 'moved' villages of Shugborough, Woodside and Ridding Green
- Brindley Village
- Remains of patterns of cottages, enclosures, coppices, coalways, rabbit lodges and warrens

- Flaxeley Green German Prisoner of War (POW) camp
- Brindley military hospital

Resources

- Archaeological features in the landscape
- Historical documents
- Domesday book
- Old maps and estate plans
- Old photographs
- Historic administrative and business documents
- Oral histories and memories
- Current residents



Castle Ring, Cannock Wood

Making a living

From early farmers to modern mining magnates, the natural resources of Cannock Chase have been exploited by people just to survive or to generate huge personal wealth.

What's the story?

- Much of the Chase was used as common land and grazed by sheep and other livestock throughout the Medieval and Post Medieval periods.
- Social standing and wealth defined who could make a living on the Chase. In the 1750s parts of the commons were enclosed for rabbit warrens, leading to the 'Rabbit Riots' by disgruntled commoners.
- The story of mining and industry on the Chase starts in the 13th century, continuing through until the 20th century. Ironworking, glass working and mining (both coal and iron) have been important industries on the Chase, employing thousands of people over the years and dramatically altering the landscape.
- Woodland was historically highly valued for the production of charcoal for fuel for smelting iron. Over-exploitation in the 16th century largely destroyed the woodlands, however, creating the open heathland landscape we see today. Over the last 100 years large areas of the Chase have been planted for commercial timber production by Forestry England.
- Cannock Chase remains a living, working landscape, providing a livelihood for many people.

Key sites

- Commons at Cannock Chase, Haywood Warren, Brindley Heath, Penkridge Bank, Shoal Hill and Gentleshaw
- Dutton's Pool Mill Pond, Slitting Mill and ironworking site, Rugeley
- Haywood Warren Pillow Mounds
- Sites of warren lodges at Haywood and Parr's Warren
- Early mining remains in Beaudesert and Brereton Hayes Wood
- Fair Oak Colliery remains
- Cannock Chase Forest

Resources

- Archaeological features in the landscape
- Historical documents
- Domesday book
- Old maps
- Physical remains
- Parkland estate documents
- Cannock Chase Mining Historical Society



Women collecting firewood on Cannock Chase 1896, by kind permission of the Trustees of the William Salt Library

The Chase at War

For over 150 years the open spaces of Cannock Chase have been the focus of military activities during times of war and peace. The Great War landscape of Cannock Chase is of national significance with well-preserved remains of training camps, practice trenches and battle scenarios. However, these remains are often hidden - visible only as ghostly outlines across the landscape or on a LiDAR scan. There is considerable national public interest in the military history of the Chase and the sites are considered very important to local people.

What's the story?

- Cannock Chase has a long, proud association with the armed forces, with extensive remains from both World Wars.
 - Between 1914 and 1918, two huge Army Training Camps were active at Brocton and Rugeley: among the largest in the country. Over 500,000 men from all over the UK and parts of the Dominion had been prepared for fighting in the trenches by the end of the war.
 - Later, when the Second World War looked imminent, RAF Hednesford was built between 1938 and 1939 and many thousands of service personnel, men and women, served here both during the conflict as well as in the following years as part of their national conscription.
 - The archaeology on the Chase combined with historic photographs, personal accounts and maps, allows a unique perspective into the life of a Great War soldier preparing to go to war. Prisoner of war camps and military hospitals tell the story from a different perspective.
- The military cemeteries and memorials on the Chase are a poignant reminder of the human cost of conflict.
 - During the 20th century the Chase saw a huge ebb and flow of people as a result of world conflicts. The experiences of the troops, prisoners of war, injured soldiers and the thousands of civilians who provided support services would have been very different from the small population of local residents.

Key sites

- Terrain model of the Messines Ridge battleground in Belgium
- Military remains and training grounds at Rugeley and Brocton Camps
- Firing ranges at Rifle Range Corner
- Brindley military hospital
- Flaxeley Green German Prisoner of War (POW) camp
- RAF Hednesford Camp
- Commonwealth and German Military Cemeteries
- Katyn Memorial and Freda's Grave

Resources

- Archaeological features in the landscape
- Historical documents
- Newly mapped physical remains from the Chase Through Time project
- Cannock Chase reconstructed Great War Hut and dedicated volunteer team
- Online documents and photographs recorded on Staffordshire Past Track
- Archaeological reports and digital resources produced in association with the Messines excavation
- Memories and personal accounts of locals and visitors

DISCOVER THE GREAT WAR ON CANNOCK CHASE



Illustration prepared for interpretation kiosk, Great War Hut

Implementing the Strategy

This strategy provides a vision and framework for the future management of Cannock Chase's historic environment. Its aims, objectives and actions support and develop the policy areas for Nature, Climate, People and Place within the AONB Management Plan 2025-2030.

The National Landscape Team will take the lead on driving forward the strategy and reporting progress to the National Landscape Joint Committee through the AONB Management Plan. However, its actions and projects are for the entire National Landscape Partnership to implement collaboratively, pooling the combined resources, expertise and experience of the partners, and building on their established networks of landowners and managers, volunteers and local communities.

Much can be achieved through this collaborative approach and by utilising existing resources. Additional funding will be needed, however, to deliver a number of the proposed projects appended. This strategy will help in providing the direction and framework for attracting new resources, demonstrating how investment in the historic environment will bring wide-ranging benefits to the Chase and its local communities.

To track and report progress against the strategy the following range of indicators for the three core aims has been identified:

Understanding

- Number of heritage assets assessed for their condition
- Number of entries added to the Historic Environment Record
- Number of research outputs

Enjoying

- Number of visits to heritage attractions
- Number of heritage assets with interpretation in place
- Number of volunteer hours

Caring

- Number of entries on the Heritage at Risk Register
- Number of heritage assets with effective guardianship in place (long-term protection, management plan, management measures)
- Number of relevant projects delivered from the project portfolio



The Gatehouse, Tixall Hall

Appendix 1. Project portfolio

A number of projects and initiatives are already active on the Chase, undertaken by individuals, groups and private and public organisations, providing an exciting foundation on which this strategy can build. A portfolio of new potential projects has been collated from and inspired by the legacy of previous initiatives such as, The Chase Through Time Project, as well as more recent ideas put forward in consultation with stakeholders. Each one aims to fulfil the aims and objectives set out in the Historic Environment Strategy and align with certain policies and funding requirements. Projects may be combined or divided to suit grant applications. For example, several projects could be combined for a large-scale National Lottery Heritage Fund project; or the initial research element of a project could be carried out discretely, funded by other external bodies, partners or National Landscape grant.

The projects are arranged under each of the three core aims: Understanding, Enjoying and Caring, indicating the relevant Story Strand, who might be involved in their delivery, the strategy actions that the project will deliver, and an indication of the timescale involved.

The result is an ambitious and inspirational framework of potential projects that will provide a rationale and focus for the National Landscape Partnership, groups and organisations to take forward and develop. It is not an exhaustive list, nor is it binding, and its contents will be regularly reviewed and elaborated through the delivery and monitoring of the AONB Management Plan. It is proposed that the National Landscape Historic Environment Task and Finish Group will meet on an annual basis to review progress, determine the priorities for the year ahead and leadership.

Notes to accompany the table:

- An indication of partner support for each project is given, but will be subject to confirmation. Other partners may be identified as projects are developed.
- Partner abbreviations are used in the table, with a key to full names given at the end.
- It is recognised that some projects overlap and will contribute to multiple strategy actions and story strands.



Understanding

	Project	Story strand(s)	Who might be involved	Strategy actions delivered	Timescale
Research	1. Create link with Academic Partner(s) to develop a research group. Outcomes could include a collaborative PhD(s), academic papers, research strategy/ framework, bespoke projects (e.g. Cannock Chase place names).	All	NL, SCC, NT, HE, FE, Academic Partner(s)	2.1	Long, ongoing
	2. Development of a Chase-specific Research Strategy/ Framework e.g. the Derwent Valley Research Framework	All	NL, SCC, NT, HE FE, Academic Partner(s)	2.1	Long, ongoing
	3. Military Research Programme Outcomes could include collaborative PhD(s), academic papers, bespoke projects. Projects could include POW Camps, comparisons to elsewhere.	Chase at War	NL, SCC, NT, HE, FE, FOCC, IWM, SRM, NMA, Academic Partner (e.g. Uni of Wolverhampton), CWGC	2.1	Long, ongoing
	4. 'Revealing the early Cannock Chase' Project. How has the CTT work enhanced our understanding of the prehistoric and medieval Chase? Can further research and fieldwork assist with this (dividing the landscape, cropmarks etc.)? How can this feed into site presentation and interpretation (e.g. restore an enclosure/wood bank for public display).	The Thrill of the Chase, Home is Where the Heath is, Making a Living	NL, SCC, NT, FE, HE, CTT vols, Academic Partner(s)	2.1	Medium, ongoing

Understanding

Research	5. Cannock Chase Parklands Project. Understanding Cannock Chase's parkland resource and its management needs (draft project proposal has already been produced).	The Thrill of the Chase	NL, SCC, SGPT, NT, BT, NADFAS, HE, CTT vols, relevant landowners	2.1	Medium, ongoing
	6. 'Understanding Beaudesert'. A research and fieldwork project to better understand the designed landscape around Beaudesert Hall, its management needs, and opportunities for enhancement and public display.	All	BT, NL, SCC, SGPT, HE, CTT vols, Academic Partner(s)	2.1 / 5.1	Medium, ongoing
	7. 'Tracing Cannock Chase's Great War Huts'. Where did they go, how many survive, what have they been used for?	All	NL, SCC, CTT vols, FOCC	2.1 / 5.1	Short
	8. 'Your Stories of the Chase' oral history project e.g. coal mining on the Chase, RAF Hednesford/WW2, Creation of AONB/CC Country Park, sport and recreation on the Chase.	All	NL, SCC, NT, FE, FOCC, Academic Partner(s), CTT vols	2.1 / 5.1	Long
	9. 'A Landscape of Memory'. An audit of official/unofficial monuments/memorials on the Chase, including consideration of the impact of these on natural beauty, and the production of guidelines for individual memorials and consideration of the development of a specific memorial 'garden'.	All	NL, SCC, NT, FE, IWM, CGC, SRM, FOCC, NMA	2.1 / 5.1	Short
	10. 'A Landscape of Industry'. How has the Chase been shaped by its industrial inheritance? e.g. early glassworks, iron production and coal mining. What has the impact been on the landscape/flora/fauna?	Making a Living, Home is Where the Heath is	NL, SCC, NT, HE, FOCC, CTT vols, Academic Partner(s), quarry operators	2.1 / 5.1	Medium
	11. 'A Landscape of Recreation'. How has the Chase been used for recreation and leisure historically and in modern times? e.g. deer parks, hunting, golf courses, mountain biking, walking. How have these activities shaped the landscape?	The Thrill of the Chase	NL, SCC, NT, FE, FOCC, HE, CTT vols, Golf Clubs, Ramblers, Academic Partner(s)	2.1 / 5.1	Medium

Understanding

	12. 'A Landscape to Live in'. Who has lived on the Chase, where have they lived, why were they there, and what survives?	Making a Living, Home is Where the Heath is	NL, SCC, NT, BT, landowners, Academic Partner(s)	2.1 / 5.1	Medium
	13. 'Recreating the Medieval Hunt'. Opportunities for research, fieldwork, re-enactment, experimental archaeology, traditional skills, and links into the modern management of the Chase.	The Thrill of the Chase	NL, SCC, HE, CTT vols, Academic Partner(s), re-enactors, YAC	2.1 / 5.1	Medium
Fieldwork	14. Chase Through Time Geophysical Surveys. Targeting sites identified by CTT and subsequent research and fieldwork.	All	NL, SCC, HE, CTT vols, landowners, Academic Partner(s)	2.1 / 5.1	Long, ongoing
	15. Chase Through Time Archaeological Fieldwork. (intrusive and non-intrusive) e.g. bell pit excavation, coring charcoal burning sites, Tackeroo railway, Castle Ring hunting lodge, recording features highlighted by the Check the Chase programme.	All	NL, SCC, HE, CTT vols, landowners, Academic Partner(s)	2.1 / 5.1	Long, ongoing
	16. 'Revealing the Great War'. Survey, excavation, access improvement and interpretation of Great War features such as, selected hut bases and practice trenches.	Chase at War	NL, SCC, NT, HE, FE, CTT vols, other landowners	2.1 / 5.1	Medium



Enjoying

	Project	Story strand(s)	Who might be involved	Strategy actions delivered	Timescale
Physical	17. Interpretation Audit and Gap Analysis. What interpretation already exists, what format is it in, is it still relevant, what condition is it in, what opportunities are there for renewal, enhancement, and new interpretation?	All	NL, SCC, NT, FE, FOCC, CCDC, SWT, CRT	6.1 / 8.2	Short
	18. Best Practice Interpretation Guide. Promoting a 'shared' approach to interpretation styles, standards and branding across the Chase.	All	NL, SCC, NT, FE, CCDC, SWT, CRT	6.1 / 7.1 / 8.1 / 8.2	Short
	19. 'The Chase Through Time' Guidebook. A comprehensive, accessible, and illustrated guide to the rich and varied history of Cannock Chase with associated leaflets and self-guided walking trails.	All	NL, SCC, NT, FOCC, landowners, author	6.1 / 7.1	Medium
	20. 'Lens on the Past'. A glossy, illustrated, and stimulating 'coffee table' style book building on the recent eponymous project illustrating the scale of landscape change across the Chase over the past 150 years using comparative historic and modern photographs.	All	NL, SCC, FOCC, CTT vols, author	6.1	Short

Enjoying

Physical	21. 'History Through Art'. Engaging visitors/local communities with Cannock Chase's rich history through art in the landscape programme. This could include a memorial sculpture to the Great War at Marquis Drive, artistic works in key locations across the Chase based on each story strand, and could involve working with local artists, colleges and schools.	All	NL, SCC, NT, FE, local artists, schools, colleges	6.1 / 7.2	Long, ongoing.
	22. Celebrating the Chase's Scheduled Monuments. Enhanced on-site interpretation for the Chase's nationally designated archaeological sites (and other sites of equivalent significance). This could include interpretation panels adjacent to these or in nearby car parks. Consider novel approach for sites such as, the Messines Model – for example, the 3D laser scan could be used to 3D print a physical model.	All	NL, SCC, NT, CCDC, FE, HE, CTT vols, landowners	8.1	Medium
	23. 'Preparing for the Trenches' creation of a replica Great War practice trench (and associated infrastructure/offer) at Marquis Drive -link to 'Revealing the Great War' project idea.	Chase at War	NL, SCC, FOCC, SRM, IWM, Academic Partner(s)	7.1	Long, ongoing
	24. Re-presentation of the Great War Hut at Marquis Drive. Will also include bringing collections management up to best practice standards, a reimagining of the scale model, interactive displays.	Chase at War	NL, SCC, FOCC	7.1	Medium
	25. Development of a co-ordinated exhibition strategy. Stakeholders with museums, visitor centres, public spaces and visitor attractions across the Chase to work together to develop a strategy to tell the story of the 'Chase Through Time'. This could be themed according to the Story Strands etc. or a travelling 'Chase Through Time' Exhibition.	All	NL, SCC, NT, FC	7.1 / 8.2	Short, ongoing

Enjoying

	26. 'Footsteps through Time'. Development of a programme of themed guided walks relevant to each story strand. To be delivered periodically at key points of the Cannock Chase calendar such as military remembrance occasions/events and Staffordshire Day.	All	NL, SCC, FOCC, NT, CCDC, CTT vols	7.1	Short, ongoing
Digital	27. Animating the Chase through time. Production of an animated reconstruction telling the story of the Chase through time (using the story strands). This could form part of an 'immersive' experience at a renewed National Landscape Discovery Centre at Marquis Drive and could be made available to local schools. Good examples of this type of resource include Hafod Copperworks and Ynsfach Ironworks	All	NL, SCC, NT, FOCC, NT, Academic Partner(s)	7.1 / 7.3	Short
	28. The virtual Chase through time. Explore opportunities to develop an enhanced digital offer. This could include augmented reality, archaeogaming, virtual reality, interactive/immersive displays, smartphone apps, virtual exhibitions etc.	All	NL, SCC, NT, FC, CTT vols, Academic Partner(s)	7.1	Medium, ongoing
	29. Enhancing existing online platforms. Update existing National Landscape and SCC webpages. Consider a renewed dedicated Chase Through Time website which would become a central resource hub and include educational/learning resources, LiDAR analysis mapping, online exhibitions, project reports etc.	All	NL, SCC, HE, NT, FC.	7.1	Short, ongoing
	30. Develop a Chase Through Time education offer. Review and evaluate existing resources. Develop Partnerships. Produce educational materials (physical and digital).	All	NL, SCC, NT, FE, schools and colleges, Academic Partner(s)	5.3 / 7.1	Short, ongoing
	31. Learn Through Play. Consider the creation of a Great War/WW2 style assault course to augment existing play facilities on the Chase. An adult version could appeal to 'tough mudder' types.	Chase at War, The Thrill of the Chase	NL, SCC, NT, FC	5.3 / 7.1 / 9.1	Medium, ongoing

Enjoying

Educational / Outreach / Profile Raising	32. Great War Education Hub. Cannock Chase is one of the most significant Great War landscapes in the country. This could be celebrated with the creation of a virtual and/or physical education hub at the National Landscape Discovery Centre that will engage locals/visitors/audiences/students and inspire new research, learning and knowledge transfer.	Chase at War	NL, SCC, IWM, NMA, CWGC, Academic Partner(s)	7.1 / 7.3	Medium, ongoing
	33. Chase Through Time Walks, Talks and Events Programme. This could be aligned to the story strands, perhaps through themed years, and include the 'Footsteps through Time' programme outlined above. Could also include children's heritage trails, smartphone apps (augmented reality), and bespoke walks such as a 'Trig to Trig' trail.	All	NL, SCC, NT, FE, FOCC, BT, CCDC	7.1 / 9.1	Short, ongoing
	34. Future Stewards. Consider how to engage existing local groups such as the National Landscape's Future Guardians, Young Archaeologists Club, Duke of Edinburgh participants, Scouts, and military cadets with the Chase's history, archaeology and heritage.	All	NL, SCC, NT, CCDC, YAC, Scouts, Cadets, DoE	5.3	Short, ongoing
	35. Raising the Profile. Consider ways of raising the profile of Cannock Chase's unique history and heritage through press releases, social media, award applications, and national competitions such as the Tree of the Year.	All	NL, SCC, NT, FE, FOCC etc	6.1 / 7.1	Short, ongoing



Caring

	Project	Story strand(s)	Who might be involved	Strategy actions delivered	Timescale
Monitoring	36. 'Check The Chase'. Rolling programme of heritage asset (designated and non-designated) condition monitoring across the Cannock Chase National Landscape (including the National Trust's HART initiative at Shugborough). A key output would be to develop and maintain a local Heritage at Risk Register for Cannock Chase.	All	NL, SCC, NT, CTT vols, landowners	1.1 / 2.1	Short, ongoing
	37. 'Cannock Chase Needs YOU'. Recruitment, resourcing and training of new volunteers to augment the existing Chase Through Time Volunteer Group.	All	NL, SCC, NT, CTT vols	13.2	Short, ongoing
	38. 'Of National Significance'. Conduct a designation review of important historic & prehistoric sites and structures across Cannock Chase. This could lead to sites being proposed for national designation (e.g. as scheduled monuments, conservation areas, listed buildings, registered parks and gardens). The boundaries of existing registered parks and gardens, conservation areas and scheduled monuments will also be re-assessed to ensure the significant elements of these are covered by the existing designations.	All	NL, SCC, NT, FE, HE, SGPT, CWGC, LPA Cons Officers	1.1	Long, ongoing

Caring

Management	39. Sharing Knowledge, Learning and Data. Provide information such as the Chase Through Time project LiDAR data/ interpretation and HER data to large landowners within the National Landscape. Also produce large scale maps highlighting known heritage assets on the remaining land within the National Landscape, and provide these and other information, such as the Chase Through Time reports, to the landowners.	All	NL, SCC, HE, landowners	5.2 / 14.1	Short, ongoing
	40. 'Help the Guardians'. Produce glossy, engaging, and easy to use heritage asset management advice for landowners across the National Landscape. This would include guidance on how to approach different management activities in different types of landscape scenarios and guidance on how to create Conservation Management Plans for heritage assets in their care.	All	NL, SCC, NT, FE, HE, landowners	14.1 / 14.2	Short
	41. Produce Conservation Management Plans for Scheduled Monuments. This could also include non-designated sites of high significance (and/ or significant sites with an identified threat).	All	NL, SCC, NT, FE, HE, CCDC, landowners	14.1 / 14.2	Medium
	42. Undertake improvement and enhancement works to (and around) Scheduled Monuments. This could also include non-designated sites of high significance (and/or significant sites with an identified threat).	All	NL, SCC, NT, FE, HE, CCDC, landowners	14.1 / 14.2	Long, ongoing
	43. Make the Chase's tangible cultural heritage more visible. Select a number of representative sites to actively maintain and manage for public display and access. These would be on, or in close proximity to, established routes, and would be cleared of vegetation and appropriately conserved and interpreted.	All	NL, SCC, NT, HE, FE, landowners	8.1 / 10.1	Long, ongoing

Caring

Management	44. Encourage landowners to enter into land management schemes or management agreements. This could include Countryside Stewardship/ELMS (or equivalent) or Section 17 Management Agreements with Historic England for scheduled monuments.	All	NL, SCC, HE, NE, landowners	13.1 / 14.1 / 14.2	Long, ongoing
	45. Encourage landowners to consider other funding opportunities for conservation, repair, access improvements, and interpretation enhancement of heritage assets in their care. This could be through existing National Landscape schemes such as FIPL/SDF or external funding sources such as Historic England or the National Lottery Heritage Fund.	All	NL, SCC, LPA Cons Officers, land/property owners	13.1 / 14.1 / 14.2	Long, ongoing
	46. Encourage the relevant Local Planning Authorities to undertake appraisals of the Conservation Areas within or adjacent to the National Landscape in accordance with best practice. Local lists, where they exist, should also be reviewed and enhanced, and consideration given to creating such lists when they don't.	All	NL, SCC, LPA Cons Officers	11.1	Long, ongoing
	47. Develop a Heritage Watch Scheme, involving outreach to all asset owners to offer crime prevention and fire safety advice; training for officers, staff, volunteers and asset owners; integrate asset location data in Police call-handling systems	All	NL, Staffordshire Police, HE, land/property owners, volunteers	15.1	Medium, ongoing

Key to Organisations

BT – Beaudesert Trust

CCDC – Cannock Chase District Council

CTT Vols – Chase Through Time Volunteers

CWGC – Commonwealth War Graves

Commission

DOE – Duke of Edinburgh Award Programme

FE – Forestry England

FOCC – Friends of Cannock Chase

HE – Historic England

IWM – Imperial War Museum

LPA Cons Officers – Local Planning Authority

Conservation Officers

NADFAS – National Association of Decorative and

Fine Arts Societies

NL – Cannock Chase National Landscape

NMA – National Memorial Arboretum

NT – National Trust

OS – Ordnance Survey

SCC – Staffordshire County Council

SGPT – Staffordshire Gardens and Parks Trust

SRM – Staffordshire Regiment Museum

SWT – Staffordshire Wildlife Trust

YAC – Cannock Chase Young Archaeologists Club

Appendix 2. Relevant documents

Allen Archaeology (2020) **Assessment of Heritage Assets at Cannock Chase AONB**

Arts Council England and the AONB Network (2020) **Art in the Landscape. Connecting People to Nature through Arts and Culture**

Cannock Chase AONB (2015) **The Cannock Chase Visitor Management Strategy**

Cannock Chase AONB (2015) **Historic Environment Assessment**

Cannock Chase AONB (2016) **Interpretation Strategy 2016 – 2021 (V2)**

Cannock Chase AONB (2020) **Development of a place brand for Cannock Chase**

Cannock Chase National Landscape (2025) **AONB Management Plan 2025-2030**

Fearn Heritage and Archaeology (2021) **Cannock Chase AONB Heritage, Access and Interpretation Strategy**

Forestry Commission (2014) **Working with the Historic Environment. Best Practice Guide Note 14**

Forestry Commission (2017) **The UK Forestry Standard**

Historic England (2018) **Cannock Chase, Staffordshire: The Chase Through Time, Historic England Contribution**

Historic England, NAAONB and AONBs (2022) **Joint Statement on the Historic Environment in Areas of Outstanding Natural Beauty**

Historic England (2025) **Heritage Counts**

Keele University (2018) **The Chase Through Time. Archival Research: Final Report**

National Trust (2018) **Shugborough Management Plan**

Rural Payments Agency (2021) **<https://www.gov.uk/government/collections/countryside-stewardship>**

Staffordshire County Council (2018) **The Chase Through Time Project Evaluation Report**



Brindley Village, 1923, by kind permission of the Trustees of the William Salt Library



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