

Session Two – What's on Offer? How do we advertise?

Nicola Speed – Rugeley library
Carol Gamble – Staffs Wildlife Trust, Wolseley Centre
Laura Freer – Forestry England Marketing Manager
Ian Marshall – Cannock Chase AONB Officer
Hilary Goodreid – Town Clerk

Cannock Chase

The Chase receives 2.5 million visitors per year – the majority of these are day trippers. It is the smallest mainland AONB at only 26 square miles. On offer it has:

Walking woodland
Sustainable timber
Waymarked cycle Trail network
Walking trails
Running trails
Bridleways
Mountain biking
Pedlam Play – first stage mountain biking trail for children up to 11 years.
Go Ape high wires
Segways
Cycle Hire shop
Café

In addition there is military history, mining history, charcoal making, glass and iron making, archaeology, cultural heritage – the interpretation of this history could do with being looked at – is this something that we could interpret with triangle points? Similar to the archaeology points in Sutton Park?

Staffordshire Wildlife Trust Wolseley Centre

Café
Shop
Work in the community with the Trent Valley project – shop unit in Rugeley giving more information.
Partner with the power station development nature reserve
Looking to develop a continuous walk way from the power Station site to the Wolseley Centre
Education events at the Wolseley centre working with young adults and the community
Wild Wellbeing Days
Christmas Wreath workshops
Forest School training centre

General issue with the local area is the lack on readily available information, site interpretation and directional signage.

Forestry England are a national organisation so do not really have local information, but they do have an active Instagram and Facebook page.

How can we link to the boating community? Where are the nearest overnight mooring points that we can put information?

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Enjoy Staffordshire offers information on the wider area. Brochures are available online?

Contributors are interested in using the arts to connect the landscape together – possibility of linking the Energy Arts cooling towers scheme around the area to interpret local history.

Historically used to have a sculpture trail around the Chase – can we do this again?