

Cannock
Chase



**Bringing
Cannock Chase
Heritage Trail
to life...**

What is it?

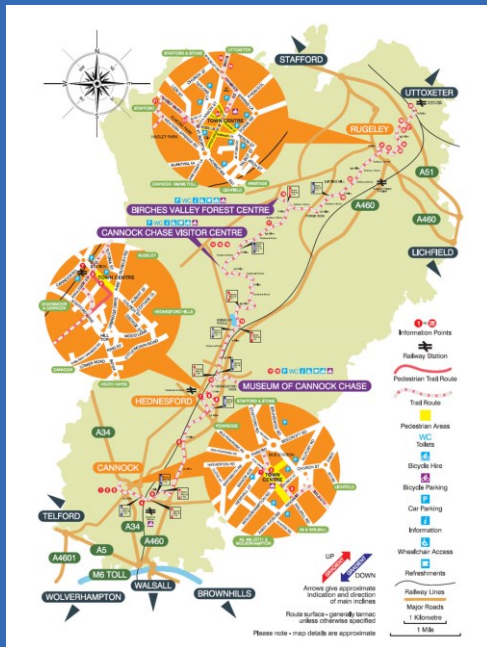


❖ The Trail was established in 2008 and was funded by the Heritage Lottery Fund and several project partners

❖ It is a 10 mile route linking the towns of Cannock, Hednesford and Rugeley

❖ It passes through, or close to sites of historic or environmental interest, with interpretation boards along the way that tell the story of each location.

❖ The Trail is a facility for walkers and cyclists, offering walks and off-road cycle routes.



What improvements are needed?



- ❖ New directional signage to be installed or replaced along the route
- ❖ New interpretation boards to enhance the heritage offer
- ❖ Development of a new map suitable for digital and print
- ❖ Community participation and local business support
- ❖ New promotional material
- ❖ Align to the Cannock Chase Can offer

Our co-production approach



- 1) What are the outcomes required?
- 2) Work with targeted groups –
 - What are their barriers?
 - What is their understanding?
 - What are their needs?
- 4) Roll out to the wider community

An example...



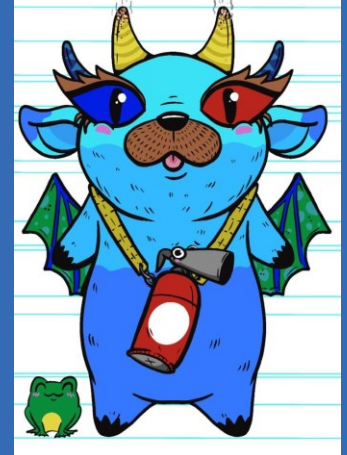
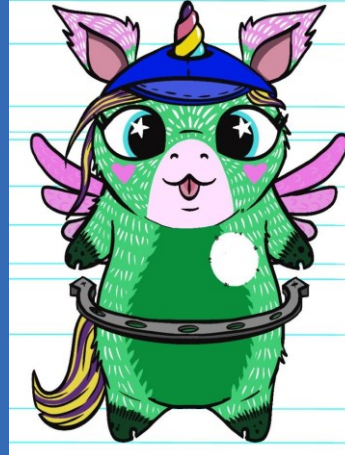
Chase Creatures

Partner: SAC Partnership

Challenge type: Augmented Reality

Project: To work with local schoolchildren to create characters which promote the 12 statements on the Chase Code.

Launch: Spring 2023

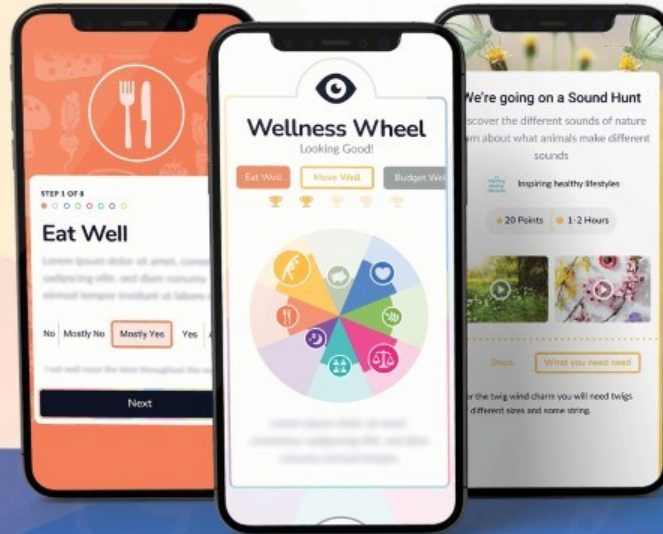


Digital Offer – Family Trail



- ❖ Cannock Chase CEP Funded
- ❖ Stories identified
- ❖ Birmingham Rep/ High Schools
- ❖ Artist – Ruth Allen – Primary Schools
- ❖ Audio heritage enthusiast trail
- ❖ Produced into QR Code Challenge

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The App



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follow the link
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[FWacnWJIY](https://youtu.be/q_FWacnWJIY)

Any questions...



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