

Joint Report of:	Head of Economic Prosperity / Head of Environment & Healthy Lifestyles
Contact Officer:	Dean Piper
Telephone No:	01543 464 223
Portfolio Leaders:	Economic Development & Planning / Culture & Sport
Key Decision:	Yes
Report Track:	Cabinet: 17/09/20

**CABINET
17 SEPTEMBER 2020
COMMONWEALTH GAMES 2022 – LEGACY PROJECT**

1 Purpose of Report

- 1.1 To set out a proposal for the Council to become a funding partner in a partnership project led by Forestry England aimed at creating a new high quality cycling trail at Cannock Chase Forest to ensure delivery of the Commonwealth Games 2022 Mountain Biking event and which acts as a legacy facility targeted at local residents and visitors to Cannock Chase.

2 Recommendation(s)

- 2.1 To note the proposal from Forestry England for the Council to participate in a partnership project aimed at creating a new high quality off-road cycling trail at Cannock Chase Forest to improve cycling experiences for local residents and visitors to the area and to create a legacy from the Commonwealth Games 2022 Mountain Biking event hosted on Cannock Chase.
- 2.2 That Cabinet:
- (i) authorise the Council to allocate £50,000 of capital funding from the Council's District Investment Fund towards the total cost of the project (£912,774) subject to the conditions outlined at paragraph 6.9 of this report and any other conditions proposed by Cabinet.
 - (ii) authorise a further £50,000 of capital funding from the Council's District Investment Fund which will be earmarked to support future projects, opportunities and initiatives in the Cannock Chase District that may arise from hosting the Commonwealth Games Mountain Biking event.

- (iii) delegate authority to the Head of Economic Prosperity and Head of Environment & Healthy Lifestyles to enter the Council into a funding agreement with Forestry England and to manage the Council's input into the delivery of the project, in consultation with the Portfolio Leaders for Economic Development & Planning and Culture & Sport.
- (iv) delegate authority to the Head of Economic Prosperity and Head of Environment & Healthy Lifestyles to explore and develop any future projects, opportunities and initiatives in the Cannock Chase District that may arise from hosting the Commonwealth Games Mountain Biking event, in consultation with the Portfolio Leaders for Economic Development & Planning and Culture & Sport.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 Cannock Chase Forest is one of the venues for the Birmingham 2022 Commonwealth Games and is to be used specifically for the mountain biking events.
- 3.2 The importance of the Games has been identified as a key opportunity in the Council's Corporate Plan 2018-2023 and the Economic Prosperity Strategy 2020-2030 and the hosting of the mountain biking event will provide a platform to showcase the District nationally and internationally. Key to the success of the event will be the ability to ensure that high quality and environmentally sustainable trail infrastructure is delivered. The Council has been working with key partners to plan for the trail and the Managing Director and Head of Environment & Healthy Lifestyles have been engaged in groups responsible for the planning of the event.
- 3.3 In addition to the organisation of the event itself, the focus has also been on securing a legacy effect by inspiring greater participation in off road cycling at all levels and encouraging local residents to be physically active in the outdoors. The existing cycling facilities and infrastructure on Cannock Chase are already well used but there is potential to capitalise on the profile that the Commonwealth Games will bring whilst respecting the sensitive nature of the Area of Outstanding Natural Beauty (AONB) and Special Area of Conservation (SAC).
- 3.4 As part of the focus on achieving a legacy, the Council has been offered an opportunity to participate in a partnership project, led by Forestry England. Specifically, the Council has been requested to contribute £50,000 of funding towards the total cost of the project (£912,774) which will firstly deliver the track infrastructure required to meet the event and cycling needs identify by the Commonwealth Games 2022 Organising Committee, secondly will create a new blue intermediate trail to provide an exciting off-road cycling opportunity that will provide benefit to local residents and visitors to the area and finally will create an enhanced complementary cycle play offer. It will create a lasting legacy from the Commonwealth Games mountain biking event for the District, develop the health and wellbeing of local residents and deliver tourism benefits.

Reasons for Recommendations

- 3.5 To decide whether the Council should contribute financially to a Commonwealth Games 2022 Legacy project led by Forestry England.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities as follows:

- (i) **Promoting Prosperity** – contributing to creating a positive environment in which businesses in the District can thrive; creating employment opportunities and maximising benefits from the McArthurGlen Designer Outlet Cannock. Supporting the delivery of the 'Destination Cannock Chase' theme within the Economic Prosperity Strategy and ensuring that a legacy from the Commonwealth Games 2022 is achieved.
- (ii) **Community Wellbeing** – encouraging local residents of all ages and backgrounds to gain access to and participate in cycling and physical activity to improve their health and well-being.

5 Report Detail

- 5.1 Cannock Chase is a venue for the Commonwealth Games 2022 and will host the mountain biking events. As part of the hosting of the event, Forestry England is leading on the design, procurement and management of works required to create the infrastructure for the event itself, but also to develop a network of trails that create a legacy from the event providing high quality and enjoyable off-road cycling experiences that will benefit local residents and communities and also draw in new visitors to the area. An overview of the project is contained with the proposal document produced by Forestry England at Appendix 1.
- 5.2 The proposed new 'blue' trail will meet the needs of the Commonwealth Games 2022 Mountain Biking event and will create a legacy by significantly improving the existing trail infrastructure at Cannock Chase Forest – the proposed route is attached at Appendix 2.
- 5.3 The blue trail will act as a progression route to more technical and challenging routes such as the 'Red' Follow the Dog trail. The new blue trail has the potential to improve cycling participation rates for local residents and create opportunities to work closely with local schools, community groups and cycling groups/clubs. It will particularly appeal to young people and family groups and provide a safe and enjoyable route that enables families to cycle together off-road.
- 5.4 The project also has the potential to develop and enhance Cannock Chase as a sustainable visitor destination, drawing in more day visitors to the District and potentially overnight stays, supporting the 'Destination Cannock Chase' theme contained within the Council's Economic Prosperity Strategy. However, by creating a high quality and well managed new trail this will prevent riders from cycling on sensitive areas; recognising the status of Cannock Chase as an Area

of Outstanding Natural Beauty (AONB) and a Special Area of Conservation (SAC).

- 5.5 The proposal from Forestry England forecasts that there will be an increase in participants on the trails at Cannock Chase as a result of the new facilities and promotion linked to the Commonwealth Games, with a 20% increase in year one (from 95,473 to 115,000) and a 3% annual increase thereafter. A paper outlining some of the project's benefits to local residents is attached at Appendix 3.
- 5.6 The total cost of the project is estimated at £912,774. Forestry England are putting in £180,000 of their own funds and have secured £500,000 from the British Cycling / Sport England 'Places to Ride Fund' and £132,774 from the Commonwealth Games 2022 Organising Committee. This leaves a shortfall of £100,000. The Council has been asked to contribute to meet the shortfall of the cost of the new project. Forestry England have also approached Staffordshire County Council with the view to them also financially contributing.
- 5.7 In addition, it is likely that there will be the possibility for the Council to explore and develop future projects and opportunities in the Cannock Chase District that may arise from hosting and supporting delivery of the Commonwealth Games Mountain Biking event. This provision is to be set aside and earmarked for any such opportunities. For example, this funding could be used to improve the Heritage Trail or required signage to support the Commonwealth Games event or to participate in any supporting activities such as the Cultural Festival or Queens Baton relay.
- 5.8 Subject to confirmation of the funding package, it is anticipated that Forestry England will confirm the appointment of a project manager. Oversight of project delivery will be undertaken by a Project Board led by Forestry England and comprised of key partners/stakeholders such as Sport England and British Cycling.
- 5.9 The initial priority for Forestry England would be to progress the procurement of a contractor to design and deliver the physical works and subject to approval of the route design, physical works on site would commence by September 2021, with work completed in time for the games in July/August 2022. The site will then be handed back to Forestry England so that the trail can be used a legacy facility for local residents and visitors to the area.
- 5.10 Cabinet need to consider any conditions that it would wish to set as part of any offer of funding to the project. As a minimum, Officers would recommend the following:
 - i. The Council is represented on the Project Board and any working groups as appropriate and Forestry England must ensure that regular project updates are provided.
 - ii. Confirmation from Forestry England that it will positively work with the Council to engage with local schools, community groups and local cycling groups/clubs to enable access to the new facilities and to increase participation rates in physical activity and cycling particularly targeting young people and disadvantaged groups.

- iii. To positively work with the Council on any tourism / marketing campaigns or activities to promote the new facility to visitors.

6 Implications

6.1 Financial

To support the delivery of the legacy project, Forestry England is seeking a one-off financial contribution of £50,000 from the Council towards the total cost of £912,774. This is to partially meet the funding gap for the design and build of the new blue trail which is £100,000. A cost plan is included in the proposal document at Appendix 1. On-going maintenance of the trail will be met by Forestry England.

Furthermore, Cabinet is asked to approve a further £50,000 of expenditure to support future costs incurred by the Council in delivery of new signage associated with the Commonwealth Games mountain biking event and complementary improvements to the Heritage Trail.

It is proposed that the £100,000 will be funded from the District Investment Fund. There is currently sufficient resource within the Fund. However, any use of the fund will reduce the money available for future investment schemes.

6.2 Legal

Prior to making any financial contribution to this project, the Council would need to ensure that a legal agreement was in place, with Forestry England and other funding partners, to cover the conditions prescribed by Cabinet for the funding of this project.

6.3 Human Resources

No direct implications.

6.4 Section 17 (Crime Prevention)

None.

6.5 Human Rights Act

None.

6.6 Data Protection

None.

6.7 Risk Management

A full risk register would be developed as part of the project management arrangements put in place by Forestry England. However, the main risk to consider at present is the inability to secure full funding for the project which could have a detrimental impact on delivery of the project.

6.8 Equality & Diversity

None.

6.9 Best Value

None.

7 Appendices to the Report

Appendix 1: Proposal from Forestry England – ‘On the right track’

Appendix 2: Proposed route for new leisure trail

Appendix 3: Paper from Forestry England – Resident benefits

Previous Consideration

None

Background Papers

CCDC Economic Prosperity Strategy 2020-2030.

Cannock Chase Forest, Cycle Trail Development

‘On the Right Track’



‘On the Right Track’ Proposal document

1. Project Summary

This will be a once in a lifetime opportunity to help deliver innovative, world-class off road bike trail facilities at one of the Birmingham Commonwealth Games 2022 key venues, Cannock Chase Forest. As part of their hosting for the games, Forestry England is undertaking a substantial range of projects in order to provide a world class ‘field of play’ for the events and beyond. For part of the redevelopment of the mountain bike trails at Cannock Chase Forest, we are seeking funding contribution, specifically towards creation of a new high quality **New Blue Trail**. Planning for the trail is well underway, ready to be adopted for the exciting and inspirational 2022 Commonwealth Games Mountain Bike event. The whole network of trails created as a result of the work will bring communities and athletes together during the events and also give a lasting legacy for diverse audiences in the whole region beyond the games. The new blue trail facility will ensure that a legacy is in place that enhances and inspires greater participation in off road cycling at all levels and encourages people to be physically active in the outdoors.

Cannock Chase Forest is a unique resource and within an Area of Outstanding Natural Beauty (AONB) and a Special Area of Conservation (SAC). The forest is strategically located on the doorstep of a large and growing urban population. The new trail and other trail improvements will aim to respect the sensitive nature of the natural environment and help enhance the forest for people, nature and the economy.

Working in partnership with British Cycling and others, who are involved in delivering a range of complimentary projects, this will leave a sustainable legacy, a centre of excellence for off-road cycling in the West Midlands and on the door step for Cannock residents. As part of the wider mosaic of projects we will also be initiating skills development, learning through cycle ‘play’ as well as running an effective campaign that promotes a greater understanding of responsible off-road cycling within an environmentally sensitive landscape. We would hope to link to the official Learning and Schools legacy Programme from the Games.

2. Back ground

As well as delivery and excellent field of play and facility for athletes participating in the Mountain Bike events as part of the Commonwealth Games, the new facility provides a unique opportunity to inspire our densely populated (2.5 million people within a 20 mile radius) urban community to ride. With your support we will deliver safe, traffic-free, highly challenging and enjoyable off-road cycling experiences within a superb forest setting. We will create high quality, innovative and inclusive cycling opportunities that connect with our local community and appeal to new visitors from all ages and backgrounds. Working in a wide-ranging partnership, we will leave a lasting legacy that meets the cycling needs of our growing community and also enhances the unique local environment.

‘On the Right Track’ Proposal document

This project will benefit hugely from the publicity and local interest generated by hosting such a prestigious event as the Commonwealth Games, within the Cannock district. As a legacy from the event, our goal is to ensure that we have fully inclusive facilities that inspire a new generation of riders, offering progression to keep visitors returning and enjoying their cycling. We are already connecting with the community by working in partnership with a wide range of bodies who share our goals. We have identified clear demand and need based on detailed visitor and community insight and proposed innovative riding solutions for local community groups who are currently under-represented and who often lead sedentary lifestyles.

The new facilities will support Cannock Chase District Councils (CCDC) new district-wide health improvement programme - ‘Cannock Chase Can’ tackling obesity and its wider health impacts. Forestry England will work closely with CCDC and the Community Wellbeing team to develop an exciting new health programme focussing on local delivery of the Government’s Child Obesity Action Plan. The new facilities will build on our current and legacy development work with Sport Across Staffordshire and Stoke-on-Trent (SASSOT) - a network of local agencies working together to increase the number of people taking part in physical activity and sport.

Forestry England is the largest manager of off-road cycling trails in England and we have been managing trails for over 25 years - our facilities and destinations already have worldwide recognition and appeal. Forest sites are probably unsurpassed in their potential for engaging people in outdoor activities with nature, adventure, challenge and managed risk are part of the essence that make them ideal places for participation in cycling. Our own *Active Forest* programme is dedicated to hosting and facilitating a range of community engagement activities and connecting into local networks. An example of this is the ‘Chase Fit Cycling’ resource using cycling as a key activity which links the County Sports Partnership with Local Authorities and the Wigan Leisure and Culture Trust ‘Inspiring Healthy Life-styles’ programme. In line with our draft Cycling Strategy, we already welcome cyclists of all ages and abilities to take up access opportunities for permissive cycling and our completed facilities will be well managed and maintained to the highest standards - providing memorable riding experiences for future generations to enjoy.

3. Forestry England Strategic Context

Forestry England is in the later stages of creating a cycling strategy which seeks to steer and inspire the future of off-road cycling across England. The draft mission is:

Connecting everyone with the nation’s forest by providing England’s favourite off road cycling experiences”

The insight gained as a result of this strategy work has been shared with British Cycling and complements the aspirations of both organisations to create an inclusive, whole life

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off-road cycling offer. In the context of this discussion paper, the draft delivery plan has two actions which support this draft mission:

To use insights to design and deliver off road cycling experiences which meets the needs of a changing society and our priority audiences (Activity Hunters and Den Builders).	<ul style="list-style-type: none"> • Customer centred facilities and activities designed to meet the needs of our priority audiences. • Customer centred trails and activities delivered and activated in a way that meet the needs of our priority audiences.
Offer cycling trails and activities for everyone with a particular focus towards our priority audiences (Activity Hunters and Den Builders).	<ul style="list-style-type: none"> • Consistent set of principles for trail design, way-marking and signage to meet the needs of the priority audiences. • Work in partnership with key partners (e.g. British Cycling) to provide activities and events that meet the needs of the priority audiences. For example, group led rides that meet the needs of priority audiences (e.g. Breeze).

The synergy between a cycle play trail and our strategy are clear, however as a result there are a number of areas of trail development that need agreeing at the outset.

4. Current issues

1. Impact of hosting the Commonwealth Games 2022: The potential impact of hosting this exciting sports spectacle to inspire our local community in 2022 should not be underestimated. The infrastructure changes required for hosting the Games will enable us to accommodate large-scale participation events, which previously we have had to decline. These mass events such as the charity fun runs and cycling challenges will bring a new audience to the site and can often be the initial trigger to motivate otherwise inactive groups. We can both utilise and promote the new facilities as part of the mass event experience encouraging return visits by those experiencing the forest for the first time. Discussions with Dean Hill (Physical Activity and Wellbeing Lead, Commonwealth Games Birmingham 2022) confirm how this project and the wider Cannock Forest offer aligns so well with the Health and Wellbeing pillar which is core to the Games and its legacy. The Physical Activity and Wellbeing work stream is focussing on increasing physical activity and promoting positive mental health. Increasing cycling in all its forms and looking at a whole system approach linking behaviour change with infrastructure will be the major delivery system for this work. Dean comments that ‘the proposed developments for Cannock (Forest Centre) would be a major contributing factor to the Games having a positive legacy evaluation’. Intern supporting economic regeneration and growth with the Cannock area.

(Copies of this and further supporting correspondence are available).

2. Pressure on current facilities: Currently Cannock Chase Forest Centre is the starting point for several mountain bike trails. There are two red grade (‘difficult’) trails, one blue (‘moderate’) and a family green (‘easy’) grade trail. The existing blue grade trail receives

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this classification due to its long length of 20 km rather than its technical features. Currently as a result we are not offering the range or class of facility we would need to for the games event athletes, nor attracting riders to the site who wish to develop their skills from basic to intermediate levels. At present we have people cycling the red route without having developed the necessary technical skills. This has led to safety concerns and a less positive experience for riders who find this steep progression too challenging. At the same time, competent and experienced riders are having a poorer experience on the red route by being held back at regular intervals. Apart from very limited skate and BMX ramps there is no other extensive provision for off-road cycling available to our surrounding community. Cannock Chase Forest Centre provides a vital area of accessible countryside to inspire healthy regular cycling on the outskirts of this fast growing urban landscape. The proposed new blue trail will meet the event and cycling needs identified by the Organising Committee, and also as a result of our insight research, will really enhance wider appeal, provide a clear progression routes to the more technical red trails and thereby maintaining interest and challenge for all levels of riders. We will continue to work with our local volunteers including the Chase Trail Volunteers and Swinnerton Cycles - encouraging community involvement in the management and ongoing maintenance of the mountain bike trails.

(Proposed routes and trail maps can be provided).

3. Planning Permission and Sensitive environments: Initial meetings have taken place with the Cannock Chase Council planning team. Following this meeting we are exploring the delivery of the project through The Town and Country Planning (General Permitted Development) (England) Order 2015 General Permitted Development regulations Class E. We have used Permitted Development regulations successfully in the past with recreational trail developments and this is our preferred option. A letter confirming this approach is included with the attached documents.

Due to the proximity of the development to the SAC, Forestry England is also undertaking Habitats Regulation Assessment screening process in discussions with the SAC team.

As well as being situated in an Area of Outstanding Natural Beauty (AONB), the heathland within the Cannock Chase is designated as a Special Area of Conservation (SAC) for its internationally important ecology. At a regional level Forestry England supports members of the Cannock Chase AONB partnership and the SAC Partnership. The key strategic role of Cannock Chase Forest Centre trails in absorbing increased cycling pressure and promoting responsible riding has been recognised within the SAC Strategic Access Management & Monitoring Measures Detailed Implementation Plans (DIP) - of particular relevance are the Site Users and Car Parking Plans which can be supplied. Through this project we will increase riders' awareness of local environmental issues and the damage that can be caused by off-road riding on sensitive sites away from the formal trails. In designing this new trail we will ensure that environmental sustainability is a key consideration. To this end the new blue route will draw riders away from the sensitive SAC areas. Through this and other strategic work we are in regular contact with Cannock Chase District Council,

‘On the Right Track’ Proposal document

Stafford Borough Council, Lichfield District Council, Staffordshire County Council, National Farmers Union, Staffordshire Wildlife Trust, Walton Chasers Orienteering Club, Rugeley Traders, WLTC ‘Inspiring healthy lifestyles, Natural England, RSPB, Historic England, Museum of Cannock Chase and West Midlands Bird Club. Positive messaging which builds on the current growing awareness of environmental concerns could be a great opportunity to change behaviour. We have included provision for a positive ‘responsible riding’ marketing and communication campaign as part of our overall project works.

4. Barriers to Access:

Currently there are missing ‘gaps’ in the current cycling experience on offer at the Cannock Chase Forest Centre which will impact on legacy from the games - there is a need to offer an ‘open to anyone at any time’ opportunity for new local partnerships with activity providers. Following the games, the new blue trail will have peak-unrestricted use at weekends, evenings and school holidays. During the working week the blue trail will be ideally suited as a venue for partners to deliver skills development programmes. Our Forest Centre marketing and communications strategy will have a clear focus on the entry level - learn to ride - groups embracing all ages and backgrounds. Your funding will enable us to provide a fit for purpose facility that can inspire people with no or very limited cycling skills and those wishing to progress to intermediate level. Our new facilities will help to break down barriers for those who find the more challenging mountain biking experience too daunting and are easily put off by the technical skills required and equipment needs. A key attraction of the facilities will be the appeal to family groups of being able to ride together while exploring and developing new skills in a fun and enjoyable way without the worry of traffic.

5. Delivery Strategy

1. Competent facility hosting - planning and operational management: Forestry England is an executive agency of the Forestry Commission. As a statutory body, the new facilities will be located on freehold land covered by the CROW open access legislation. We already welcome cyclists of all ages and abilities to take up access opportunities for permissive cycling and our completed facilities will be well managed and maintained to the highest standards. The new facilities will be hosted on Cannock Chase Forest and managed within the Cannock Chase Forest Centre Business Plan. The operational financial implications of long term management and maintenance will be factored into this Business Plan along with depreciation and replacement costs. The facilities will be free of charge but will be supported from car parking revenues and secondary visitor spend. As an organisation we operate a mixed business model, deriving some income from trading activities as well as from government funding via Forestry Commission England. Forestry England are experienced land managers, and manage a comprehensive range of assets, permissions and large scale events and have an extensive visitor and community offer. We have policy, procedures, delivery frameworks, structures and staff resources already in place to support project delivery. We operate within a structured business model producing

‘On the Right Track’ Proposal document

national, district and individual Forest Centre Business Plans and plan for large infrastructure and capital works hosting through Capital Works and other Programmes. We produce annual reports for parliament scrutiny and are subject to regular financial auditing.

2. Robust Project Management: A comprehensive project management process will be followed in order to deliver this project to the highest quality standards. Forestry England has appointed Mace Ltd, through the Crown commercial services framework, to provide project management services. A full project execution plan is now in development and will set out in a structured format the project scope, objectives and relative priorities See Section G for more detail.

3. Considerate Design and Construction. The new high quality Blue Grade Trail is designed to be adopted for the exciting and inspirational 2022 Commonwealth Games mountain biking event. Although the new facility is still in design stages, we have a good understanding and view of how any new infrastructure, opportunities and benefits will be built and delivered to agreed specifications, quality and safety standards. We have been working proactively with the Birmingham Commonwealth Games Organising Committee and with partners, including working very closely with British Cycling experts, to ensure the delivery of the new facility meets event criteria, community and legacy needs and expectations for the future.

4. Collaboration with specialists. We will bring a range of professional specialists from Forestry England with expertise of working in multidisciplinary teams for projects of this nature: many with experience from providing technical grade facilities at other sites, as well as experience in structuring the procurement for design and build specifications for mountain bike technical assets. Specifically we will draw on our lead Civil Engineer on mountain bike design, Martin O’Vaster, who comes with over 30 years of experience from family trails to the UCI Mountain Bike World Cup. Martin has led on the initial design of the proposed new Blue Trail ensuring that safety is fully integrated with challenge and skills progression as well as active fun experiences for participants. The design will meet the ‘Blue Grade’ technical specification we have established to meet industry standards. Trail design will be reviewed by Gary Wallis as appointed by the Games Organising Committee, who is an industry off-road event consultant to ensure that the design compliments and is useable for the Games and any associated legacy. British Cycling specialists are leading the development of aspects the innovative bike proposal and will be adopting a ‘test and learn’ process.

5. Access Access by car We will continue to explore and promote non-car based opportunities to access the Forest Centre. At present the majority of our visitors access the site by car and the income from car park revenue helps to ensure the site is maintained to the highest quality standards. The site currently has car parking provision for around 750 cars with overflow capacity for another 1,250 cars. Our car park pricing

‘On the Right Track’ Proposal document

encourages families to come in just the one vehicle and promotes car sharing. We also offer a membership scheme for regular visitors.

Access by bike and on foot The Cannock Chase Heritage Trail provides off-road walking and cycle access to the Forest Centre from Rugeley, Hednesford and Cannock town centres. The Trail is well way-marked with regular distance markers, directional signage and information boards.

Connecting with train and bus services We have bus stations located in the three main towns of Cannock, Hednesford and Rugeley providing a network of services across the district. At present there is no regular bus service direct to the Centre. A park and ride service is being proposed to accommodate the large numbers of anticipated spectators for the Games in 2022 and it is hoped that a direct bus service might form part of the community legacy. We will work with AONB/SAC/local authorities to establish better public transport links.

Train stations are located at Cannock, Hednesford and Trent Valley in Rugeley. These stations can be accessed via the main line from Birmingham New Street and a wider West Midlands network.

The linking Heritage Trail can be easily accessed via both train and bus stations.

Taxi ranks are situated within the town centres of Cannock, Hednesford and Rugeley providing a wide range of vehicle sizes to encouraging group visits and enabling those with limited mobility.

Overall Scheme Details

As part of their venue and hosting responsibilities for the games, Forestry England is undertaking a substantial range of projects in order to provide a world class ‘field of play’ for the events and to give wider community benefits beyond the games. For the redevelopment of the mountain bike trails at Cannock Forest Chase, the trail route and trails within need to be ‘fit for purpose’; specifically a newly created high standard blue grade trail. Planning for the trail is underway and on track to be adopted for the 2022 Commonwealth Games Mountain Bike Event. The whole network of trails created as a result of the work will bring communities and athletes together during the events and also give a lasting legacy for diverse audiences in the whole region beyond the games. The new blue trail facility will ensure that a physical legacy is in place that enhances and inspires greater participation and challenge in off road cycling at all levels and encourages people to be physically active in the outdoors.

6. Scope

Substantial improvements to physical elements of the trail routes at the world renowned Cannock Forest Chase ‘centre of excellence’ are required for the Commonwealth Games

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Mountain Bike Event. The scope of the project is a proposed new cycle offer starting and finishing at the Cannock Chase Forestry Centre, specifically a ‘**New Blue Trail**’. The new trail would be a dedicated single-track cycle route of approximately 4.5 kilometres. The project seeks to design, build, test and deliver this offer to serve as part of the Mountain Bike Event route for the games. The intention is to give high quality and challenges participation experiences that help demonstrate and develop skills for games athletes’ and then wider audiences following the games. The adopted trail will function as a stand-alone legacy facility, targeted at the entry level of the sport (i.e. children, young people and older beginners lacking in single track experience). The new blue trail allows a more accessible and fit for purpose pathway to skill development, coaching, play and learning offers in development as part of wider package. The trail would be contained within existing Forestry England land ownership and the project achieved through a carefully considered planning, design and build service, hosted by Forestry England with contribution from a range of expert partners, including British Cycling. The trail would be constructed to ‘blue grade’ standards used widely across the Estate and in a similar manner to that as the existing cycle dedicated single-trail routes (‘Follow the Dog’, and ‘the Monkey Trail’); out of materials already present upon site or else from locally sourced materials, which are appropriate with landscape character. Once constructed the NBT would be maintained by a mixture of existing Forestry England staff and volunteer effort. All new infrastructures would be maintained to high standard in compliance with the trails and play provisions risk assessments and all other relevant health and safety best practice measures. In order to provide supporting promotional and engagement opportunities, connections with the venue and new facilities will also be made through a range of channels.

(A map attached details the location of the proposed ‘New Blue Trail’)

The following information is attached to support this application:

- FE CCF Project and Programme for the Cannock Chase MTB Trails and Civils Work (Attached)
- FE CCF Proposed Legacy Routes (Attached)
- FE CCF Project Costs Stage 1 Plan (Attached)
- FE CCF Stakeholder Presentation (Attached)
- FE Mace Example Risk Register (Attached)

More information can be supplied to support this application, including:

- FE CCF Mountain Bike Trails - Baseline Project Brief
- FE and Cannock Chase SAC Partnership Habitats Assessment
- FE CCF Full Stakeholder Analysis and Summary of SWOT workshop discussions.
- FE CCF Example Forest Operation Scheme constraints OPS 1
- FE CCF Cannock Chase Forest Centre Business Plan Update - 2020/21
- FE CCF **Strategic Access Management and Monitoring (SAMM)** Plans - Car Parking / Site Users / Visitor Survey
- Beaufort Research, Quality of visitor experience survey - 2019, Cannock Chase

‘On the Right Track’ Proposal document

- Dissertation - Visitor satisfaction of Mountain Bikers at Cannock Chase Forest: Investigating the influence of different demographic groups - Mathew J Perry.
- Dissertation - Visitor satisfaction of Mountain Bikers at Cannock Chase Forest: Investigating the influence of different demographic groups - Mathew J Perry.
- FE Project dashboard example.
- FE Forestry England last annual report and accounts.

Scope exclusion

Forestry England are also working with British Cycling on a wider innovative and complimentary cycle play offer at Cannock Chase Forest to be ready for the Commonwealth Games that aims to:

- Encourage cycling play through the building of a fun, friendly family cycling pathway
- Facilitation of cycling activities and events
- Supporting access routes for local clubs
- Supporting training and coaching
- Supporting learning about responsible riding to education groups.
- Specific campaign aimed at women and girls

The cost for this will not be included. There will be no allocation of funds to support any commercial activity or venture on site by third party operators or others (E.G. On site Cycle Hire, Go Ape, Activity and event provision and including off site operators including transport links to site)

Any specific marketing and promotional campaigns will not draw on these projects funds.

7. Cycle trail project objectives

The new blue trail facility at Cannock Chase as part of redevelopment of the trails, will meet the mission statements for the Birmingham Commonwealth Games in the following ways:

1. Give a unique platform and excellent field of play for the Commonwealth Games Mountain Bike Event; giving access to and participation in a world-class facility; bringing athletes’ and others together in one place during events and then giving a lasting physical legacy to be proud of beyond the games.
2. Offer investment and a legacy in a location that will engage and connect communities and athletes; inspiring people to ride, develop new skills and giving opportunities for physical and healthy activity in the outdoors. Thus bringing about greater mental and physical wellness.
3. Strengthen and grow opportunities for communities in the region, working with others to breakdown barriers; allowing for aspirations to be met through access to improved facilities and investing in and supporting financial sustainability for site operators, small enterprises away from and on site.

‘On the Right Track’ Proposal document

4. Building better physical, virtual and promotional connections to a showcase facility that can be celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.
5. Leaving a legacy of high quality and well-managed facilities within an ongoing positive vision for the Cannock Forest site, specifically recognising the status within areas of special designation; so helping to bring about a culture of responsible riding to protect our sensitive environments.

8. Project Benefits

Measure	Impact
Detail of the legacy benefits that will be provided by the project	Detail of the impact that this benefit will have
Total event route length/area and level of use of by athletes on new trail facility at the Mountain Bike Event. Include attendance levels and feedback mechanism for quality standard of route/sections.	Participation and reflection of being part of a historical and memorable world-class event. Connecting communities locally, regionally, nationally and internationally with athletes at the top of their field.
Spectator interest measure - numbers, data and feedback from spectators	Showcasing the lasting physical legacy to be proud of beyond the games and inspiring future access and opportunity for healthy outdoor physical activity.
Measure of range and number of produced material for new information, maps, visual content and material about the Mountain Bike Event, the venue and the new blue trail, linked to the Birmingham 2022.	Building better physical, virtual and promotional connections to a showcase facility that can be celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.
Rates of interest and uptake (e.g. click through page analytics) in event web resources as well as Forestry England web pages and wider social media campaigns.	
Blue Trail length/area for new built facility for the physical legacy.	Inspire better existing and as well as new use in a location that will engage and connect communities.
Measure (survey/data analysis) of participation levels against audience and activity type and feedback given. - All off-road cycling trails - Blue Trail	Inspiring people to ride, develop new skills through giving opportunities for physical and healthy activity in the outdoors. Thus bringing about greater mental and physical wellness.
Increase bike riding activity and skill development by a range of audiences	Allowing for aspirations to be met through access to improved facilities.
Measure of use of resulting produced material for new information, guides, maps, visual content and material about the new blue trail following the event.	New skills developed, greater understanding of cycling. Building better physical, virtual and promotional connections to a showcase facility that can be

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Rates of interest and uptake (e.g. click through page analytics) web resources as well as Forestry England web pages and wider social media campaigns.	celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.	
Summary of investment to include: financial and resource investment levels, staffing contributions, volunteer hours, ‘in kind’ and partnership contributions.	Strengthen and grow joint working and collaborative opportunities for communities in the region, working with others to breakdown barriers, investing in and supporting financial sustainability for connected businesses, site operators, small enterprises away from and on site.	
Measure of new partnership and /or enterprise activity including joint working projects and stakeholder collaboration following the games.	Building better physical, virtual and promotional connections to a showcase facility that can be celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.	
Continued Environmental Impacts Assessments and monitoring requirements for the Area of Outstanding Natural Beauty (AONB) and Special Area of Conservation (SAC) designations.	Leaving a legacy of high quality and well-managed facilities within an ongoing positive vision for the Cannock Forest site, specifically recognising the status within areas of special designation; so helping to bring about a culture of responsible riding to protect our sensitive environments.	
<p>Data Collection and monitoring</p> <p>There are five existing trail counters at Cannock, which allow us to monitor the use, time and frequency of trail use. As part of the Active Forest programme we currently undertake in excess of 300 visitor surveys. In addition we have a rolling programme of independent Beaufort Visitor surveys. Collectively these data sources provide valuable baseline information about the demographics and activities undertaken by visitors to the forest.</p> <p>We will install new counters within the new facilities and regularly monitor change in use. We will also monitor riding levels on the sensitive SAC sites to assess the impact of our responsible riding campaign. In addition we will regularly survey visitors using both the new play/ cycle facility and the blue trail providing qualitative data on users.</p>		
<p>Benefits of the project plus their financial value</p> <p>Benefits will be registered and tracked within the Forestry England’s mission to contribute positively towards ‘People, Nature and Economy’. The table below gives a summary:</p>		
Benefit	Register	Financial and key performance links
Local, regional and	Tourism through increase in day visits to Cannock Chase. Forest and wider area. Visitor	Increase in Visitor numbers

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<p>national economy</p>	<p>day and overnight spend, improved visitor flow in Cannock Chase and accompanying spend across the region.</p> <p>Business investment and spend in the locality/ area and for the games, including travel, hosting and support services.</p> <p>See Cannock Chase Economic Prosperity Strategy 2020 to 2030</p> <p>For the vision to develop the District as a better place to live, work, invest and visit and capitalise on clean growth opportunities to positively respond to the climate change emergency. There is specific mention of the Cannock Chase Forest MTB Event as a venue for the Games, a link to capitalising on the ‘clean growth’ sector as well as the Economic Prosperity Strategy.</p>	<p>Increase in Car Park income (in annual accounts)</p> <p>Link to District and Regional measures.</p>
<p>People, communities and wider society</p>	<p>Health and wellbeing - tackling obesity and its wider health impacts as identified with Cannock Chase District Council, forestry England and other regional and Government Plans.</p> <p>Increase the number of people taking part in physical activity and sport.</p> <p>Increase the number of people taking part in physical activity and sport.</p> <p>Understanding and behaviour</p>	<p>Increase in participation levels and educational/ specific cycling campaigns</p> <p>Link to Active Forest programme for Sport defined measures.</p> <p>Link to work on Natural Capital accounting to measure the value of recreation and wellbeing our woods bring to people.</p>
<p>Nature and Environment</p>	<p>Special Area of Conservation benefit from improved management and removal/redirection of trails.</p> <p>Greater understanding of the conservation value of the Special area of Conservation (SAC).</p> <p>More considerate behaviour to reduce site and individual negative impact</p> <p>Contribution towards aspects of the Government’s 25-year Environment plan.</p>	<p>Cross reference to Forestry England Conservation and Ecology plans.</p> <p>Net improvement on SAC monitoring and surveys on behaviour change/understanding of issues related to</p>

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		nature, local ecology and sustainability.
<p>More information on Forestry England’s approach to Natural Capital Accounting. https://www.forestryengland.uk/article/natural-capital-accounts October 2019 The natural capital asset value of the estate was valued at £26.05bn (Total).</p>		

Performance Impact	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Participants	95,473	115,000	118,000	120,000	123,000	125,000
Throughput	186,000	223,000	230,000	237,000	245,000	250,000
Volunteers	16,000 hrs	TBC	16,300	16,650	17,000	17,400

Notes for the above table:

Participants and Throughput: 20% increase in year one due to new facilities and promotion linked to commonwealth games followed by a modest c.3% per annum growth based on experience and expected partner activity. Gold Coast trail showed a significant increased due to the games and then a flattening off of figures post games.

Volunteers: baseline of 16,000hrs volunteering per year. Games year numbers to be confirmed by organising committee. Modest rise post games due to increased activity.

9. Stakeholders

Birmingham 2022 Organising Committee
 Birmingham City Council
 Birmingham 2022 legacy team
 Cannock CWG steering group
 Forestry England - local site team
 Cannock Chase District Council
 Staffordshire County Council
 Staffordshire Borough Council
 South Staffordshire Council
 Cannock Chase AONB
 Transport for WM
 Sport Across Staffordshire and stoke on Trent (SASSOT)
 Union Cycle International (UCI)
 West Midlands Police

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Forestry England - National
 Sport England
 British Cycling
 Mace Ltd
 Theme3 - play architect
 Cannock Site Tenants
 Contractors
 Local users and non users
 MTB riders and clubs
 Forestry Volunteers
 Friends of the Forest
 Community and other local groups/schools

Forestry Commission
 DCMS - Government
 Natural England
 SAC
 RSPB

10. Risks

A full Risk Register will be conducted as part of the project management process and our project managers, Mace Ltd, are organising a risk workshop with the Project Team, which will form the basis of the full project risk register. An example Risk Register from the Contract Managers, Mace can be supplied. At this stage key risks identified are:

- Although proposals are well underway, the scope of the project is not yet fully defined which may result in changes to the quality, cost or programme. Mace Ltd have been appointed as Project and programme Management consultants to help keep the project deliverables on track.
- A funding gap has been identified based on initial estimates, if additional funding to fill the gap is not found the full scheme may not be deliverable or the scope may have to be reduced. Early involvement with Stakeholders and enlisting representatives on Project Management Team and the Games Delivery Group meetings, will continue to help identify any opportunities arising.
- Ecological constraints and the wider ecological sensitivities of the area which may alter the methods of working. As well as being situated in an Area of Outstanding Natural Beauty (AONB), the heathland within the Cannock Chase is designated as a Special Area of Conservation (SAC) for its internationally important ecology. Undertaking required surveys, working with relevant Authorities and specific topic workshops will help with early planning for and mitigation of this risk. Due to the proximity of the development to the SAC, Forestry England is also undertaking Habitats Regulation Assessment screening process in discussions with the SAC team.

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- Planning considerations. Initial meetings have taken place with the Cannock Chase Council planning team. Following this meeting we are exploring the delivery of the project through The Town and Country Planning (General Permitted Development) (England) Order 2015 General Permitted Development regulations Class E. We have used Permitted Development regulations successfully in the past with recreational trail developments and this is our preferred option. A letter confirming this approach is included with the attached documents.
- Coronavirus (COVID-19) could delay programme implementation if restrictions become more severe or if key team members are not available due to illness.

Possible constraints to the programme include:

- The blue trail is in place for the Birmingham 2022 commonwealth games, this a non-moveable date - the current programme has 7 months between the completion of the build and event itself.
- Timing for ecological surveys and mitigation as required for example Great Crested newt surveys.

11. Commercial case

Forestry England is the accounting body an executive agency of the Forestry Commission. As an organisation we operate a mixed business model, deriving income from trading activities and from government funding via Forestry Commission England. The majority of our income is from the sale of timber, leisure and tourism services and maximising the broader commercial potential of the land we manage. We operate within a structured business model producing national, district and individual Forest Centre Business Plans. We produce annual reports for parliament scrutiny and are subject to regular financial auditing. A copy of our last annual report and accounts is included in the attached documents. We have strong partnership working arrangements through the provision of expertise and have agreements already in place with:

- British Cycling - Forestry England have a Partnership Concordat with British Cycling which has been in place for a few years as a result of their continuing proactive relationship
- Sport England - Active Forest Programme and Place to Ride Funding Bid.

The project board, team and games delivery group will ensure that monitoring a full accounting of project elements takes place.

Project Board

- Forestry England
- Mace Ltd
- Sport England
- British Cycling

Project team

- Mace Ltd
- Forestry England
- Design Team/Contractor

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- Sport England
- Games Delivery Group**
- Mace Ltd
 - Forestry England
 - Birmingham 2020
 - Sport England

Specific Projects workshops for planning, Special area of Conservation, Communication and other to be identified.

Stakeholder Engagement Meetings.

We have explored a number of other funding opportunities to meet this challenge including the SAC; LEP; our internal investment fund and are in dialogue with our Forestry England/Sport England relationship managers. We have a proposal with Birmingham City Council and the CWG organising committee for a contribution of £132k towards the project. We are unable to seek commercial sponsorship due to the link with the Commonwealth Games.

12. Procurement plan

Forestry England operates to detailed procurement guidance that is in line with Government Buying Standards. It is proposed that our national mountain bike construction framework will be used to deliver the new mountain blue trail. This national framework has gone through an open tender exercise and the work itself will be mini tendered through the 6 contractors on the national design and build list. The contract for the trail build itself will be through an NEC3 contract.

13. Financial case

The amount we are hoping to achieve with this application should we be successful is **£100,000**, which is our funding shortfall for the design and build element of the new blue trail.

The total cost of this project is estimated at **£912,774**. Currently we have secured **£180,000** of cash partnership funding from Forestry England with an additional in-kind contribution of £60,000 in professional staff time and £48,000 in volunteer value. We have been awarded **£500,000** from the British Cycling/Sport England ‘Places to Ride Fund’ (55%) and have recently secured **£132,774** from Birmingham City Council and the CWG organising committee (14%). This leaves us with a shortfall of **£100,000**, we are asking Cannock Chase District Council and Staffordshire County Council for a contribution to achieve the shortfall of **£100,000**. If successful with both bids then this project will be fully funded.

Mace Ltd, who are directing the project management, have prepared a cost plan for the project, FE CCF Project Costs Stage 1 Plan is attached. A summary is included in the table below:

‘On the Right Track’ Proposal document

Trail	Cost
New Trail	£355,364
Trail civils enabling works	£69,784
Technical Trail features (10% of trail and signage	£35,536
Client Directs (Communications/Campaign)	£40,000
Project Fees	£100,000
Project Surveys/Planning/Additional Fees	£60,000
Inflation (3%) on Construction cost	£11,727
Contingency (10%)	£60,363
Subtotal	£732,774
Provisional Cost of Bike Play sum	£113,636
Client Directs (Communications/Campaign)	£10,000
Project Surveys/Planning/Additional Fees	£20,000
Project Fees	£20,000
Contingency (10%)	£16,364
Subtotal	£180,000
PROJECT TOTAL - adds up to:	£912,774

Forestry England is contributing £180k to this project, as we believe this will provide a lasting legacy from the Games for the local community, environment and wider population of Birmingham and the West Midlands. We believe that the benefits justify this level of expenditure.

The long term maintenance of the trail will be funded from the increased car parking receipts and secondary spend at Cannock Chase Forest that we believe will be generated by the additional facilities and promotional legacy of hosting the Games mountain bike competition. These changes to income and expenditure will be built into the Forestry England business plan and financial model.

14. Project delivery dates and milestones

Strategic Definition, Scoping, Route Proposals, Development Options and Brief	End April 2020
Planning and Preparation Considerations: Including procurement of surveys, planning agreements, engagement with key partners and stakeholders	End May 2020
Funding Applications: Places to Ride; Birmingham City Council; CWG Other Venues Capital Funding; Cannock Chase District Council	End June 2020
Concept Design: Invitation to Tender, Tender sign off and contractor appointed	Mid September 2020
Development Design: Planning Authority Requirements; Design	Mid December 2020

‘On the Right Track’ Proposal document

of Mountain Bike Event Route, Blue Trail and all other trail proposals confirmed	
Technical Design: Project Board Approval	Mid February 2021
Construction: Physical works on site and practical completion	Mid September 2021
Handover of new trail facilities	Early November 2021
Test FE normal usage and Test Event (TBC for November 2021)	Mid June 2022
Forest Live	Mid June 2022
Birmingham 2022 Commonwealth Games: Site Handover; Event build dates; Logistics; Athlete training; Demobilisation; Event Site Hand back	02 August 2022
Legacy Post Games Works: Monitoring and Evaluation	End October 2022
The most recent Project and Programme for the Cannock Chase MTB Trails and Civils Work is attached. This includes more detail in programme phases and task ‘owners’. Courtesy of Mace (the consultancy and construction company managing the programme on behalf of Forestry England and partners).	

15. Project management

A comprehensive project management process will be followed in order to deliver this project to the highest quality standards. Forestry England has appointed Mace Ltd, through the Crown commercial services framework, to provide project management services. A Baseline Project Brief and Project Programme for the Cannock Chase MTB Trails Civils Work is already in place, see attached. A full project execution plan is being developed and will set out in a structured format the project scope, objectives and relative priorities, covering and including the following:

- Project overview; Description; Value; Programme; Brief; Milestones and Gateway; Key roles and responsibilities; Project constraints; Key stakeholders
- Programme Management; Site management; Delivery processes and team
- Health and safety Management; Sustainability and environmental Management, Quality Management, Risk management; Building services and commissioning management; Change control
- Communication channels; Client progress reporting; Customer relationship management; Key project meetings; Media and public relations
- Reporting and monitoring; Administration and information management; Auditing Project control documentation
- Business development; Corporate responsibilities; Commercial and procurement
- Contract, insurances and warranties
- Handover and exit plan - Lessons learnt

The Project Execution Plan is likely to adapt as the project progresses through its design and construction stages in line with the Project and Programme MTB Civils Work Plan. It will be a regularly updated and referred to as a communication tool, as well as a control reference. Regular project reporting will follow the tried and tested format of a simple Dashboard report (See example in the attached documents).

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Project Board

The governance also includes monthly project board meetings. The project board includes the following people:

- Mace Ltd, Senior Project Manager - **Paul Robertson**
- Mace Ltd, Assistant Project Manager - **Shaun Cuthill**
- Forestry England, Business Development Manager – **Laura Charles/Sarah Walker**
- Forestry England, Recreation Manager - **Andy Coggins**
- QMP, Senior Associate - **Jerry Thompson**
- Sport England, Capital Investment Manager - **Andy Couves**
- Forestry England, Forest Management Director - **Paddy Harrop**
- Birmingham 2022, Director of Sport - **Matt Kidson**
- Birmingham 2022, Director of Venue Management and Event Services - **Dominic Olliff**
- Birmingham 2022, Lead Venue Planner - **Vicky Roberts**
- British Cycling, Head Of Business Planning & Transformation - **Andy Farr**

Further information about the qualifications and experience of the project team and board can be provided upon request.

16. Product Development - project outputs, team structure and project process

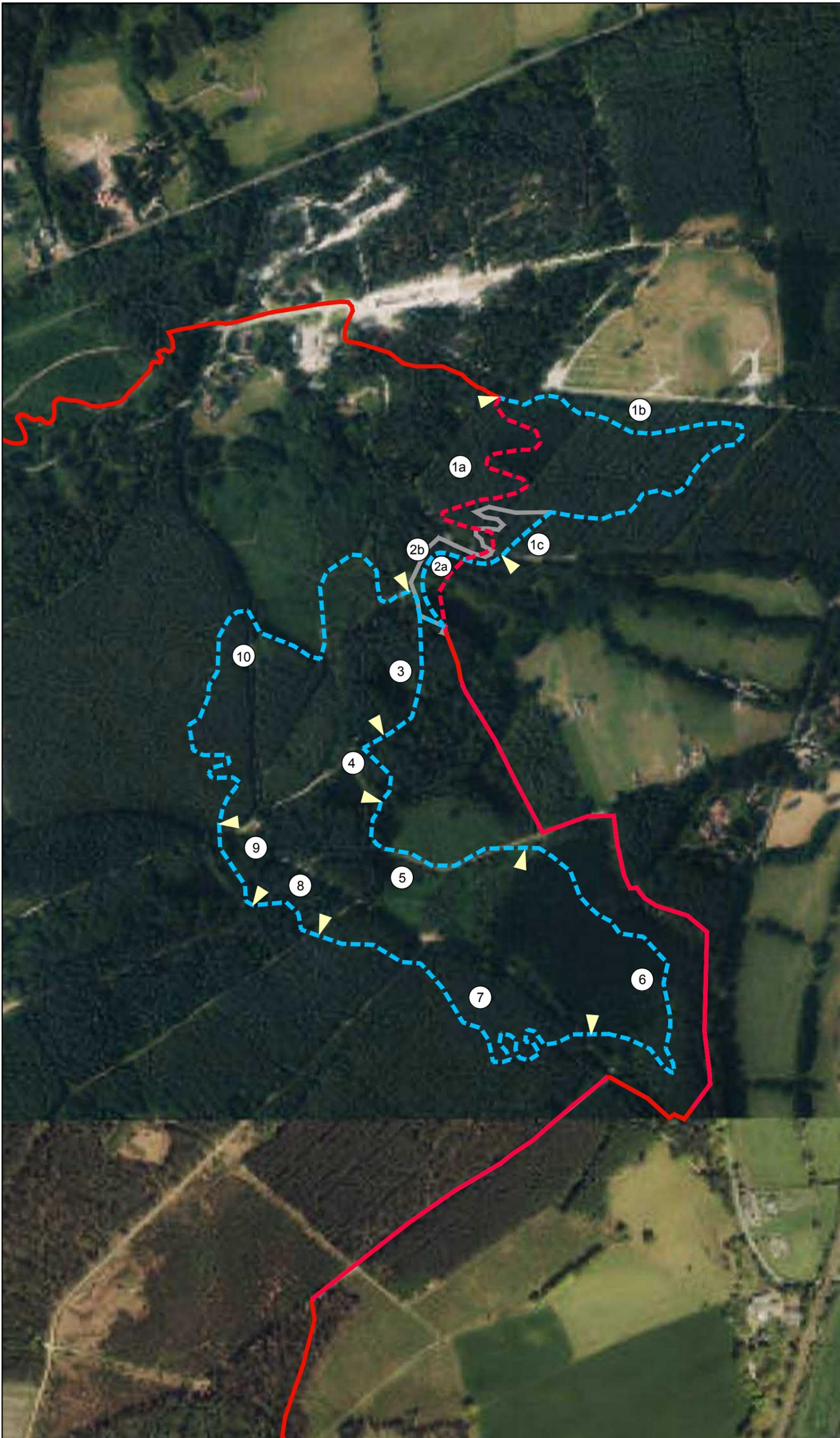
NOTES / REVISIONS:

Key: **Appendix 2**

-  Existing Red MTB Route
-  Proposed MTB Trail Enhancements
-  Proposed New Blue MTB Route
-  Proposed decommissioning of existing sections of Red MTB Route

Key to numbering on plan:

- 1a Purpose built single track red grade, allows long term alteration the first section of Follow the Dog to a blue singletrack trail.
- 1b This is the existing FtD red trail. This will be upgraded to blue singletrack grade.
- 1c Purpose built single track blue trail exiting on to forest road, including some form of corral for safe join.
- 2a Purpose build blue grade single track trail, and bridge crossing water course.
- 2b Widen causeway to 6-8m allow spectators, event set up and safety traffic. Post games enable improved and safer visitor management.
- 3 Purpose built section of blue single-track running parallel to spectator route/green trail (Fairoak).
- 4 Upgrades to dam/bridge.
- 5 Purpose built single track blue trail.
- 6 Purpose built single track blue trail.
- 7 Purpose built single track blue trail. In two separate blocks, crossing the tramways.
- 8 Purpose built single track blue trail. Crossing green trail and joining dam.
- 9 Dam/Bridge
- 10 Purpose built single track blue trail. Slightly revised to avoid sensitive wildlife.



PRELIMINARY



FOREST DISTRICT:			
Central England			
JOB TITLE:			
Cannock Chase Forest Commonwealth 2022			
DRAWING TITLE:			
Existing & Proposed MTB Routes Proposed Legacy			
SCALE:		PAPER SIZE:	
1:5000		@A3	
Revision:	Drawn by:	Checked by:	Date:
P03	GAEK		10/02/2020

Drawing No: **FE-CAN05-SK06**

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Commonwealth Games 2022 & Cannock Chase Forest

- A unique legacy to benefit the residents of Cannock Chase

1. Purpose

Hosting the Mountain Biking finals of the Commonwealth Games 2022 at Cannock Chase Forest provides a once in a lifetime opportunity for Forestry England and Cannock Chase Council to work together. With your support the Games will deliver a much needed economic boost to the area and will also leave a lasting legacy of increased participation in cycling for the residents of Cannock Chase. This paper highlights the benefits of your investment to this lasting legacy.

2. Inspiring and keeping the residents of Cannock Chase Healthy - a shared goal.

'Working with partners to support residents and communities to take control of their health and wellbeing' is a core mission behind the Health & Wellbeing Strategy for the Council.

The latest District Needs Analysis (2019/20) confirmed that 28.2% of residents aged 16+ were physically inactive - a level above the national average (25.1%). 74% of adults aged 18+ were classed as overweight or obese in 2017-2018 an increase on previous years and close to the highest in the West Midlands. The prevalence of excess weight among both Reception aged children and Year 6 children resident in the District was above the England average. The Health Impact of Physical Inactivity Indicator estimates that around 20% of emergency hospital admissions for coronary heart disease and colorectal cancer in Cannock Chase if the population aged 40-79 undertook recommended levels of physical activity. This Project can help to address these local health priorities.

Over the course of recent decades, the potentially beneficial legacy impacts of mega-sport(s) events have been recognized by researchers, practitioners and policy makers. In particular one prospective and healthful legacy impact is that of increased levels of physical activity and sports participation by the host population¹.

Our challenge with this Project is to ensure that the Commonwealth Games event not only inspires a generation but also leaves a lasting legacy.

¹ Source – Was Glasgow 2014 inspirational? Published research paper Feb 2019.

3. Responding to the local needs of Cannock Chase residents

We have responded to feedback from our visitors and the local community and included the following elements in the Project;

- ✓ The creation of a new and innovative cycle/play facility targeted at families and encouraging cycling play through a fun cycling pathway.
- ✓ The development of a technical Blue Grade Mountain Bike Trail (the trail to be adopted for the Games) which meets the demands of both experienced and novice off-road bike riders offering progression to keep visitors returning and enjoying their cycling.
- ✓ Establishing Cannock Chase Forest as a centre of excellence for off-road cycling in the West Midlands. Supporting training and coaching for all levels of ability
- ✓ A campaign to promote responsible riding away from the more sensitive areas of the Chase.
- ✓ Working closely with Cannock Chase Councils new district wide health improvement programme - 'Cannock Chase Can', Forestry England will work with the Community Wellbeing team to develop an exciting new health programme for residents focussing on local delivery of the Government's Child Obesity Action Plan.
- ✓ Expand our community engagement activities through the Active Forests programme - an example of this being 'Chase Fit Cycling' using cycling as a key activity linking with the Inspiring Healthy Lifestyles programme.
- ✓ Provide the highest quality - traffic free - cycling experiences open to all 365 days / year.

4. Partners and Financial Shortfall

The total cost of the Project is estimated at **£912,000**. We have been awarded £500,000 from the British Cycling / Sport England 'Paces to Ride' fund. Forestry England is contributing £180,000 in cash. We have secured funding from Birmingham City Council and the CWG Organising Committee for £132,000 leaving a **shortfall of £100,000 to make this exciting project a reality.**

We are also in discussion with Staffordshire County Council over this shortfall.

As project partners you would be directly involved in both project delivery for the Games and also in working with us on leaving a lasting legacy for your residents.

For additional information on the financial breakdown, project management and timescales please contact either;

Paddy Harrop - Forest Management Director, Central England - Tel 07748182273 or paddy.harrop@forestryengland.uk

Or

Sarah Walker - Recreation Manager, Central England - Tel 07824462107 or sarah.walker@forestryengland.uk