

17th March 2022

Dear Councillor,

A Meeting of the Regeneration and Community Committee will be held at **6:00pm on Tuesday 22nd March 2022** at Pye Green Community Centre.

You are invited to attend for consideration of the matters shown on the attached agenda.

Members of the public can attend the meeting in person and also have the option of joining remotely via the Zoom link. Members of the public may ask questions in the public participation section of the meeting only.

Join Zoom Meeting link:

<https://us02web.zoom.us/j/85728813170?pwd=Yzg0R3Fjd1g0OWR3UzBXUndJOUdEZz09>

Meeting ID: 857 2881 3170

Passcode: 483773

Yours sincerely

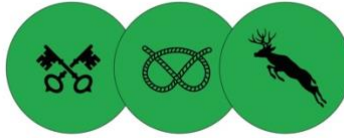
Michelle Baker
Operations and Regeneration Manager
Proper Officer and Clerk

PUBLIC PARTICIPATION

Members of the public are invited to address the Council and ask questions before the meeting begins.

Additionally, County and District Councillors and local PCSO (if present).

Hednesford Town Council



Gateway to the Chase

HEDNESFORD TOWN COUNCIL
REGENERATION & COMMUNITY COMMITTEE MEETING

TUESDAY 22ND MARCH 2022, 6PM

*To be held at Pye Green Community Centre, Bradbury Lane, Hednesford
The public are invited to attend the meeting in person and by Zoom
The meeting will live stream on the Council Facebook page*

AGENDA

Public Participation

1. Apologies
2. Declarations of Interest
3. Hednesford Life Magazine – content / advertising / distribution
4. Wayfinding signage (enclosed pages 3-10) – recommendation for Full Council
5. Market – update and plans for 2022
6. Armed Forces Day

To resolve that the public be excluded from the meeting due to the confidential nature of the business to be transacted.

7. 2022/23 HTC budget adjustments – commercially sensitive and confidential items for discussion

Report To:	Full Council	Date:	22/3/22
Title:	CIL Wayfinding Project		
Anticipated Time:	10 Minutes	Action:	For Decision
Confidentiality:	Public	Priority:	Low Priority

Summary
<p>Hednesford Town Council is a Partner involved with the Cannock Chase Wayfinding Demonstration Project funded by Sports England – Together Active along with Staffordshire County Council, Cannock Chase District Council and Inspiring Healthy Lifestyles to encourage active travel, in particular from the Hednesford North Ward, on to the Chase along the Heritage Trail to Marquis Drive and the Toc H all ability trail. This is an opportunity to work with these partners to place direction, information and orientation boards at strategic locations in the town and on the route from Marquis Drive to encourage us of the trail both for active travel to the Chase and visitors from the Chase to come to our town and supplement the circa £200K grant pot with CIL funds to benefit the town in to this project.</p>

Recommendation(s)
<p>It is recommended that Council authorise the use of up to £16,000 of CIL monies to purchase and place up to six orientation boards and placed in Anglesey Street car park close to Station Café, Victoria Street Car park near Hednesford Bingo, Victoria Street bus shelters, Brindley Heath Road Car Park, Marquis Drive Visitor Centre and one other location if landlords permission can be agreed at Birches Valley Visitor Centre</p>

Relevant Issues and Implications	
Financial	This will use £16,000 of CIL funds
Value For Money	This will encourage the two way traffic of people to an important visitor destination and link our town in a

	more structured manner to the Chase and encourage visitors to Hednesford as well as Hednesford residents using the Chase for recreational purposes
Risk & Control	These are additional assets to be controlled by the Council and will require some ongoing maintenance and repair commitments
Health & Safety	No relevant issues or implications identified
Legal	Landlord permission will be needed from Cannock Chase District Council, Staffordshire County Council and the Forestry Commission to site the boards in preferred locations
Human Resources	Whilst no additional resource or issues are identified it would become a more immediate priority
Equal Opportunities	No relevant issues or implications identified
People (Public, Centre Users and Councillors)	This would increase the use and access by residents and visitors to the Chase and the Town via the Heritage Trail

1.	Introduction
1.1	Attached as an appendix is an outline of the Together Active Wayfinding project
1.2	Working as a partner to this project we can build a greater impact to our draw as a visitor destination as well as promoting the active travel and health benefits for residents of visiting the Chase through walking and cycling.
1.3	This project gives us an opportunity of the confluence of a number of the Council's priorities to deliver further positive change for our community. With the regeneration of the town through increased footfall to the Town Centre, the promotion of the town destination locations outside the town centre, promotion of a more active lifestyle for residents, use of the

	heritage trail as an important route in to and out of the town, delivery of the objectives of the declaration of Climate Emergency from 2019.
1.4	Guiding people towards the routes the benefits and the activities/events of the town is an important element of engagement through the Visit Hednesford brand and ensuring the widest possible access to the community for all the positive changes we are effecting for the town. Orientation boards are a proven method of communication to compliment our strong online presence and magazine production which will help build the thriving, vibrant town our community deserves.
2.	Proposal
2.1	To purchase and site, subject to landlord consent up to six triple style orientation and interpretation boards in a style and construction sympathetic with the Together Active project and other boards use by stakeholders and to weave the Visit Hednesford brand in to the work of the other stakeholder contributions to the Wayfinding project.
2.2	The triple boards would incorporate a panel as a notice board which would need to be available for short term notices, event and activity promotion. A second panel would be designed to the specific location and the content vary with the location for example a list of shops and businesses in the Town Centre, wildlife or local environment information, broader visitor/destination infographic etc. The third panel would be a wider geo-location board showing a "you are here" in relation to other key visitor, route or destination points. We would also incorporate the use of QR code scanning to allow links to our website and/or Together Active and/or Cannock Chase Can App interaction which will ensure up to date information can be accessed.
2.3	These boards are circa £2,000 each depending on supplier and will also need some design and development work

2.4	<p>The list of suggested locations</p> <ol style="list-style-type: none"> 1. The pedestrian exit to the car park from Anglesey Street adjacent to the Station Café facing Market Street 2. The Tesco side of Victoria Street bus stations adjacent to the pedestrian exit from Tesco 3. The CCDC car park boundary to the Aldi car park adjacent to Hednesford Bingo 4. The vehicle entrance to the Brindley Heath Road car park along the Heritage Trail 5. The visitor centre area of Marquis Drive 6. The visitor centre area of Birches Valley <p>Alternative locations might include</p> <ol style="list-style-type: none"> 7. The corner of Victoria Street and Market Street near the tiered planters 8. West Midlands Retail Outlet Village 9. A reciprocal or shared posting in Rugeley Town Centre or other parishes (Cannock Wood for Castle Ring/Nunswell)
2.5	<p>Each location would need landlords permission and it will need to be confirmed if planning consent is needed, however as part of the Wayfinding Project a number of these are stakeholders to this project and supportive of linking up the investments.</p>
2.6	<p>If we are able to act quickly there is no reason that this could not be completed to take advantage of the increased visitor numbers to Cannock Chase linked to the Commonwealth Games in August this year.</p>
3.	Options
3.1	<p>Proceed with orientation/interpretation boards as proposed in this paper at up to six locations</p>
3.2	<p>Not proceed with this project</p>
3.3	<p>Review and scope a more extensive electronic/online orientation board approach circa £100k project</p>
3.4	<p>Consider a wayfinding “discs” approach</p>

4.	Conclusion
4.1	Whilst there are a number of approaches that could link the Visit Hednesford brand to the Together Active wayfinding project the use of interpretation/orientation boards is the most aligned to the success of both the Wayfinding Project and the objectives of the Town Council
4.2	The two other alternative action options would either prove too expensive and need a whole infrastructure to implement or not link clearly enough to encourage the two way active travel to and from the Chase
5.	Recommendation(s)
5.1	Allocate £16K of CIL funding to produce and site up to six boards linked to the Together Active Wayfinding Project ahead of the Commonwealth Games coming to the area in August 2022

Appendices
Cannock Chase Wayfinding Project Summary The wayfinding evaluation and project plan can be provided upon request

For more information on this proposal please contact:
Paul Woodhead 07930 120077 paul.woodhead@hednesford-tc.gov.uk

Cannock Chase Wayfinding Demonstration Project Sport England Funding

At the end of December 2020 Together Active were solicited by Sport England (SE) to put in a bid to their Wayfinding Demonstration Fund. This was not direct Commonwealth Games Legacy funding, but it was specifically targeted at Cannock to ensure a wider benefit to local communities. We are the lead organisation, but the application was a collaborative approach and SE have awarded us **£199,050** to deliver the Cannock Wayfinding Demonstrator project with our partners.

Hednesford North is a ward in the Cannock Chase District which experiences high levels of health inequality. **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 Heritage Trail using innovative and community co-designed wayfaring tools, physical infrastructure improvements and engaging digital content. The core outcomes for our target audience will be increased physical activity through increased walking distance, increased access to Cannock Chase and improved mental wellbeing through connection to place and nature.

Although housing estates abut the southern edge of the AONB access routes onto the Chase are limited. Local residents have said they did not know the Heritage Trail existed or did not know how to get onto the trail due to lack of signs. This community particularly feels a lack of ownership and connection with Cannock Chase as it is perceived as a place for walkers, cyclists, and horse-riders from higher socio-economic groups.

The distance is approximately 2.5 miles from the interactive section of the Heritage Trail to Marquis Drive and Cannock Chase Visitor Centre an important hub for the Chase. It is also the location for the Toc H trail. 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 Toc H Trail is designed to be wheelchair friendly, but it needs upgrading to be fully accessible. **Improvements to the Toc H trail and additional rest stops would provide a much-needed trail for people with disabilities and long-term health conditions to access the health benefits of Cannock Chase too.** The original signage for the trail is worn, very difficult to read and no longer fit for purpose. This project would provide welcoming and interpretive signs and provide a dedicated blue badge parking area. The viewing platform for wheelchair users is also in a poor state and has no shelter, seating, or interpretive signage so the project will address these needs.



Co-produced digital content and themes

The rest stops will incorporate distance way markers with embedded digital QR codes to measure increases in distance walked and provide personal fitness targets. Codes or the use of a holding page from a single code would direct people to different interactive content and a variety of themed trails on the same route, appealing to different audiences. The digital content will be able to change over time and with the seasons for example, so the trail is constantly evolving. Cannock Chase District Council (CCDC) have developed a new Cannock Chase Can app and this will incorporate several wellbeing challenges and goal setting tools for this project.

The project will also aim to connect local people emotionally to the place through themed digital content which will highlight sites of historic interest and living histories. Brindley Village site, Cannock Museum (tells the history of local mining in the area), and RAF Hednesford Camp are all located on or near to the proposed route to Marquis Drive. Brindley Village first existed as a Military



Hospital during the Great War and then as a village for miners working at the pit in Hednesford but now it is totally overgrown and only the foundations and some areas of brick remain.

Cannock Chase is a stunning natural and bio-diverse landscape. Local people should be able to feel that “Cannock Chase is for me” and is an innate part of their lives but it also needs protecting, so raising awareness and appreciation for this

nationally important landscape as well as educating people about where to go and how to behave responsibly will be another element of this project using wayfinding signage, QR codes and interpretative signs.

The forthcoming 2022 Commonwealth Games features the Mountain Biking competition on the Chase, will also provide a great platform for physical activity. This project offers a unique opportunity to leave a meaningful legacy from the Games to local people.

A large part of this project will be to ensure community engagement and co-design from the outset. This will include workshops with local artists, sculptors, historians, and other content creators to design both the interactive themes and digital content but also the rest stops, interpretive signage, and the new lookout platform on the Toc H trail.

The community will decide the interactive content and themes, but options include:

- Different activity levels, intensities, challenges
- Mindfulness and nature appreciation
- Children’s interactive adventures
- Environmental and biodiversity understanding
- Sites of historic interest and living histories
- Creative including art, poetry, woodcraft, and ceramics

We will set up a residents digital/online forum on social media aligned with Together Active’s My Way approach which will enable us to test our approach and messages as we go and provide us with iterative learning.

Partners

Together Active will be the accountable body and will coordinate and manage the project through the project steering group and project plan. The key partners for delivery locally and leading the community engagement work will be through **Inspiring Healthy Lifestyles, Cannock Chase District Council and Hednesford Town Council. Staffordshire County Council** environment team will lead on physical infrastructure improvements to Toc H trail and car park as well as the enhanced visitor experience work at Marquis Drive and Cannock Chase Visitor Centre as part of the Masterplan for the area. **Cannock Chase AONB Partnership** will advise on conservation and destination branding and messaging.