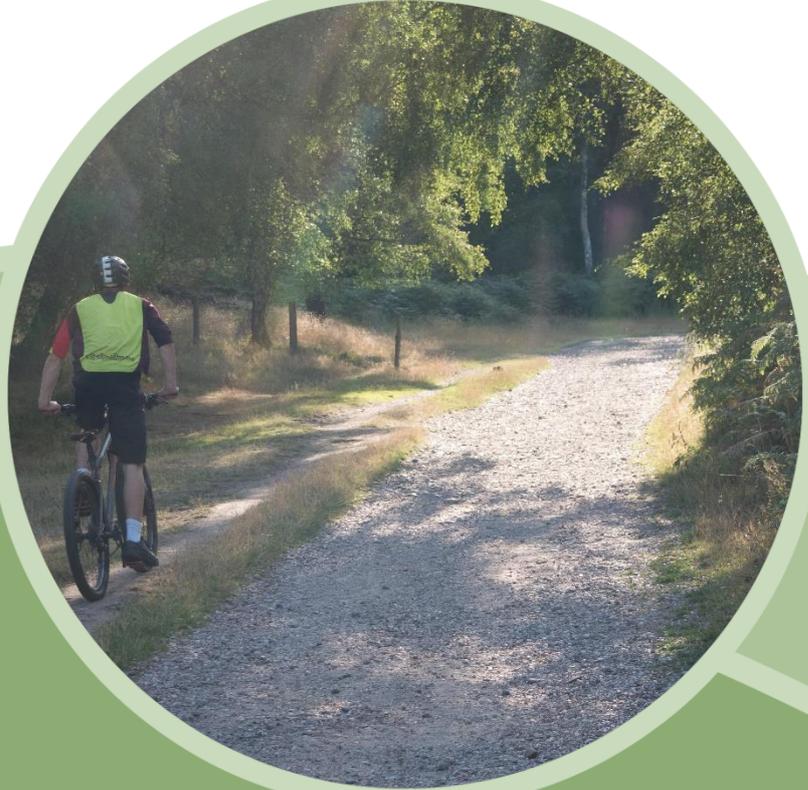




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The Cannock Chase Special Area of Conservation (SAC), Strategic Access Management & Monitoring Measures Detailed Implementation Plan: Site User Infrastructure, Education and Engagement

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Summary

This plan, commissioned by the Cannock Chase Special Area of Conservation (SAC) Partnership, sets out to provide and improve recreational use in the future at Cannock Chase (across the AONB) without compromising the nature conservation, archaeological, geological and historic interest of the site. The plan is informed by visitor survey work and an evidence base report and is in accordance with the policies set out in the Cannock Chase AONB management plan (2014-2019).

With increased housing development in the wider vicinity and a growing human population, recreational use is predicted to increase. Cannock Chase plays an important role in providing expansive greenspace for recreation and this brings a range of economic and social benefits. There is a need to meet and provide for increasing recreation demand while in the long-term ensuring that impacts due to visitor pressure are managed in a sustainable way that enhances the experience for people and nature. With a range of different organisations who own and manage Cannock Chase, it is important that there is some consistency across the SAC and a shared understanding of the issues and long-term solutions. Our recommendations provide a series of suggestions for landowners and other relevant management organisations and cover the following:

Directing visitors

- Road signs
- Way-marked and promoted routes
- Diverting users/closing desire lines

Enhancing infrastructure

- Renovation of Marquis Drive visitor facilities
- Path improvements/routes
- New Routes

Raising Awareness

- Face-to-face visitor engagement
- Digital communication
- Dog walking related
- Working with volunteers
- Interpretation
- Education

Monitoring

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The plan will ensure visitor flows are easier to manage, less dispersed, focussed in the less sensitive areas and will improve the experience for visitors.

A separate plan, produced to dovetail with this report, addresses car-parking management. The implementation of both plans will need to take place in parallel with a range of ongoing management and other works, undertaken by a range of organisations across different land holdings. Implementation will need to dovetail with many other considerations and priorities, requiring flexibility and buy-in from all involved. A flexible approach to implementation will ensure efficiency and integration with other activities.

As such this plan does not limit relevant organisations from undertaking access management and engagement work outside the scope of this plan. However, in these cases, the responsibility to ensure that such works will not themselves result in addition likely harm to Cannock Chase SAC would be the responsibility of organisation undertaking the work. Such works would be unlikely to be supported by a financial contribution from the Cannock Chase SAC Partnership.

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1. Introduction

Overview

1.1 This plan has been commissioned by the Cannock Chase Special Area of Conservation (SAC) Partnership and sets out a means to provide for future recreational use at Cannock Chase without compromising the nature conservation, archaeological, geological and historic interest of the site.

The need for a plan

1.2 Cannock Chase AONB is located relatively close to a number of urban settlements including Stafford, Birmingham, Wolverhampton and Walsall. In 2018 there were approximately 406,384 residential properties within a 15km radius of the AONB and potentially around 1 million people¹.

1.3 As an AONB, Cannock Chase is designated for its natural beauty². Cannock Chase represents the largest area of heathland habitat surviving in the English Midlands. Parts of the AONB are designated as being of national importance for nature conservation (as a Site of Special Scientific Interest, SSSI) and of international importance (SAC). The site also supports a number of Annex I bird species, many of which nest outside the boundaries of the SSSI and SAC. These designations and species interest bring particular responsibilities for public bodies and infer strict legal protection.

¹ Assuming an average occupancy of 2.4 people per dwelling, 406,384 dwellings is equivalent to 975,322 people.

² The special qualities of the SAC are summarised in the AONB Management Plan 2019-2024, page 11.

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Figure 1: Cannock Chase is designated as SAC for two heathland habitats: European dry heathland (shown here at Brindley Heath) and also for North Atlantic wet heath with *Erica tetralix*.

- 1.4 Cannock Chase is a popular destination for recreation, with visitors drawn by the landscape, tranquillity and recreational opportunities. The AONB is under the ownership and management of a number of different bodies. Most of the area is owned and managed by Staffordshire County Council (the Country Park which includes the SAC and SSSI), Forestry England (Cannock Chase Forest Estate) and the National Trust (Shugborough Park). Other owners include Staffordshire Wildlife Trust and a number of private landowners.
- 1.5 With increased housing development in the wider vicinity and a growing human population, recreational use is predicted to increase (Liley, 2012). Cannock Chase plays an important role in providing expansive greenspace for recreation, drawing people for a range of activities. The recreational use brings a range of economic and social benefits. There is a need to meet recreation demand and provide for recreation while in the long-term ensuring that the issues associated with high levels of recreation do not cause damage or lessen the experience for other users. There are particular nature conservation issues associated with recreation at Cannock Chase and statutory requirements to ensure impacts from increasing recreation use (associated with local development) do not have a detrimental impact. Furthermore, partners share a desire to work together and to have an agreed, strategic approach to the management of access. In terms of mitigation for new development on the SAC, the local authorities surrounding the SAC have been collecting developer contributions from new

development in order to fund necessary measures – referred to as Access Management and Monitoring Measures (SAMMM).

- 1.6 In the absence of any plan, there is the risk that Local Planning Authorities will be unable to mitigate for new residential development and therefore fail to comply with the Habitats Regulations (2017, as amended). In addition, landowners and those responsible for looking after Cannock Chase are likely to increasingly struggle with the issues associated with increasing visitor numbers.

The car-park plan and background evidence

- 1.7 Another plan – a car-park plan – has been produced alongside this document and the two plans complement each other. As most visitors arrive at the site by car, the car-park plan sets out long term measures to manage the entry points where people start their visit. The site user plan focuses on the on-site management of access, for example visitor engagement.
- 1.8 Much of the background and evidence that underpin both strategies is set out in a separate evidence-base report (Panter *et al.* 2018). This evidence base includes car-park counts, interviews with stakeholders, audits of current infrastructure and sensitivity mapping to highlight which areas of Cannock Chase are most sensitive to recreation impacts (in terms of heritage, topography and ecology). We also draw on the results of visitor surveys that were conducted during the summer, autumn and winter of 2018. The recommendations within this document are in accordance with the Policies described within the Cannock Chase AONB Management Plan 2014-2019 and will assist with the delivery of Action A10.

2. Scope and context

Geographic scope

- 2.1 The plan relates to the Area of Outstanding Natural Beauty (AONB), the boundary of which (see Map 1) encompasses the SAC and other key areas of focus. The primary focus of the plan is to provide mitigation for the SAC, and therefore the focus is very much on the SAC, however the whole of the AONB is relevant as few visitors will be aware of the delineation of the SAC on the ground. Visitors come to Cannock Chase and any coherent, strategic approach to recreation management needs to be at the AONB scale.

Timing

- 2.2 The plan covers a ten-year period post its adoption, with a review 5 years after its adoption, potentially around 2025.

Who the plan is for

- 2.3 Whilst the production of this plan has been commissioned by the Cannock Chase SAC partnership, the plan is for everyone who has an interest in recreation within the AONB, including those people who come to Cannock Chase, landowners, organisations and businesses helping to deliver recreation services. The plan is closely linked to the Cannock AONB Management Plan (2019-2024) and the theme of Experience and Enjoyment³.

Key context

Types of recreation

- 2.4 The plan content relates to the management of recreation on-site. Activities that take place at Cannock Chase are summarised in Figure 2.

³ See <https://cannock-chase.co.uk/wp-content/uploads/2019/10/AONB-Cannock-Chase-Management-Plan-2019-24.pdf> and the objectives relating to treading lightly in the Chase and A greener experience.

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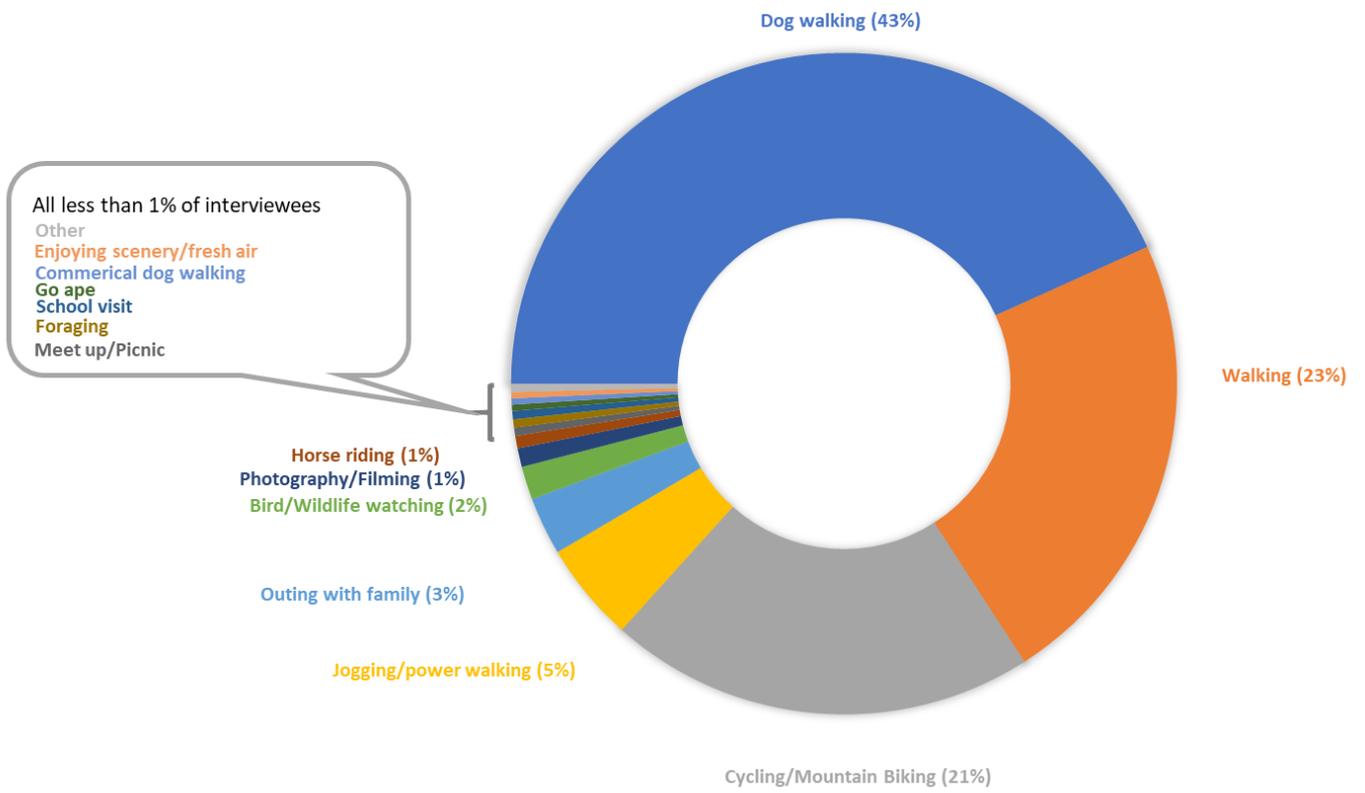
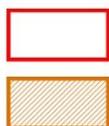
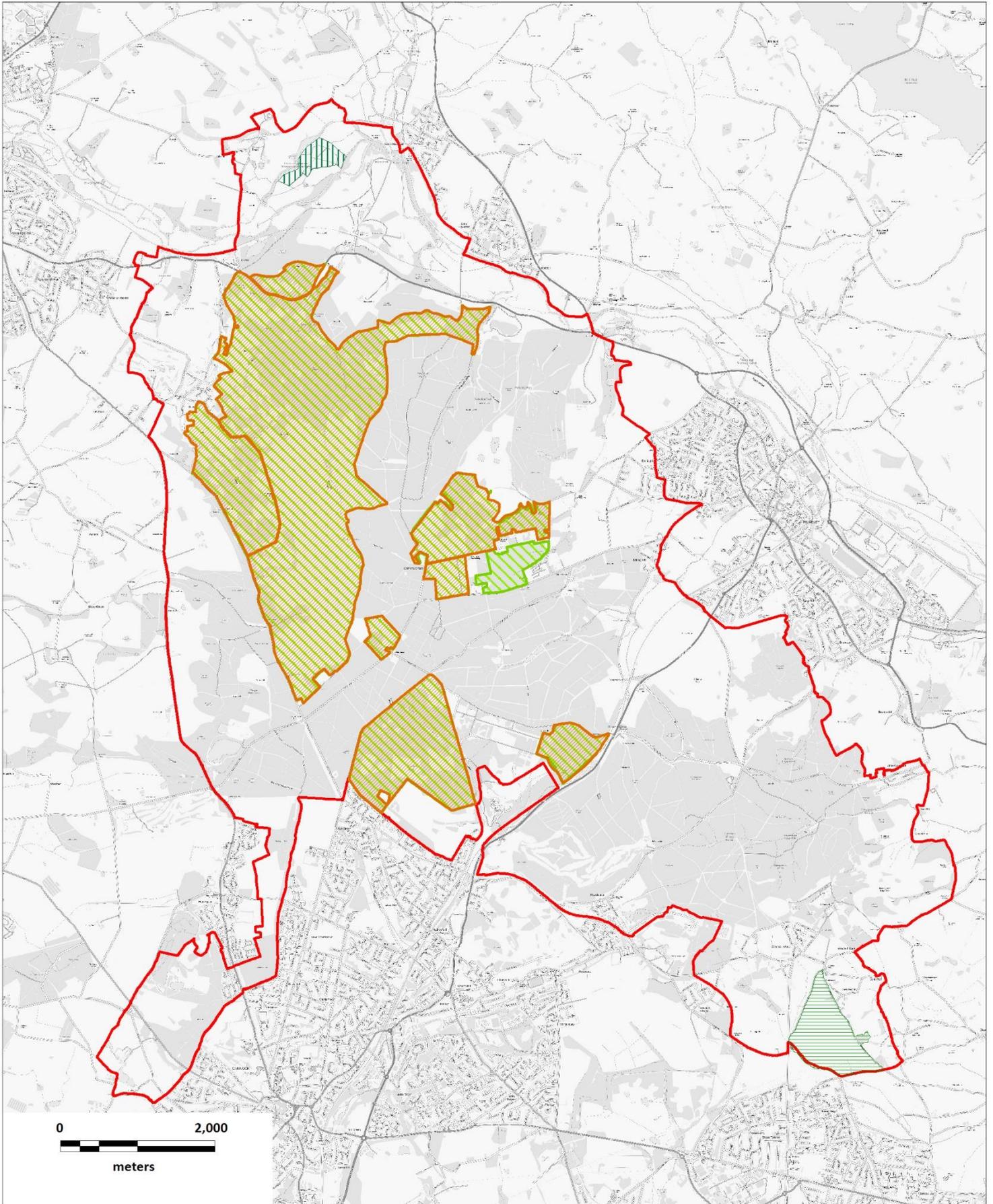


Figure 2: Percentage of interviewees undertaking different activities; from 2018 visitor survey, all interviews.

Map 1: Overview



Cannock Chase AONB

Cannock Chase SAC

SSSIs



Cannock Chase



Gentleshaw Common



Rawbones Meadow

3. Plan aims and objectives

Aims

3.1 The overarching aim for the plan is to:

Manage recreation at Cannock Chase to provide for increasing future recreation use without harm to the sensitive nature conservation, landscape and heritage interest.

3.2 Secondary aims are to:

- Facilitate enjoyment of the countryside so that all feel welcome and have the opportunity to participate in recreational activities that enhance the quality of their lives;
- Ensure recreation use is sustainable and management measures can be delivered in the long term;
- Create a visitor experience befitting a nationally important landscape.

Objectives

3.3 These aims can be achieved through the following objectives:

1. Direct access away from sensitive areas, limiting the spread of access and ensuring use is focussed at particular locations;
2. Provide high quality, well designed routes, facilities and opportunities for different activities, focussed in the non-sensitive areas;
3. Ensure visitors have clear guidance as to where to go and how to behave;
4. Raise awareness that Cannock Chase is important for nature conservation and that recreation use can damage sensitive features;

4. Detailed recommendations

4.1 In this section we set out the detailed recommendations, with suggestions structured under the following headings:

- Enhancing infrastructure
- Directing visitors
- Raising Awareness
- Monitoring

4.2 Recommendations are listed in detail in Appendix 1, which provides a prioritised list of all interventions proposed.

Enhancing infrastructure

4.3 Four 'special projects' are included in this section; these each relate to discrete parts of the AONB where there is potential for infrastructure work to provide further mitigation of visitor impact to Cannock Chase SAC. Broad areas for these special projects are shown in Map 2; all areas are outside the SAC and will provide for new recreation facilities away from the most sensitive parts of Cannock Chase. Each project requires further consideration and planning, and there are not currently any SAMMM funding available/allocated to facilitate these changes. All projects could involve major infrastructure that, in the long term, could generate income for the relevant parties. As such, the potential for mitigation should be carefully assessed once more detailed plans are available.

Special Project: Birches Valley

4.4 The Forestry England visitor facilities at Birches Valley could be further improved by increasing the play offer, improvements to the visitor toilets and the potential for a new visitor centre. These may improve the ability of Birches Valley to attract and contain future visitor growth to Cannock Chase in low sensitivity areas.

Special Project: Forestry England Land South of A460

4.5 The Forest Centre, at Cannock Chase Forest owned by Forestry England, is the main hub on Cannock Chase for visitors engaging in mountain biking, adventurous activity and play. Increasingly mountain bikers are riding off dedicated and purpose built trails exploring other areas of the Chase (off-piste) for their activity where it is not controlled and ecological sensitivity is

high, for example within the SAC. A substantial proportion of mountain bikers are arriving and parking at a pump station, where land ownership is unclear, off the Rugeley Road (A460). This is mainly to access the beginning of 'the Monkey Trail' for single-track mountain biking (without having to ride the initial phase of the trail which begins at the Forest Centre), and also means they avoid paying any car-park charges.

- 4.6 Focussing mountain biking south of the Rugeley Road would /could be beneficial as the 2018 visitor survey showed that visitors to Cannock Chase (bikers and walkers) rarely penetrate into Cannock Chase SAC if they park south of the A road. There is scope to investigate the potential to create a purpose built visitor hub south of the A460, linking to areas specific for bikers and separate areas where the activity is restricted. A feasibility study could be undertaken to determine the potential of such a project to be delivered in the future. The relevant ecological interest, tranquillity, financial sustainability and statutory designations/protections of the areas being considered will be considered through-out the process.

Special Project: The Museum of Cannock Chase

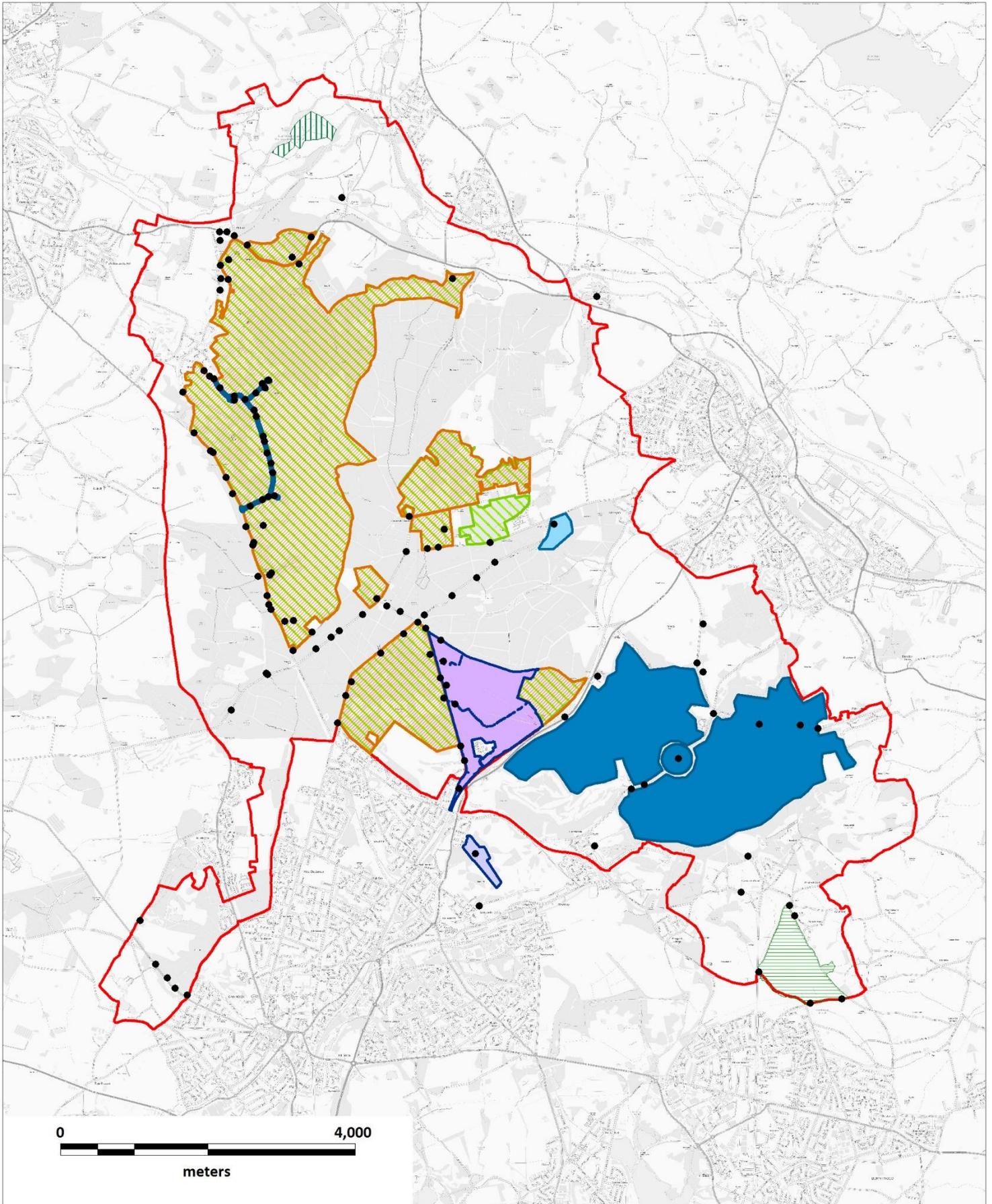
- 4.7 The Museum of Cannock Chase has recently completed a feasibility study to look at the potential to become a southern gateway to Cannock Chase, providing further resources and facilities for visitors which may help reduce pressure (existing and future) on the SAC.
- 4.8 Through this project, the Museum has the capabilities to become a family/community base with a play area and dog park. There is little provision tailored for dog owners on Cannock Chase and the creation of facilities specifically for them which would allow them to enjoy their pets in a way that would not impact upon the SAC should be investigated and potentially supported in the future.
- 4.9 The proposed future improvements to the Museum could also provide substantial opportunity to increase environmental education provision. This could include educating people about good site usage before they may venture onto Cannock Chase itself. The improvements at the Museum will improve its offer to visitors of Cannock Chase and hopefully bring it up towards a similar level to some of the other visitor centres.
- 4.10 Further master planning is required to set out the future direction and as part of that work it will be necessary to consider the implications of

increased recreation use of Hednesford Hills SSSI. Impacts to the SSSI may need to be addressed through SAMMM funding.

Special Project: Marquis Drive Master Plan

- 4.11 Marquis Drive Visitor Centre is one of the key destination hubs within Cannock Chase. However, the existing visitor infrastructure is not sufficient to cope with demand on busy days and the formal car parking capacity is also insufficient to meet current public demand. These issues are likely to be compounded with the predicted future visitor growth. A master plan is necessary to redesign the facilities to ensure the site is both able to deal with increasing visitor numbers as well as to improve its open air recreational offer to allow it to present a better draw for new visitors to Cannock Chase away from more sensitive areas.
- 4.12 As well as the existing Marquis Drive Visitor Centre area (an area of approx. 9.5ha) the masterplan should also consider adjacent land (away from the SAC), as shown in Map 2. The master plan would need to consider the impacts of improving the visitor numbers in the general area, including the adjacent land owned by Cannock Chase District Council. The master planning will also need to consider how car-parking provision could be improved, increased and better incorporated into this site. This would extend to considering the car parks numbered 79-90 within the Car Parking Plan.
- 4.13 The master plan could provide a number of different options which would redesign and re-invigorate Marquis Drive Visitor Centre; increasing its visitor offer so to improve its ability to attract visitor growth away from the more sensitive areas of Cannock Chase. These options would also need to demonstrate financial sustainability and considered any potential impact upon the statutory designations/protections of these areas. Due to the high level of community interest in this area, once potential options have been determined a full public consultation should be undertaken before the most appropriate option to redevelop Marquis Drive is taken forward.

Map 2: Special projects



-  Cannock Chase SAC
-  Cannock Chase AONB
-  Parking locations

- SSSIs**
-  Cannock Chase
 -  Gentleshaw Common
 -  Rawbones Meadow

- Special/discrete projects**
-  Birches Valley
 -  Chase Road (Options Appraisal)
 -  FE land s. of A460
 -  Marquis Drive
 -  Museum of Cannock Chase

Path improvements/routes

- 4.14 Circular routes will be promoted at the main retained car-parks. These will utilise existing paths and will require the existing path network to be rationalised and clear emphasis on particular routes to focus use. These routes will be well maintained and carefully designed to ensure they are clear, easy to follow yet sensitive to the landscape, heritage and nature conservation interest. There is the potential for routes from individual car-parks to also inter-link/connect, providing opportunities for longer circuits or walks that do not start and end at the same location. While it is recognised that a proportion of visitors will not necessarily always follow the marked routes, establishing these will ensure visitors are clear of the 'main' route and can easily follow it. Also, this route will provide a reference point to ensure visitors are less likely to become lost.
- 4.15 Routes could be determined by relevant site managers, in close collaboration with the appropriate key stakeholders, the AONB Partnership and the SAC team. Routes will need to be selected with reference to existing routes (from the visitor survey data), the existing path network and the sensitivity map. The routes will provide for a range of different audiences and activities, meaning that different car-parks will be a focus for different activities. Suggested activities/locations would include:
- Horse Riding: Sherbrook Valley with dedicated horse box parking at Punchbowl car-park and Seven Springs;
 - Dog walking: Marquis Drive;
 - Mountain Biking: Birches Valley and Stile Cop (also Marquis Drive and Moors Gorse);
 - Family cycling/bike hire: Birches Valley, Chasewater and Shugborough;
 - Picnics, barbeques etc: Marquis Drive (subject to masterplan for area), Milford Common (with Marquis Drive potentially the best location for dedicated BBQ facilities);
 - Family activities: Shugborough, Marquis Drive, Birches Valley.
 - Less mobile/limited mobility: Chase Road (depending on options appraisal) and Shugborough;
 - Events: Birches Valley, Wolseley Bridge Visitor Centre, Chasewater and Marquis Drive.
- 4.16 Route lengths aimed at dog walkers are advised to be around 2.5km, for walkers 4.5km, and for cyclists 12km (based on median values from visitor survey). Wherever possible, opportunities to link routes to the wider

bridleway and path network should be sought, allowing visitors the potential to access the site by means other than by car.

4.17 With the interest created by the lead up to the 2022 Commonwealth Games, new cycle routes are likely to be necessary to accommodate the predicted increase in visitors. A new route for families and beginner mountain bikers is a particular need as well as a new singletrack route for more experienced mountain bikers. This would be different to the competition-grade routes purposefully designed for the Games. All new routes created will need to be entirely away from the SAC, avoid the highly sensitive areas shown in the Cannock Chase Sensitivity Map and require consultation with partners for appropriate sensitivities.

4.18 The choice of how the paths are managed will be location specific and a range of options are possible. In most cases existing paths or tracks are likely to require only minor improvements (and these can be identified from path audits currently undertaken by the SAC team). These improvements will involve:

- Good drainage, achieved through lateral ditches, cross-drains and cambers/cross-falls;
- Soil reversal techniques (e.g. using gravel from lateral drainage ditch to create slightly raised path surface) ;
- On some slopes, steps may be required, and – where necessary – these would be timber;
- Chippings, sourced from a local quarry and of a suitable stone type (e.g. sandstone), may be necessary in a very limited number of places, should other options be limited.

4.19 It is a difficult balancing act to accommodate demands for access, provide clear, safe routes for visitors and limit the impacts of footfall (trampling damage, erosion etc.). Path improvements must not harm the nature conservation interest, or have landscape or heritage impacts, for example through inappropriate surfacing or too much infrastructure.

4.20 Climate change will continue to bring particular issues, with changing weather and more extreme weather events. This should be taken into account in the selection of routes and improvements, for example ensuring promoted routes are not unnecessarily exposed to surface water (see Walking-the-Talk 2011 for guidance).

4.21 Regular monitoring of path condition should help prioritise improvements to path sections according to available budgets. Improvements should be

prioritised to those locations where there are public safety issues, risks of erosion impacts to habitats/species/heritage; risks of pollution and where footfall is highest. Over time, the promoted routes should become the main routes that visitors follow and other paths can be allowed to vegetate over (see also section 4.29 about rationalising the path network).

Directing visitors

Road signs

- 4.22 All car-parks will be clearly named and signposted, as set out in the car-park plan.
- 4.23 Car-drivers, some cyclists and the occasional person on foot can access Cannock Chase by road or adjacent paths. Where roads enter the Cannock Chase AONB, road signage should work to create a sense that visitors are crossing a boundary, entering a special place with a particular identity, and also directing visitors to the main hubs. The current signs have been criticised as being too obtrusive and confusing in the directions being indicated⁴ and it is important that signage does not create visual clutter or landscape impacts. In the long-term there is scope for the current road signs to be removed/replaced and an updated design be commissioned. Such changes could coincide with the Commonwealth Games (2022) or the potential installation of new grazing infrastructure in the main part of the site. The AONB Partnership is proposing in its outline Business Plan for 2020-21 to update the AONB Highways Design Guide 2005, which will include recommendations for signage.

Way-marked and promoted routes/locations

- 4.24 At all the main car-parks, including all those car-parks on the SAC, there should be a clear route that is graded, way-marked and commences from the car-park (see 4.14 above). The routes should be circular and an interpretation panel in each car-park should provide orientation, showing the route which should also be promoted (via a range of media, including on the internet) (see para 4.43).
- 4.25 The routes should be described in a standard way across the AONB to ensure users can select the appropriate route, and this approach will need to

⁴ See 7.48 of the evidence base for the site user strategy

be developed with site managers. Each route should be graded, such that it is clear to visitors how long it will take and how challenging the route is. Useful guidance on a standard grading system is provided by Paths for All (2016). They suggest that a system whereby each path should have a path name (and way-marker colour or symbol), path promotion (i.e. a paragraph describing why someone would want to follow the route), a grade symbol, terrain description, distance and time to complete. Named paths could match those used in individual car parks.

- 4.26 Directional signage along promoted routes will be necessary to provide information on where a path goes and how far it is to a given destination. It gives people the confidence to use paths by making them feel welcome and helps them in areas where routes are less clear. As such, good directional signage is crucial to ensure a path fulfils its purpose. Finger posts should be used at the start of routes and then their use limited to selected major path junctions only, as they can be visually intrusive. Away from the car-parks way-marking should be with low wooden posts, potentially with routed and painted arrows (which avoids the use of plastic discs, although these could be an alternative). Guidance on the placement and design of way-markers is provided by paths for all (2018).
- 4.27 It will be important for the way-marking to ensure cyclists and horse riders are clear where they can ride and which paths are not appropriate for cycles. Such way-marking will be important around key mountain bike areas and at locations such as Marquis Drive.
- 4.28 Ideally, directional signage will be standardised across Cannock Chase although this may not necessarily be possible across different land ownership. There may even be merit in having different designs and approaches for different areas, to help create a specific sense of place and help visitors differentiate between areas – for example historic landscapes and open countryside. It will be important to remove old, worn out and dated signs to remove confusion and clutter.

Diverting users/closing desire lines

- 4.29 There is a need to rationalise the path network and this will include closure of some paths. The initial placement of way-markers on promoted routes will provide an opportunity to divert use. Less subtle approaches would include the use of standardised temporary signs that partners to deploy to close off desire lines and divert users as necessary. Having a stock of these will allow

rapid response where issues emerge, for example where new paths form. Over time it is expected that certain user groups will identify short-cuts, opportunities to stray from the main routes or utilise newly created spaces such as fire breaks. Signage should be clear, well-maintained and clearly fit for use and be designed so that it can be put in place quickly and easily, for example on wooden posts that can be hammered into the ground and removed once the issue is no longer relevant.

- 4.30 Other complimentary approaches to closing informal routes/desire lines include:
- Rotavating to create soft ground that is difficult to walk or cycle on (noting that this may not be appropriate in areas of archaeological sensitivity);
 - Dead hedging is another technique, creating visual and physical barriers across paths using brash.
- 4.31 These would need to be accompanied with the temporary signage. These could be put in place by the site staff (see 4.40) and potentially are a good task for volunteers.
- 4.32 Rationalising the path network will complement path promotion. By reducing available paths for visitors to take it will reduce the amount of on route way-marking needed. Ultimately the partnership would generate a path map/GIS dataset that shows routes that are promoted/encouraged, those that are tolerated and paths where use will be actively discouraged.

Raising Awareness

- 4.33 Many of the issues caused by visitors on Cannock Chase are not deliberate and visitors are often unaware their behaviour can be harmful to the habitats and wildlife and not desired by the landowner. The 2018 visitor survey found almost 55% of interviewees were unaware of any habitats or species that are vulnerable to impacts from recreation'.
- 4.34 People are more likely to change and adapt their behaviours if they are aware their current actions were damaging and there are options provided to do things differently. Raising awareness is best approached in a manner that is:
- Friendly
 - Non-accusing
 - User-friendly language (avoid jargon and being too scientific)

- Targeted and concise (i.e. relevant to the individual)

4.35 Information that needs to be conveyed relates to:

- What is allowed and where;
- Ownership and relevant organisations;
- Landowner permissions etc. (e.g. for events);
- Particularly damaging activities: e.g. starting fires, disturbance, deer awareness, littering, trampling/damage to paths;
- How to behave and where to go for particular activities/experiences.

4.36 A range of specific groups and demographics will be important to work with and targets as SAMMM project is implemented, these include:

- Key stage 1 and 2;
- Key stage 3 and 4;
- Other student groups (e.g. universities and colleges)
- Onsite visitors (4 main user groups: dog-walkers, walkers, mountain bikers and horse riders);
- Onsite staff;
- Duke of Edinburgh;
- Those wanting to run events (orienteering, cycling, duathlon etc.);
- Local residents;
- Local organisations and the Parish Councils;
- Accommodation providers, e.g. hotels, campsites etc.;
- Local businesses (e.g. recreation providers, such as cycle hire, refreshments and other food outlets).

4.37 There may also be opportunities also to link to the Commonwealth Games, in terms of visitors who are coming to the site during the games and material developed as part of the promotion of the Games.

Face-to-face engagement

4.38 Increasing face-to face engagement with key visitor groups (both within Cannock Chase and beyond) and improving environmental awareness of the impact certain activities can have upon the wildlife and landscape of Cannock Chase will be a key element the SAMMMs success.

4.39 Additional engagement work, through the increased presence of on-site staff could include:

- Face-to-face engagement with visitors, raising awareness of the site nature conservation importance, showing people wildlife;

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- Influencing visitor behaviour and in particular approaching visitors having particular impacts (e.g. cyclists off bridleways, horse riders off bridleways, dogs off lead, wildlife photographers too focussed on their image);
- Handing out dog poo bags and ensuring dog walkers are aware of where they can dispose of them;
- Directing visitors to suitable locations for their activity (both within and outside Cannock Chase);
- Being an on-site presence that acts to reduce anti-social behaviour;
- Quickly reporting and dealing with any issues, such as gates left open, dogs worrying livestock, bins needing emptying, mediating conflicts between different user groups;
- Watching for fires and fire-risks (barbeques) and liaising with emergency services (should incidents occur) and any community fire safety engagement;
- Explaining changes – ensuring visitors understand the reasons for change and implications of any changes for their visiting patterns
- Leading guided walks, attending events;
- Liaising closely with local groups, being a familiar point of contact (e.g. local trekking groups, cycling groups etc) – active members of activities are ideally placed to understand the issues;
- Conducting all activities in a highly positive and engaging manner to built a rapport with locals;
- Providing training to special interest group leaders, cycle hire centre staff etc.

4.40 In other areas such as the Thames Basin Heaths, South-east Devon or the Solent, mitigation funding through developer contributions pays for a ranger team that operates across different locations and on land managed by other organisations. Those rangers tend to focus their time away from main visitor centres/reserve centres (where there is perhaps already some engagement staff employed by the relevant organisations), and they can target their time to locations which otherwise might not have any face-face presence. The staff have a particular role, talking to visitors, promoting the importance of the site and influencing visitor's behaviour as necessary.

4.41 We recommend that the SAC Partnership, working with key landowners, considers suitable delivery mechanisms for increased face to face engagement. This should complement (not replace), and work in close collaboration with, existing staff, and have the flexibility to operate at peak visitor times. A budget has been allocated to support this work (notionally based on two full time equivalents per annum).

Digital communication

- 4.42 A central website is planned and will include:
- Dedicated sections for particular activities
 - Downloadable routes and pdfs for visitors to print
- 4.43 This will need to be carefully designed and branded to ensure it links effectively to other relevant sites and does not cause confusion for visitors (there are a range of existing sites that provide different information). The website should show the promoted routes for each car-park (see 4.24), potentially providing these grouped by activity ('good locations for...') and then in grade order, such that less demanding routes are listed first.
- 4.44 Where routes relate to particular activities, the route should be promoted on relevant activity specific websites. For example, cyclists use a wide range of route apps and websites, some of which allow downloads of routes or connections to cycle computers⁵. Ensuring routes are promoted to a wide audience as possible is the best way to have confidence that they will be adopted and followed.
- 4.45 The website should contain information to educate visitors on the importance and special qualities of Cannock Chase and be able to run campaigns to raise awareness on particular issues. The scope to provide articles/blog posts can ensure the site remains live, interesting and is dynamic.
- 4.46 The website should include codes of conduct that should be widely promoted, so it is clear to visitors how they are expected to behave. The codes of conduct could link to promoted routes and different activities and are already drafted.
- 4.47 Social media will play a key role in communication, extending the reach of on-site engagement work, communicating with stakeholders and maximising the potential for the SAC team to reach a wide audience. Social media can help to:
- Engage volunteers

⁵ Examples include Bikely.com, Bikehike, MapMyRide, GPSies, Garmin Connect, Strava, RideWithGPS, Bike Route Toaster, MAPS.ME, PlotaRoute

- Reinforce particular messages/campaigns (such as highlighting when the bird nesting season starts and ends, raising awareness about deer collisions etc.)
- Promote key stakeholder/visitor centre events and facilities.

4.48 There is in addition potential for a dedicated Cannock Chase visitors app which would be map based and direct visitors, offering opportunities for interpretation material and highlighting when users are off a trail or in sensitive areas. The app could also provide opportunities for visitors to report issues (such as trees down on bike trails). The potential for such an app should only be explored following the completion of the website and once all the promoted routes and car-park changes are established. The need for the app should be carefully assessed, potentially following checks of mobile coverage (including 5G), market research with users and review of visitor monitoring data.

4.49 A further opportunity for the use of new technology could be an app that facilitates work between staff in different organisations. While existing social media apps allow closed groups to communicate, a dedicated app could have additional advantages, for example:

- Allow issues (such as fly tipping) to be logged in a consistent way;
- Identify where staff are on the site and where the nearest staff member is if an issue arises;
- Provide access to species maps and other background information;
- Allow staff from different organisations to see where other staff have been working, etc.

4.50 Such an app would potentially be a longer-term aspiration that may facilitate monitoring and partnership working in the future. The usefulness would need to be reviewed in light of the number of staff likely to benefit, existing apps/recording systems already in place and the likely cost.

Dog walking related

4.51 Marquis Drive, Shugborough and Birches Valley could all work as venues for dedicated dog walker events. Events could relate to guided walks for dog walkers; free sessions with dog behavioural specialists or dog trainers and dog agility-type events or whole day events⁶. A programme of regular such events promoted for dog walkers using Cannock Chase will provide the

⁶ See "Dorset Dogs Festival" https://www.dorsetdogs.org.uk/Dorset_Dogs_Festival.html

opportunity to reach this audience. Events will allow key messages to be communicated and will also allow the opportunity to gather names and contact details in order to establish regular contact with local dog walkers.

4.52 Alongside the events, the new website (see 4.42) will provide a dedicated web space for dog walkers. This space will provide information regarding Cannock Chase for dog walking, with recommended routes and information on how to behave. It should be able to promote alternative destinations and suitable locations where dogs can be off-lead and also include environmental and awareness around dog-related topics, such as:

- Bird-nesting season, when and where dogs should be on-leads
- Dog fouling, how to clear-up (e.g. consistent messages relating to where pick-up is expected, whether to flick, types of bin, what bags to use etc.) and why it is an issue;
- Biosecurity issues and fungal pathogens;
- Hazards on-site, e.g. Adders, forestry operations, livestock.

4.53 Much of the above will require a live element and regular updates, and these will be important to ensure regular access by the dog-walking community. The webspace and social media should also ideally provide a way for dog walkers to share information and post images etc. Such a forum will encourage local dog walkers to access the site regularly and will mean that the SAC team can reach a wide audience when necessary, for example with key messages when paths are closed, livestock being moved, management taking place etc. Such a forum may work within the SAC partnership website or could develop its own identity. Word of mouth and face to face interactions are some of the most effective ways to convey messages and regular pop-up events and social dog walks with staff are a good way to create a community feeling.

4.54 With a strong dog walking identity as part of the SAC team, or a side project, there becomes greater peer pressure for people to behave responsibly. There is a high level of visitor awareness over these actions – for example 60% of interviewees in the recent visitor survey would have strongly supported enforcement on dog fouling.

Working with volunteers

4.55 Volunteers already play a role in looking after Cannock Chase, for example much of the creation and maintenance of the main bike trails. Different organisations already have established volunteer groups or friends of

groups. There is scope for the SAC team to help promote and support these existing volunteer networks, potentially with the SAC partnership establishing additional volunteering opportunities for existing volunteers and new recruits. Volunteering is important as it can help to enhance links with the local communities and promote responsible access.

Interpretation

- 4.56 A coordinated and joined up approach across the AONB is required, plus branding that links to the area as well as individual organisations. The role of the AONB Partnership and wider initiatives should be integrated.
- 4.57 Existing interpretation should be replaced as necessary and replacements phased over time. New interpretation should be installed at select locations, such that all SAC car-parks and all main car-parks across the AONB have an orientation board with a map and information for visitors.
- 4.58 Interpretation at visitor centres should be improved and expanded where there is little provision, and this should display information on the nature conservation importance, site sensitivities and help to influence visitor behaviour. At these locations there is perhaps more potential for creative, eye-catching and innovative interpretation.
- 4.59 Other locations with new interpretation could include Hednesford and Rugeley railway stations.
- 4.60 As appropriate to the site and relevant organisations, interpretation could be themed to match the website and supplementary information provided online. New signage and interpretation could work across different organisations/sites, designed such that it can have a range of different logos or be adapted for different locations, equally site managers/landowners may prefer to use in-house styles and design.
- 4.61 As a longer-term priority, and as opportunity allows, the SAC partnership should consider some temporary/pop-up interpretation that could provide a way to engage with visitors in key locations. The temporary/pop-up nature will work well for regular visitors who potentially by-pass/ignore more traditional panels at car-parks, often because of over familiarity with the site and static panels. The interpretation would require careful design and require specialist input. It could involve a commission sculpture or some kind of structure that can be easily moved around without causing damage or requiring specialist infrastructure. It could provide some shelter and it

should work to draw people and work to facilitate engagement with visitors that are passing, for example providing a talking point, potentially with space for interpretation. Such a pop-up feature could be in the form of a tree, bird sculpture, or other natural feature and should be relevant only if there is a need for engagement staff to conduct further outreach or refresh its communication approach. The aim would be to have a means to catch people's attention and draw visitors to approach and talk to engagement staff, in a format that can easily be moved and erected temporarily for a few hours or days. It should work to be placed at path junctions, car-parks, events etc.

Education

- 4.62 Work with school groups should be targeted to local schools, particularly those from adjacent settlements and extending out to a 15km radius. Expansion of education work should be focussed at existing hubs, in particular utilising the Wolseley Centre⁷. It is anticipated around 17,000 children will visit here each year and education work should raise awareness with local children about the special nature of Cannock Chase, the importance for nature conservation and the issues with looking after the site. Other options, besides the Wolseley Centre, such as the visitor hubs (Shugborough, Birch Valley, Marquis Drive etc), may be also be available.
- 4.63 School groups should be carefully directed with any field visits such that there is safe parking/access, good opportunities for the children yet any harm to the SAC is avoided. Visiting schools to site currently conduct their own visits across the Chase and SAC land without landowner's permission or awareness of site sensitivity and have done for historically for years. This needs to be controlled as they visit the most sensitive locations in the SAC and some of their activities are potentially damaging. Furthermore, any liability insurance protecting the children's health and safety is also likely to be invalid without the correct consent
- 4.64 The hub website and SWT education hub should help in part to address these concerns. Where the landowners are willing, a number of specific sites should be chosen across the Chase which can be offered to schools who wish to experience the wilderness of Cannock Chase as opposed to a controlled visit at a visitor centre. This range of areas should offer different

⁷ Which was revamped in 2019 to include new café, retail and education facilities

habitats but be robust enough to not compromise ecology, archaeology etc. There may be scope in the future to build outdoor classroom provision and other educational infrastructure. The location of any such infrastructure will need to be carefully considered to ensure no impacts to the ecology, landscape or historic environment and design criteria will need to ensure it is strong enough to protect it against vandalism and not a hot-spot for anti-social behaviour.

Monitoring

4.65 Monitoring is a key component of the plan. Monitoring should involve:

- Path condition monitoring;
- Signage auditing and monitoring;
- Staff time and effort;
- Visitor counts, including on-going car-park counts and new sensors;
- Visitor interviews, with repeat surveys approximately every 5 years;

4.66 Path condition monitoring is important as promoted routes (i.e. at all main car-parks) should always feel well maintained and looked after. Any deterioration or issues (such as fallen trees) should be quickly resolved. Monitoring should involve regular walks and checks, at least annually and also following any extreme weather events/major storms. Some advice on monitoring is given in Paths for All (2016). Alongside the condition of the promoted routes it will also be necessary to check for new routes and desire lines so that these can be quickly closed off before they become firmly established.

4.67 Monitoring of staff time and effort will be necessary to provide information on resourcing levels and feedback as to whether the staffing level should be adjusted. Monitoring data should therefore involve the amount of time staff have spent in the field, where they have been, the number of people spoken to (broken down by activity) and any incidents.

4.68 Visitor counts will primarily involve counts of parked cars (see parking plan). These will provide a measure of changing access patterns as a result of management measures and a clear log of all interventions (and parking infrastructure, charges etc.) should be maintained to ensure changes in use can be matched to particular interventions.

4.69 In addition to the car-park counts, automated counters are recommended for a selection of car-parks, where they could be installed on the main

promoted route just by the car-park. These will give a record of hourly use and show how use changes over the season and over years. The counter data will provide a measure of footfall along the path.

- 4.70 All monitoring data will need to be carefully collated and coordinated to ensure it provides AONB wide coverage and can be easily interrogated to inform and direct management. It will be important to be able to cross-reference visitor data to ecological data (site condition, species surveys etc.) and it will be necessary to review the sensitivity map at regular intervals to incorporate any changes in species distribution or new species using the site.

5. Implementation

- 5.1 Recommendations are made and include a range of suggested measures to enhance access and ensure the long-term protection of Cannock Chase SAC from recreation impacts, given the context of increasing visitor use and growing local population. Suggestions relate to visitor infrastructure, directing visitors (through for example signage and way-marking), raising awareness (including additional staff time) and monitoring. The measures, implemented alongside the car-park measures set out in a parallel plan, will ensure visitor flows are easier to manage, less dispersed, focussed in the less sensitive areas while improving the experience for visitors.
- 5.2 The measures proposed relate to the whole AONB and it will be necessary to utilise skills and organisational expertise of the National Trust, Forestry Commission, Staffordshire County Council, Wildlife Trust and other stakeholders. It will be important to work closely with local communities and partnerships, and communication will need to be carefully planned. While the measures proposed in this plan are unlikely to be contentious, regular visitors and local residents may well be suspicious. Reasons for the change and clear communication will be essential. Involving key groups in proposals and further design will help maximise effectiveness.
- 5.3 Detailed proposals will need to respond to the sensitivity of the landscape and seek to minimise and landscape and visual impacts. The measures proposed in this plan will also require Habitats Regulations Assessment (HRA). Such an assessment will be straightforward if undertaken for the complete package of measures, as overall there is a net benefit to the SAC in reducing the spread of visitors and better managing access.
- 5.4 It is also important to consider the wider context within which this plan and the car-park plan need to be implemented. There are a range of ongoing management and other works that will be taking place in parallel, undertaken by a range of organisations across different land holdings. For example, work is required to manage the SAC into favourable condition, there is the general operation of the sites, wider context of the AONB management plan and the wider visitor / tourism context. Implementation will need to dovetail with many other considerations and priorities and will require flexibility and buy-in from all involved.
- 5.5 The tasks in these plans will need to be integrated into wider site management and all site owners will have their own procedures that need to

be followed and messages that also need to be given to visitors, many of which relate to other critical aspects of SAC management. A flexible approach to implementation will ensure it is efficient and integrated with other activities, such as the ability to draw down funds from the SAC Partnership to implement the works independently to fit works with other initiatives. This flexibility will need to include how works are achieved, by whom, the time frames involved and the order of activity since the sites also need to be able to operate and remain financially viable, or wider impacts on the management and future of the SAC could result. The plans therefore set out a broad approach and some co-ordination, while ensuring inherent flexibility. Part of that flexibility will lie in the ability for different models for the delivery of works (see Appendix 2 for details).

- 5.6 As such, this plan does not limit relevant organisations from undertaking visitor management works which are not recognised within the document. However, in these cases, the responsibility to ensure that such works will not themselves result in addition likely harm to Cannock Chase SAC would be the responsibility of organisation undertaking the work. Furthermore, such works are unlikely to be supported by a financial contribution from the Cannock Chase SAC Partnership.

Staffing

- 5.7 Face-face engagement staff are considered an important part of the plan and are discussed in paragraphs 4.38 - **Error! Reference source not found..** In addition, there is likely to be a need for additional staff time to oversee delivery, help oversee the implementation of the measures, and monitor and amend measures set out in both the car-park plan and the site user plan. The SAC Partnership Members must ensure that sufficient staff time resources is sourced to support the implementation and monitoring of the measures set out in both plans. Tasks will likely include (but are not limited to):

- Liaison with site managers regarding costs of work and timing;
- Helping to co-ordinate works where they are best taking place simultaneously across different ownership/management areas;
- Liaison with contractors on site (as required/necessary);
- Liaison with user groups, parish councils and other stakeholders regarding works;
- Ensuring good communication to users and stakeholders when works are taking place as to how visits might be affected;

- Scheduling work programme so as to minimise disruption for visitors and stakeholders, for example ensuring alternative destinations accessible when car-parks are closed for works;
- Ensuring works dovetailed and were scheduled in the right order;
- Explaining the need for works and providing a point of contact for stakeholders while works are taking place;
- Coordinating monitoring work related to particular changes and auditing existing infrastructure as required.

- 5.8 Additional staff time would be secured for fixed periods of time in response to pulses of works taking place.
- 5.9 There is also likely to be the need for administrative support, covering financial administration and potential also extended to coordinate volunteers and cover social media. This would ensure the other staff time could be focussed to ensure time spent outside and engaging with visitors.
- 5.10 Close liaison with other European site mitigation projects would be a useful way for the engagement staff and other staff to develop skills and approaches. There are teams undertaking similar tasks that are working on a range of other sites including the Thames Basin Heaths, the Solent, the Dorset Heaths and in South-east Devon. These teams already meet on an annual basis and share expertise.

Phasing

- 5.11 This plan dovetails with a separate car-park plan and there are a series of clear steps relating to site infrastructure that are set out in the two strategies. This sequence represents the ideal and it will be important that steps are undertaken in the correct sequence as far as practical. The steps are summarised in Figure 3.

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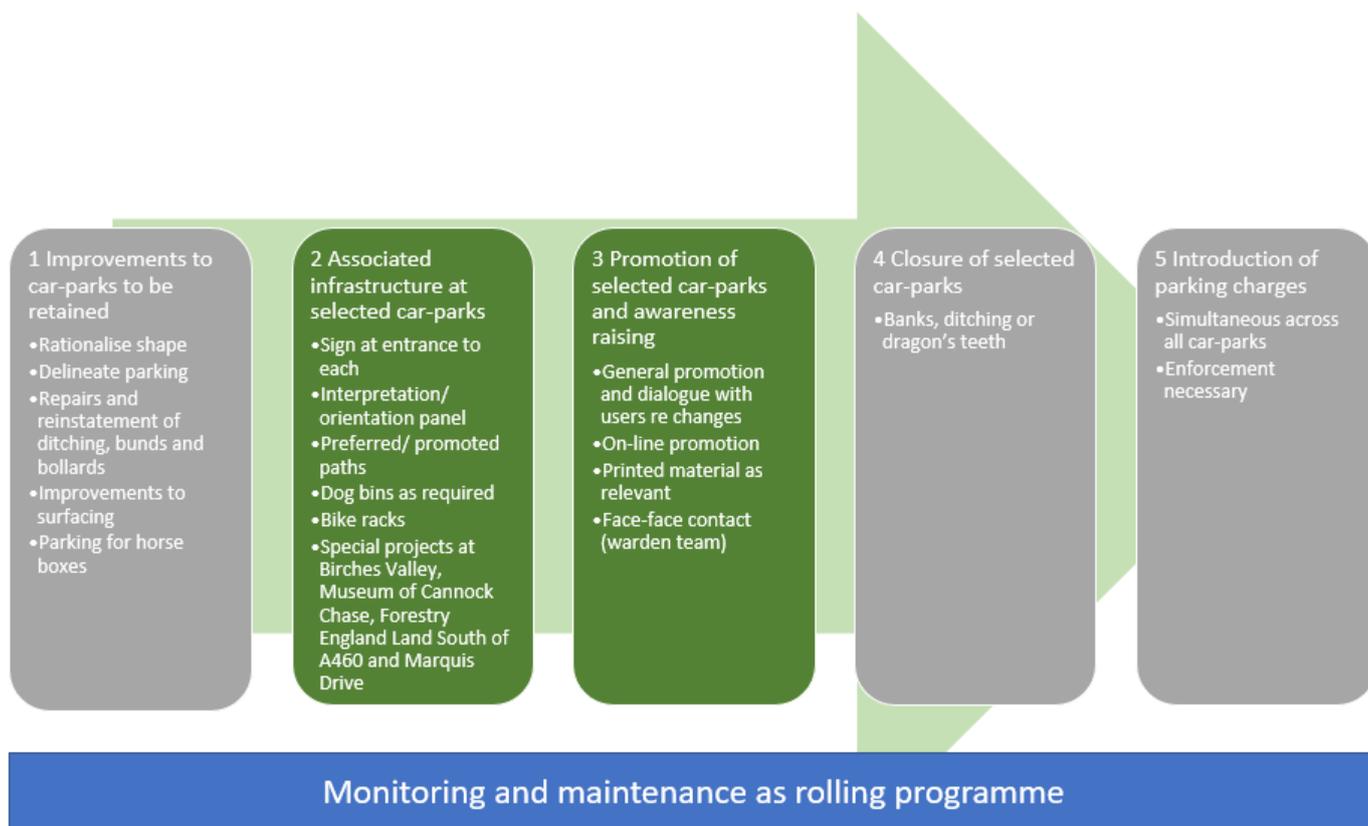


Figure 3: Stepwise progression of infrastructure works set out in the car-park plan, with the green boxes highlighting the areas of overlap between the two strategies and clear steps within the site-user plan.

5.12 Alongside the infrastructure work, the other elements of this plan, relating to education, digital media etc. form separate strands of work. It is important that works are phased and carefully planned such that the retained, promoted car-parks have the relevant routes, interpretation etc. installed very shortly after improvements to the parking and before wider promotion. This will ensure no net damage to the SAC, and otherwise there would be the risk of users being diverted to locations where the path network etc. was not ready for them.

Locations

5.13 Map 2 summarises the infrastructure works set out above and the key places where location-specific works are required. In most cases, there are car-parks that have been identified as ones that will be retained and improved.

These will need circular routes, interpretation/orientation boards, people counters and other relevant infrastructure for site-users, and will then need to be the targets for promotion. Map 2 breaks Cannock Chase AONB into a series of zones (see Car-park Plan), providing a means to carefully schedule, plan and implement work in discrete chunks. Zones 1-3 are the main areas relating to the SAC. Zone 1 includes Shugborough and the northern part of the Chase. Zone 2 is the core part of the SAC and encompasses Chase Road. Zone 3 includes the southern parts of the SAC and both Marquis Drive and Birches Valley, i.e. the core area for mountain biking.

5.14 Within zone 1, location specific work will potentially include:

- Continued expansion of Shugborough in line with NT plans for site;
- Improvements to Punchbowl and Seven Springs car-parks to improve parking facilities, including dedicated parking for horse-boxes. Both car-parks will require promoted circular routes, with way-marking, interpretation/orientation boards and potentially dog-bins, a bench and other basic infrastructure.
- Milford Common has an existing tarmacked car-park with charging. This will require a promoted circular route, way-marking, interpretation/orientation boards and potentially dog-bins, a bench and other basic infrastructure in line with the other car-parks.

5.15 Within zone 2, works will include:

- Some low-key changes at Brocton Nature Reserve, where there is limited parking and access on foot from local housing. Small improvements to the parking here could be accompanied by a single promoted circular route and an interpretation/wayfinding panel.
- Options appraisal to review Chase Road area..

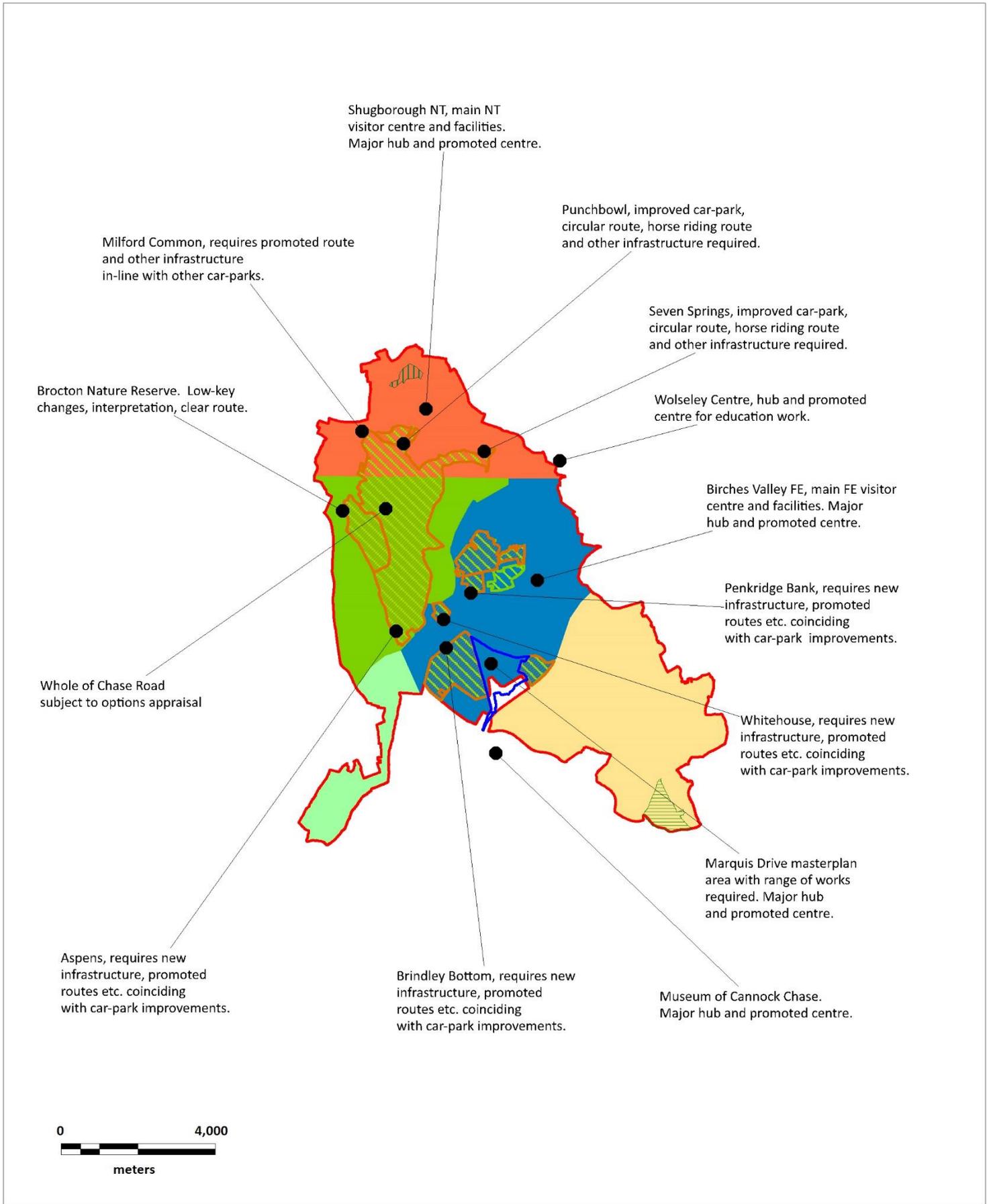
5.16 Zone 3 includes the current core area for mountain biking. Works here will include:

- Brindley Bottom, Penkridge Bank and Whitehouse car-parks will require promoted circular routes, with way-marking, interpretation/orientation boards and potentially dog-bins, a bench and other basic infrastructure.
- Special project involving masterplanning for Marquis Drive which will inform much of the future work there;
- Special project for continued expansion of Birches Valley in line with FE plans for site, including improved car-parking, visitor toilets, a new visitor centre and new mountain bike routes.

Costs

- 5.17 We have given some guide costs per measure in Appendix 1. These costs are approximate only, but allow for some indicative budgeting. Further details are required certain elements and costs could vary markedly depending on the scale of works required (e.g. in relation to the masterplanning for Marquis Drive).
- 5.18 Appendix 2 (flow chart provided by the SAC partnership) and Appendix 3 (SAMMM funding allocations) set out how the funding currently available to the SAC partnership could be allocated to support the delivery of mitigation works within both this plan and the car-park plan. Funding has been allocated chronologically with items in the first phases of plans being provided for first until all current funding was exhausted. The flow chart indicates how stakeholders can apply for funding for measures within the plan or even measures that fall outside it.
- 5.19 A large number of works within both plans currently have no funding allocated to them as they will either occur in later phases or the work item/project represents potential mitigation works not currently included with the SAMMM of the Cannock Chase SAC Partnership. To what extent these items may receive future funding is a matter for a future evidence-base review by the SAC Partnership.

Map 3: Overview of infrastructure at car-parks, by zone



-  Cannock Chase AONB
-  Cannock Chase SAC

- SSSIs**
-  Cannock Chase
 -  Gentleshaw Common
 -  Rawbones Meadow

- ZONES**
-  1
 -  2
 -  3
 -  4
 -  5
 -  Marquis Drive Masterplan Area

6. References

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Appendix 1: Summary of measures proposed

Key elements from the plan are set out below, with indications of the likely budget implications (where it can be estimated), scale and phasing. Grey shading shows infrastructure associated with car-parks and therefore included in the costs per car-park estimated in the car-park plan. All cost estimates are very approximate and intended for guide purposes only. Note that we have included costs for the masterplanning at Marquis Drive but none of the subsequent measures that might then be set out in any plan.

Measure	Notes	Phasing	Scale	Cost
Renovation of Marquis Drive area, in line with masterplan	Masterplan necessary as first step, potentially ambitious programme of works.	Masterplan a short-term priority; changes then phased over longer period	Single plan	Will depend on brief and contractor. Potentially £25,000 for plan.
Circular routes created at each main car-park: path works	'Main' routes starting clearly at each car-park, graded using standard system.	Short term priority, dovetailed to be undertaken soon after relevant car-park improvements	11 car-parks requiring clear circular, promoted routes. With scope for multiple routes at some car-parks (different lengths) around 15 circuits required.	Will depend on routes, degree of overlap etc. Around £5 per m likely to be sufficient as an average, as many tracks etc. will require little work, 15 routes, each of 3km would require a budget of £225,000 to maintain on a 10 year basis. Costs reviewed once routes are selected.
Circular routes created at each main car-park: way-markers	Way-markers required on promoted routes, at key locations (where confusion likely) and at least every 500m	Short term priority, dovetailed to be undertaken soon after relevant car-park improvements	Depends on routes, potentially around 250 required.	£75 per way-marker, likely to need replacing at 10 year intervals
Circular routes created at each main car-park: finger posts	At each car-park with promoted route and as required at key locations elsewhere	Short term priority, dovetailed to be undertaken soon after relevant car-park improvements	11 car-parks requiring clear circular, promoted routes. Potentially around 20 finger	£300 per finger post, likely to need replacing at 10 year intervals

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Measure	Notes	Phasing	Scale	Cost
			posts, but will depend on choice of routes.	
New road signs to replace existing ones	Helping to create a sense of place and distinct identity	Long term	Currently around 55 signs (see map 15 in evidence base report); potentially rationalise to around 25.	Budget of £75,000 to allow audit, commission and new signs.
Orientation panel in each main car-park showing main promoted route from car-park	Helping visitors get their bearings and directing them along the promoted routes.	Short term priority, dovetailed with commencement of car-park charging	11 car-parks.	£2,000 per panel, giving overall budget of £22,000. 10 year life span.
Temporary signs to close desire lines/divert visitors	Rationalising the path network and limiting creating of new paths/desire lines.	Short term priority, dovetailed with commencement of car-park charging	Could commission around 25 signs – permanent signs that could be relocated as required.	£50 per small way-marked sign/disc, but costs dependent on size of order and design.
Staff time: increased provision for engagement with public	Additional staffing to deliver increased face-to face engagement. Details to be determined at later date by the SAC Partnership.	Medium term, as opportunity and funding allows. Potentially growing over time.	Notional level costed as equivalent to 2 full-time posts including support costs	Notional overall budget £78,800 per annum.
Staff time: additional staffing for implementation and administrative support	To ensure that the SAC Partnership Members are able to source sufficient staff time resources to support the management, implementation and monitoring of the measures set out in both plans. Details to be determined at a later date	Short term, as opportunity and funding allows. Potentially flexible over time with additional help for implementation only necessary in early years.	Notional level costed as equivalent to 1.5 full-time equivalent posts, including support costs	Notional overall budget £59,100 per annum
Central website with dedicated sections for different activities	Main digital hub for visitors, with clear guidance on routes and activities.	Short term priority	Single website	Already in progress.

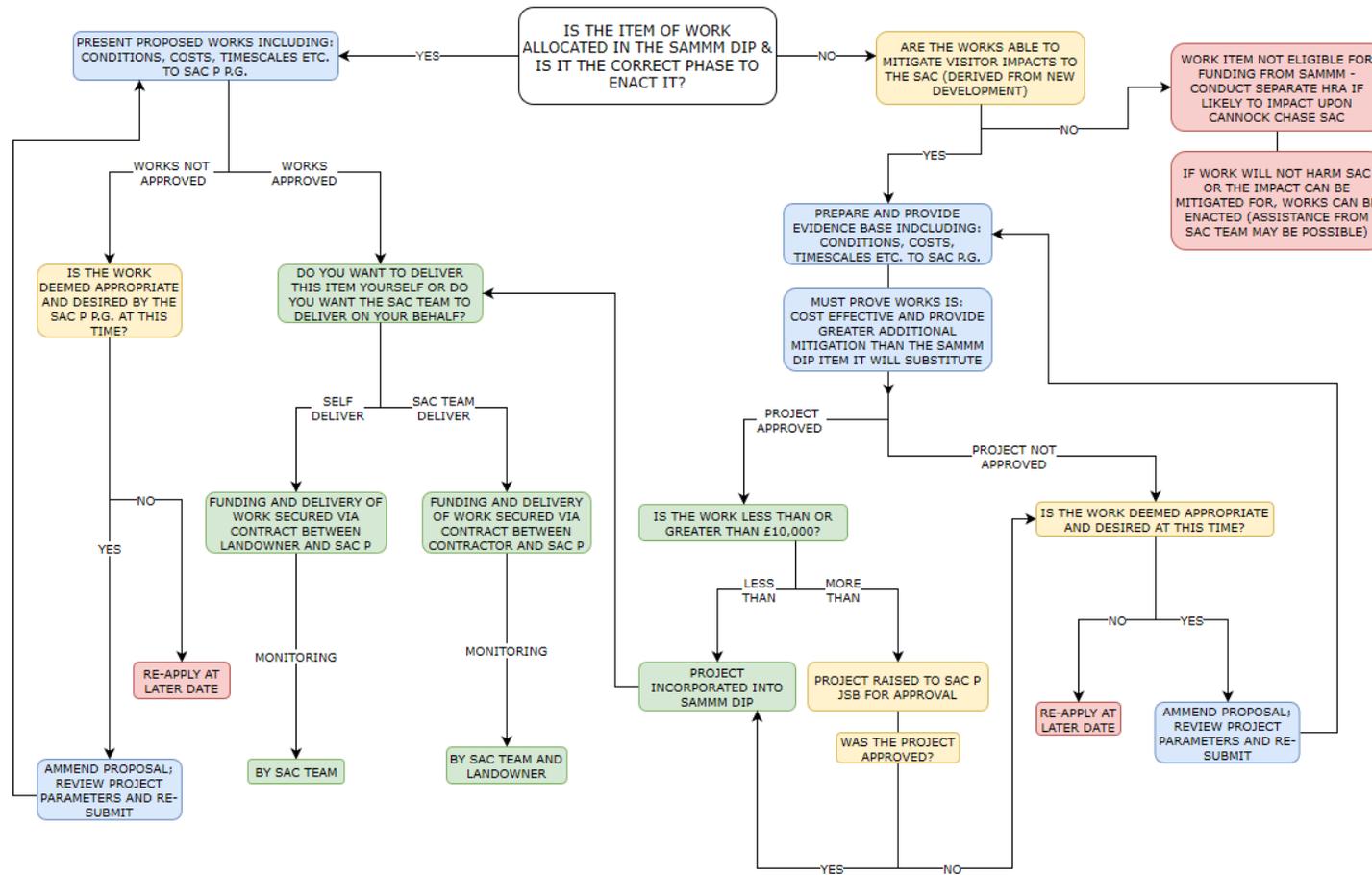
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Measure	Notes	Phasing	Scale	Cost
Routes promoted on different activity-specific websites and apps		Medium term, as opportunity allows and following central website		Limited cost implications as could be done by SAC team
Dedicated Cannock Chase visitor's app	Need for this requires further checks, including market research with users	Long term option, may not be necessary	Single app	Requires scoping and further research before cost can be estimated
Dedicated on-line forum for dog walkers, potentially as part of central website	Providing dynamic digital content that will attract dog walkers and ensure wide audience.	Short term priority, potentially part of the central website		If part of existing website little or no cost implication
Expanded volunteer network/support	Focussed at local residents.	Medium term, in parallel with establishment of SAC team		Covered by SAC team and administrator
Education work with local schools targeted around the Wolseley Centre	Focussed at local schools.	Medium term in line with availability of facilities		Covered through existing SAC team staff roles
Temporary pop-up interpretation	Requires specialise design.	Mid-term, as opportunities allow. May not be necessary		Requires scoping and further research before cost can be estimated
Path condition monitoring	Ensuring regular checks in place and system for repairs.	On-going from start		Covered by SAC team
Monitoring of staff time and effort	Helping to hone future effort and identify optimal levels of staff time/coverage.	On-going from start		Covered by SAC team
Visitor counts: automated counters	Providing data on visitor numbers and footfall. Car-park counts (parked cars) undertaken by SAC team	On-going from start	11 car-parks	£1,200 per automated counter and budget for £200 per annum to service and replacement every 10 years.

Appendix 2: Flow chart summarising application process for funding from SAC partnership (produced by the SAC team)

SAC P R.G. - PROJECT GROUP
SAC P JSB - JOINT STRATEGIC BOARD

APPLICATION FOR FUNDING FROM SAC PARTNERSHIP: PROCESS



Appendix 3: SAMM funding allocation (provided by the SAC partnership)

Row shading reflects different phasing.

Chronological order.Phase of works	Item of Works	Included in which SAMMM DIP	Zone of works	Cost to implement SAMMM DIP item	Currently amount from 2016 SAMMM budget allocated	Amount remaining to be funded
Commence in Phase 1 and ongoing throughout	Resources/events for Engagement Key Stages 1-2 (2020-2040)	Site User Infrastructure, Education and Engagement	N/A	(£6,000 per annum) £120,000	£20,805	£99,195
Commence in Phase 1 and ongoing throughout	Resources/events for Engagement Key Stages 3-4 (2020-2040)	Site User Infrastructure, Education and Engagement	N/A	(£6,000 per annum) £120,000	£20,805	£99,195
Commence in Phase 1 and ongoing throughout	Resources/events for Engagement with key visitor groups (2020-2040)	Site User Infrastructure, Education and Engagement	N/A	(£3,000 per annum) £60,000	£30,000	£30,000
Commence in Phase 1 and ongoing throughout	One-off cost Creation of Learning Hub at Wolseley Centre	Site User Infrastructure, Education and Engagement	1	£34,000	£34,000	£0
Commence in Phase 1 and ongoing throughout	Creation of Central Website and hosting until 2040	Site User Infrastructure, Education and Engagement	N/A	£45,000	£34,500	£10,500
Phase 1	Re-instatement of vehicular ditching, bollards etc. around SAC	Car Parking	2	(3.62km @ £15 per m) £54,300	£54,300	£0

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Chronological order.Phase of works	Item of Works	Included in which SAMMM DIP	Zone of works	Cost to implement SAMMM DIP item	Currently amount from 2016 SAMMM budget allocated	Amount remaining to be funded
Phase 1	Re-instatement of vehicular ditching, bollards etc. around SAC	Car Parking	3	(2.38km @ £15 per m) £35,700	£35,700	£0
Phase 1	One-off Cost for improvements to Car Parks	Car Parking	1	£184,800	£184,800	£0
Phase 1	One-off Cost for improvements to Car Parks	Car Parking	2	£201,500	£201,500	£0
Phase 1	One-off Cost for improvements to Car Parks	Car Parking	3	£181,050	£181,050	£0
Phase 1	Special Project, Forestry England Visitor/mountain bike centre south of A460	Site User Infrastructure, Education and Engagement	5	£25,000	£0	£25,000
Phase 1	Special Project Marquis Drive Master plan	Site User Infrastructure, Education and Engagement	3	£25,000	£0	£25,000
Phase 1	Special Project, Museum of Cannock Chase, Community Hub	Site User Infrastructure, Education and Engagement	N/A	£25,000	£0	£25,000
Phase 2 and 3	Increased provision for face-to-face	Site User Infrastructure,	N/A	(£70,000 per annum, 2020-2040) £1,400,000	£0	£1,400,000

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Chronological order.Phase of works	Item of Works	Included in which SAMMM DIP	Zone of works	Cost to implement SAMMM DIP item	Currently amount from 2016 SAMMM budget allocated	Amount remaining to be funded
	engagement with public	Education and Engagement				
Phase 2 and 3	Circular routes created at each main Car Park: path works	Site User Infrastructure, Education and Engagement	1	£125,900	£125,900	£0
Phase 2 and 3	Circular routes created at each main Car Park: path works	Site User Infrastructure, Education and Engagement	2	£120,000	£120,000	£0
Phase 2 and 3	Circular routes created at each main Car Park: path works	Site User Infrastructure, Education and Engagement	3	£90,000	£0	£90,000
Phase 2 and 3	Circular routes created at each main Car Park: way-markers	Site User Infrastructure, Education and Engagement	1,2,3	£18,750	£18,750	£0
Phase 2 and 3	Circular routes created at each main Car Park: finger posts	Site User Infrastructure, Education and Engagement	1,2,3	£30,300	£30,300	£0
Phase 2 and 3	Orientation panel in each main car-park showing main promoted routes	Site User Infrastructure, Education and Engagement	1,2,3	£22,000	£6,200	£15,800
Phase 2 and 3	Additional staffing to increase face-to face engagement,	Site User Infrastructure,	N/A	(£78,800 per annum)	£0	£1,576,000

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Chronological order.Phase of works	Item of Works	Included in which SAMMM DIP	Zone of works	Cost to implement SAMMM DIP item	Currently amount from 2016 SAMMM budget allocated	Amount remaining to be funded
	(equivalent to 2 full time posts 2020-2040)	Education and Engagement				
Phase 4	Special Project Chase Rd	Car Parking	2	£25,000	£0	£25,000
Phase 4	Close Car Parks	Car Parking	1	£24,000	£0	£24,000
Phase 4	Close Car Parks	Car Parking	2	£84,000	£0	£84,000
Phase 4	Close Car Parks	Car Parking	3	£42,000	£0	£42,000
Phase 4	Material (temporary signs etc.) to close damaging habitat fragmentation desire lines	Site User Infrastructure, Education and Engagement	1,2,3	£10,000	£0	£10,000
Phase 4	New road signs to replace existing ones	Site User Infrastructure, Education and Engagement	N/A	£75,000	£0	£75,000
Phase 5	Installation of Car Park Charging Machines	Car Parking	1	£10,000	£0	£10,000
Phase 5	Installation of Car Park Charging Machines	Car Parking	2	£25,000	£0	£25,000
Phase 5	Installation of Car Park Charging Machines	Car Parking	3	£35,000	£0	£35,000
Ongoing as needed	Cost to maintain improved car-parks 2020-2040	Car Parking	1	£74,200	£0	£74,200

C a n n o c k C h a s e S i t e U s e r D e t a i l e d I m p l e m e n t a t i o n P l a n

Chronological order.Phase of works	Item of Works	Included in which SAMMM DIP	Zone of works	Cost to implement SAMMM DIP item	Currently amount from 2016 SAMMM budget allocated	Amount remaining to be funded
Ongoing as needed	Cost to maintain improved car-parks 2020-2040	Car Parking	2	£371,000	£0	£371,000
Ongoing as needed	Cost to maintain improved car-parks 2020-2040	Car Parking	3	£259,700	£0	£259,700
Ongoing as needed	Circular routes created at each main Car Park: way-markers, replacement after 10 years	Site User Infrastructure, Education and Engagement	1,2,3	£18,750	£0	£18,750
Ongoing as needed	Circular routes created at each main Car Park: finger posts, replacement after 10 years	Site User Infrastructure, Education and Engagement	1,2,3	£30,300	£0	£30,300
Ongoing as needed	Orientation panel in each main car-park showing main promoted routes, replacement after 10 years	Site User Infrastructure, Education and Engagement	1,2,3	£22,000	£0	£22,000
Post SAC Partnership Member review of SAC Team, as funding is available	CC SAC Team Admin Assistant (part-time, 2020-2040)	Site User Infrastructure, Education and Engagement	N/A	(£21,000 per annum) £420,000	£0	£420,000
Post SAC Partnership Member review of SAC Team, as funding is available	CC SAC SAMMM Delivery Officer (2020-2030)	Site User Infrastructure, Education and Engagement	N/A	(£40,000 per annum) £400,000	£0	£400,000

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Chronological order.Phase of works	Item of Works	Included in which SAMMM DIP	Zone of works	Cost to implement SAMMM DIP item	Currently amount from 2016 SAMMM budget allocated	Amount remaining to be funded
Post SAC Partnership Member review of SAC Team, as funding is available	CC SAC SAMMM Implementation and Monitoring Assistant (x2) (2020-2040)	Site User Infrastructure, Education and Engagement	N/A	(£70,000 per annum) £1,400,000	£0	£1,400,000
Total				£7,820,250	£1,098,614	£6,721,636
				Cost to implement SAMMM DIP item	Currently amount from 2016 SAMMM budget allocated	Amount remaining to be funded

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