

Report of:	Head of Environment & Healthy Lifestyles
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Portfolio Leader:	Housing, Heritage & Leisure
Key Decision:	No
Report Track:	Cabinet: 10/06/21

Cabinet
10 June 2021
Cannock Chase Wayfinding Demonstration Project

1 Purpose of Report

- 1.1 To advise Cabinet of the success of this Council's involvement in a partnership funding bid to Sport England totalling £199,050 for the delivery of a Cannock Chase Wayfinding project.

2 Recommendation(s)

That Cabinet

- 2.1 Note the successful partnership funding bid to Sport England and confirm agreement to the Council's future involvement in this project.
- 2.2 Delegate authority to the Head of Environment and Healthy Lifestyles in consultation with the Portfolio Leader for Housing, Heritage and Leisure to enter the Council into any agreements required to release the secured funding and to manage the Council's input into the delivery of the project.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 Together Active in partnership with Cannock Chase District Council and Staffordshire County Council and other partners have been awarded a grant of £199,050 from Sport England's Wayfinding Demonstration Fund.
- 3.2 The focus of the project is in Hednesford North which experiences high levels of health inequality. The core outcomes for the target audience will be increased physical activity, through enabling easier increased distance walking, increased

access to Cannock Chase ANOB and improved mental and physical wellbeing through connection to place and nature.

Reasons for Recommendations

- 3.3 To enable to the Council to continue its involvement in the partnership project, led by Together Active and to build on the Council's legacy objectives linked to hosting the Commonwealth Games mountain biking event.
- To enhance and improve the infrastructure in the district by providing new and improved accessible trails that will increase participation in walking and other activities.
 - To improve the health and wellbeing of our residents and engage and encourage community involvement and connectivity with our beautiful natural environment and open space.

4 Relationship to Corporate Priorities

- 4.1 This project links to the Council's Corporate Plan 2021-24 and in particular the Supporting Health and Wellbeing priority.
- Encouraging and supporting people of all ages to have active and healthy lifestyles to improve and maintain their physical and mental wellbeing:
 - Maintain and improve our green spaces and countryside so that they remain attractive and enhance our quality of life.

5 Report Detail

Background

- 5.1 Together Active in partnership with Cannock Chase District Council and Staffordshire County Council and other partners have been awarded a grant of £199,050 from Sport England's Wayfinding Demonstration Fund.
- 5.2 This award is not linked directly to the Commonwealth Games Birmingham 2022 legacy funding, but it was a solicited bid specifically targeted at Cannock Chase to ensure a wider and lasting benefit to our residents and local communities is achieved from the Games.
- 5.3 Together Active are the Accountable Body and will manage and deliver the project collaboratively with a number of partners including Council officers who will attend the Project Board, Inspiring Healthy Lifestyles who will lead on the community engagement work and Staffordshire County Council's environment teams will lead on the physical infrastructure improvements.

The Project

- 5.4 The aim of this wayfinding project is to connect local communities actively and emotionally from the Hednesford North Ward to Cannock Chase via the existing Chase Heritage Trail using innovative and community co-designed wayfinding tools, physical infrastructure improvements and engaging digital content.
- 5.5 Hednesford North experiences high levels of health inequality and the core outcomes for the target audience will be increased physical activity through increased distance walking, increased access to Cannock Chase ANOB and improved mental and physical wellbeing through connection to place and nature. If successful there may be the opportunity to replicate the work north of the district and connect communities from Rugeley to Cannock Chase.
- 5.6 The route will incorporate artistically co-designed rest stops inspired by the natural beauty of Cannock Chase to support people with mobility issues, long term conditions and young families; to reduce access barriers, aid progression and build confidence through goal setting. The rest stops will be co-designed through active engagement with community groups and the active engagement of the community is embedded throughout the project.
- 5.7 These rest stops will also incorporate distance way markers, with embedded digital QR codes, to measure increases in distance walked and provide personal fitness targets. Each of the QR codes will be interactive and themed.
- 5.8 For example, one of the themes will incorporate living histories and sites of historic interest, including Brindley Village site, Cannock Museum and RAF Hednesford Camp.
- 5.9 The QR codes will link to the new Cannock Chase Can app and will incorporate several wellbeing challenges and goal setting tools for this project.
- 5.10 The project will work with a range of local community groups and organisations including, local primary schools, Hednesford Valley High SEND School, Catherine Care, local sheltered housing, and Friends of Hednesford Park.
- 5.11 Wayfinding signage, QR codes and interpretative signs will also help educate people about where to go and how to behave responsibly to protect the biodiversity of the land and the Special Areas of Conservation. Where appropriate, signage will be consistent with any improvements made on the Chase Heritage Trail signage, as part of the Council's preparations for the Commonwealth Games.
- 5.12 A Habitat Regulation Assessment will be carried out before any infrastructure work begins.
- 5.13 Capital infrastructure improvements will be made to the Toc H Trail on Marquis Drive to ensure it is fully accessible for people with mobility issues and wheelchair friendly. The car park will be resurfaced and will provide a dedicated blue badge parking area. The viewing platform for wheelchairs will be redesigned with user groups.
- 5.14 All infrastructure signage, wayfinding and carved rest stops will incorporate the new Cannock Chase brand guidelines, including improvements to Brindley Heath Car Park entrance/exit barriers.

- 5.15 There is provision within the project to evaluate the success of the wayfinding through measuring the utilisation of the trail prior to and after the project completes.
- 5.16 The project will start during Quarter 2 of this year and be completed in the Summer of 2022 before the Games start in July 2022.

6 Implications

6.1 Financial

There are no direct financial implications arising from this report.

6.2 Legal

None.

6.3 Human Resources

None.

6.4 Risk Management

As part of the funding application and management of the project, Together Active have identified the key risks and mitigating measures associated with delivery of this project.

6.5 Equality & Diversity

None.

6.6 Climate Change

There are indirect benefits which may result from the project, if successful, as more people will be encouraged to connect with nature, with the potential to increase general awareness of Climate Change and ecology. In addition, it will also encourage more people to walk or ride onto Cannock Chase, rather than drive onto it in private vehicles.

7 Appendices to the Report

Appendix 1: Cannock Chase and Hednesford North Ward Wayfinding Plan

Previous Consideration

None

Background Papers

Sport England Funding Application

