



CHASE ROAD PUBLIC CONSULTATION FEEDBACK REPORT

FOR CANNOCK CHASE SAC

AUGUST 2026







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1.0 INTRODUCTION

The Cannock Chase Special Area of Conservation (SAC) Partnership has commissioned Ethos Consultants to undertake an Options Appraisal to consider potential changes to the management of public motor vehicle access along Chase Road. The appraisal forms part of the Partnership's wider approach to managing recreational pressure on Cannock Chase and protecting the internationally important habitats and species associated with the SAC, while recognising the importance of the area for recreation, local access and the communities surrounding the Chase.

Chase Road passes through a particularly sensitive part of Cannock Chase, including the Sherbrook and Oldacre valleys, and provides both access to the landscape and a route through the area. Existing patterns of vehicle movement, formal and informal parking and associated visitor activity have the potential to contribute to pressures on sensitive habitats and species. At the same time, Chase Road is valued by a wide range of users, including walkers, cyclists, horse riders and visitors arriving by car, and is also used by some local residents as part of journeys through the wider area.

Any potential change to existing access arrangements therefore requires careful consideration of environmental benefit alongside accessibility, community impacts, parking displacement, deliverability and other practical considerations.



The Options Appraisal considered a broad range of potential interventions before developing and assessing a shortlist of four integrated packages comprising Full Closure, Partial Closure, Standard Seasonal Closure and Extended Seasonal Closure. Each package was assessed against a consistent weighted appraisal framework considering habitat and species benefit, visitor access and inclusivity, landscape and heritage impacts, impacts on residents, financial sustainability, deliverability and practicality, stakeholder and public acceptability, and strategic alignment.

Public and stakeholder engagement represents an important stage in the appraisal process. While the technical assessment provides an evidence-led comparison of the available approaches, changes to Chase Road could affect people in different ways depending upon how they use the road and the wider Chase. Consultation was therefore undertaken to understand levels of support for the shortlisted options, how respondents currently use Chase Road, the potential implications of changing vehicular access, and any concerns, alternative approaches or mitigation measures that should be considered before the Options Appraisal is finalised.

A single phase of public consultation was undertaken, supported by an online consultation hub and questionnaire, targeted stakeholder engagement and in-person engagement opportunities. The consultation provided information on the environmental context, the options considered through the appraisal and the shortlisted options, while enabling respondents to provide both structured responses and more detailed comments.

This Consultation Summary Feedback Report presents the findings of that engagement. It sets out how the consultation was undertaken, analyses the quantitative questionnaire results and examines the qualitative feedback received to identify recurring themes, areas of agreement and areas of concern. Particular consideration is given to the views of communities closest to Chase Road and to the potential implications for local journeys, accessibility, parking and visitor behaviour.

The consultation findings do not replace the technical evidence developed through the Options Appraisal and should not be interpreted as a standalone referendum on the future of Chase Road. Instead, they provide an additional and important evidence layer. The findings will be considered alongside the ecological, legal, highways, archaeological, financial and other technical evidence to inform the final Options Appraisal and subsequent decisions regarding the future management of Chase Road.

2.0 ENGAGEMENT ARRANGEMENTS

2.1 REQUIREMENT FOR ENGAGEMENT

Public and stakeholder engagement formed an important component of the Chase Road Options Appraisal. The potential management of vehicular access involves a range of environmental, recreational, accessibility and community considerations, and any change to the existing arrangements has the potential to affect different users in different ways. Engagement was therefore required to ensure that these implications were understood alongside the technical evidence developed through the appraisal.

The technical assessment established the environmental context for Chase Road and considered a range of potential interventions for reducing the effects associated with vehicular access and dispersed parking. These were developed into four shortlisted packages and assessed against a consistent framework covering habitat and species benefit, visitor access and inclusivity, landscape and heritage, impacts on residents, financial sustainability, deliverability, stakeholder and public acceptability, and strategic alignment. All four shortlisted packages were subject to the public consultation.

The technical appraisal alone cannot fully capture how Chase Road is used or the practical implications that changes to access could have for those who live near, travel through or visit Cannock Chase. This is particularly relevant given the different functions of the road, including providing access to recreational areas and parking locations, enabling some local journeys through the Chase, and providing access to the landscape for people who may be less able to travel significant distances on foot.

The engagement process was therefore designed to test the findings of the Options Appraisal against local knowledge and user experience. It sought to understand how Chase Road is currently used, the level of support for the preferred option, the potential effects of changing vehicular access, and the measures respondents considered important in managing any resulting impacts. Participants were also able to provide additional comments, enabling concerns, alternative approaches and potential mitigation measures to be identified beyond the predefined questionnaire responses.

Engagement was undertaken through a single public consultation phase, incorporating an online consultation hub and questionnaire, targeted engagement with relevant organisations and stakeholders, and in-person engagement opportunities. This combination was intended to provide different ways for people to understand the proposals and participate in the consultation.

The consultation represents one component of the overall evidence base rather than a standalone decision-making exercise. Its findings will be considered alongside the ecological, highways, legal, archaeological, financial and other technical considerations established through the Options Appraisal. This combined approach enables the final recommendations to take account of both the environmental objectives of the project and the practical implications identified by residents, visitors, stakeholders and other users of Chase Road.

2.2 ENGAGEMENT MATERIAL

To support the public consultation and encourage participation from residents, visitors, businesses and other stakeholders, a comprehensive suite of engagement and communication materials was developed. The materials were designed to explain why changes to vehicle access along Chase Road were being considered, present the findings of the Options Appraisal in an accessible format, and provide clear opportunities for people to review the shortlisted options and provide feedback.



A dedicated landing page was established on the Cannock Chase SAC Partnership website, providing an introduction to the project and directing visitors to further information and the consultation. This was supported by a dedicated consultation hub hosted on the GoVocal digital engagement platform. The hub provided more detailed information on the background to the project, the environmental context, the Options Appraisal process and the potential implications of changes to vehicular access along Chase Road.

Importantly, the consultation material presented all four shortlisted option packages identified through the technical appraisal: Full Closure, Partial Closure, Standard Seasonal Closure and Extended Seasonal Closure. The nature, extent and key implications of each approach were explained to enable respondents to understand the differences between the packages and consider their relative advantages and disadvantages. No preferred option was identified as part of the Options Appraisal process, ensuring that respondents were able to consider each of the four shortlisted approaches before providing their views through the questionnaire.

A Frequently Asked Questions (FAQ) document was prepared to provide additional information on the project and respond to issues that were anticipated to be of particular interest to the public. This provided further explanation of the reasons for considering intervention, the environmental sensitivity of Cannock Chase, access and parking considerations, and the Options Appraisal and consultation process.

A short ‘talking head’ video was also produced featuring key District and County Councillors. The video provided an accessible introduction to the project, explained why the consultation was being undertaken and encouraged people to review the information and participate. The use of video alongside written material provided an alternative way for people to understand the project and helped communicate the purpose of the consultation in a concise and accessible format.

A live online webinar was also held using Microsoft Teams to provide a further opportunity for people to understand the project and the shortlisted options in greater detail. The session provided additional background to the Chase Road Options Appraisal, explained why the project was being undertaken and outlined the development and assessment of the four shortlisted option packages. This enabled participants to hear directly from the project team and gain a more detailed understanding of the evidence and considerations underpinning the appraisal.

The webinar also included a dedicated question and answer session. Questions could be submitted for consideration, with responses provided during the session on key issues raised by participants. This provided an additional opportunity to explore aspects of the project that were of particular interest or concern and complemented the information available through the consultation hub, FAQs and other engagement material. A copy of the FAQs can be found in Appendix A.

Printed material was used alongside the digital engagement. A consultation leaflet provided a concise overview of the project and promoted the opportunities available to participate. Consultation boards and roller banners were also produced for the in-person engagement events, presenting the project background, environmental context, shortlisted options and consultation process in a clear visual format. These materials enabled attendees to review the principal information before discussing the proposals with members of the project team and completing the questionnaire.

The consultation was promoted through a coordinated communications campaign. Press releases were issued to local media, information was promoted through social media channels, and relevant Parish Councils potentially affected by changes to Chase Road were contacted directly by email. This was intended to extend awareness beyond existing SAC Partnership communication channels and provide local organisations with the opportunity to share consultation information within their communities.

Across the consultation period, the Cannock Chase SAC Partnership undertook an active programme of social media promotion to raise awareness of the project, encourage participation and promote key consultation activities.

Between 8 June and 18 July 2026, 17 individual social media posts relating to the consultation were published through the Partnership's channels. Collectively, these posts generated approximately 135,800 views and 17,300 engagements, demonstrating a substantial level of digital reach and interaction. Appendix E lists the social media posts that were posted.

Individual posts achieved up to approximately 27,000 views, with several exceeding 18,000 views. Social media activity was maintained throughout the consultation period, including targeted promotion around the week-long engagement roadshow, helping to provide repeated opportunities for people to become aware of the consultation and access further information through the consultation hub.

Table 1 provides a breakdown of the post dates, amount of views, and engagement reach.

Date	Viewers	Engagement
08/06/2026	2280	900
11/06/2026	21884	3712
16/06/2026	2745	262
22/06/2026	21521	2963
29/06/2026	826	45
29/06/2026	964	119
30/06/2026	3989	196
01/07/2026	18684	2159
01/07/2026	264	12
02/07/2026	8103	884
02/07/2026	2266	249
03/07/2026	1899	280
04/07/2026	1597	55
05/07/2026	9211	1108
06/07/2026	1353	161
12/07/2026	26986	2831
18/07/2026	10455	1350

Table 1 – Social media stats for the consultation period

Taken together, the consultation website, GoVocal hub, questionnaire, video, FAQs, printed material, event displays, media activity, social media promotion and direct stakeholder communications provided multiple routes through which people could become aware of the project, understand the options being considered and participate in the consultation. The approach was intended to support informed participation while recognising that different audiences engage with consultation information in different ways.

Appendix D provides copies of the consultation material used during the consultation.

2.3 ONLINE QUESTIONNAIRE

The principal method for collecting public feedback was an online questionnaire hosted on SmartSurvey and accessed through the GoVocal consultation hub. The questionnaire was designed to capture views from people with a range of relationships to Chase Road and Cannock Chase, including local residents, visitors, recreational users, businesses and other interested stakeholders.

The questionnaire was developed to provide both quantitative and qualitative evidence. Initial questions sought to understand respondents' relationship with Cannock Chase and Chase Road, including how frequently they visit or use the area and the ways in which Chase Road forms part of their journeys or recreational activity. This was particularly important in distinguishing between those who primarily use the road to access the Chase and those who use it as part of wider local journeys.

Respondents were then asked for their views on the principle of managing vehicular access and the four shortlisted option packages. Respondents were provided with information on the different approaches and invited to indicate their preferences, enabling the consultation to establish the relative level of support for each package.

The questionnaire also explored the potential implications of changing access arrangements, including effects on individual journeys and visits to Cannock Chase, accessibility and the measures that could help manage or mitigate potential impacts. Predetermined response options were used wherever appropriate to support consistent analysis and comparison, while free text opportunities allowed respondents to explain their views, identify specific concerns and suggest alternative or complementary measures.

The online format enabled responses to be captured consistently and provided a comprehensive dataset for subsequent analysis. The questionnaire results form the principal quantitative component of this Consultation Summary Feedback Report, while the accompanying free text responses provide important qualitative evidence explaining the reasons behind respondents' preferences and concerns.

The questionnaire was available throughout the public consultation period and was promoted through the wider communications and engagement activities described in Section 2.2.

A copy of the consultation questionnaire is provided in Appendix C of this report.

2.4 TARGETED ENGAGEMENT

In addition to the wider public consultation, targeted engagement was undertaken to ensure that organisations and groups with a particular interest in Chase Road, Cannock Chase and the potential implications of changing vehicular access were made aware of the consultation and provided with an opportunity to contribute.

Relevant stakeholders were identified to reflect the range of interests potentially affected by, or able to provide informed input into, the proposals. Particular consideration was given to organisations representing communities surrounding Cannock Chase, recreational and access interests, accessibility, environmental protection and other users of the Chase.

Local Parish Councils potentially affected by changes to access arrangements were contacted directly and provided with information on the project and opportunities to participate. This was particularly important given the potential for changes to Chase Road to influence local journey patterns, traffic distribution and parking demand within surrounding communities. Parish Councils were also able to provide formal representations reflecting issues of particular importance within their respective areas.

Targeted engagement also sought to ensure that organisations representing different users of Cannock Chase had the opportunity to consider the proposals. This included groups and organisations with interests in:

- Local communities and Parish Councils;
- Walking and public rights of way;
- Cycling and recreational access;
- Horse riding and equestrian access;
- Accessibility and the needs of people with reduced mobility;
- Nature conservation and environmental protection;
- Local businesses and visitor interests;
- Organisations with an interest in the management and future use of Cannock Chase.

Stakeholders were directed to the consultation information, including the GoVocal consultation hub and online questionnaire, enabling them to review the same information presented through the wider public consultation and provide either questionnaire responses or more detailed representations where appropriate.

This targeted approach complemented the wider public engagement by providing an opportunity to capture more detailed perspectives from organisations with local knowledge, specialist interests or direct experience of the issues being considered. Formal stakeholder representations received during the consultation have been considered alongside the questionnaire results and wider qualitative feedback as part of the overall consultation analysis.

2.5 IN-PERSON ENGAGEMENT EVENTS

Alongside the online and targeted engagement activities, a week long programme of in-person consultation was undertaken between 29 June and 5 July. The roadshow was designed to provide opportunities for residents, visitors and other stakeholders to discuss the Chase Road Options Appraisal directly with members of the project team, ask questions and better understand the four shortlisted options before providing their feedback.

A programme of informal drop-in sessions was held at different locations, on different days of the week and at varying times of day. This approach was intended to provide flexibility for participation and reach both communities surrounding Cannock Chase and people visiting the area. Events were held at Brocton Village Hall, the Cannock Chase Visitor Centre and Pye Green Community Centre in Hednesford.

The project team was also present on Chase Road itself on two occasions, principally in and around the Chase Road Corner car park. These sessions provided an opportunity to engage directly with people using the road and surrounding area and to discuss the proposals within the location to which they relate. This complemented the venue based sessions and enabled feedback to be gathered from existing users of Chase Road who may not otherwise have attended a formal consultation event.

Two guided walks were also undertaken on Friday 3 July and Saturday 4 July, during which members of the project team and stakeholders walked the length of Chase Road. Seven people participated across the two walks. These sessions provided an opportunity to discuss the issues and options in their physical context, including existing access and

parking arrangements, environmental sensitivities and the potential implications of the different approaches being considered.

Across the week, approximately 150 people participated in the in-person engagement activities. Attendance was distributed across the programme as summarised below.

Day	Location	Approx Attendance
Monday 29 June	Cannock Chase Visitor Centre	10
	Brocton Village Hall	20
Tuesday 30 June	Chase Road	20
Wednesday 1 July	Chase Road	12
	Brocton Village Hall	15
Thursday 2 July	Cannock Chase Visitor Centre	10
	Pye Green Community Centre	5
Friday 3 July	Cannock Chase Visitor Centre	12
	Chase Road Guided Walk	6
Saturday 4 July	Brocton Village Hall	25
	Chase Road Guided Walk	1
Sunday 5 July	Cannock Chase Visitor Centre	12

Table 1 – Breakdown of stakeholder attendance at the in-person drop-in consultation events

The informal nature of the sessions enabled stakeholders to speak directly with the project team, seek clarification on the background to the project and discuss the potential advantages, disadvantages and implications of each of the four shortlisted options. The events also provided an opportunity for the project team to hear first-hand how Chase Road is used for recreational access and local journeys, together with concerns relating to accessibility, parking displacement, environmental protection and the potential effects on surrounding communities.

The in-person programme therefore provided an important complement to the online questionnaire. While the questionnaire provided the principal mechanism for formally recording and analysing consultation responses, the roadshow enabled more detailed discussion of the issues and provided additional context for understanding the views and concerns subsequently expressed through the consultation.

3.0 QUESTIONNAIRE ANALYSIS

3.1 INTRODUCTION

As part of the public consultation, a questionnaire was developed to capture feedback from residents, visitors, businesses, stakeholders and other users of Cannock Chase on the four shortlisted options for the future management of vehicular access along Chase Road. The questionnaire was designed to understand both overall views on the options being considered and how potential changes could affect people who use Chase Road and the surrounding area.

The questionnaire included a series of structured questions covering respondents' relationship with Cannock Chase and Chase Road, frequency and nature of use, use of the road for recreational access and wider journeys, awareness of the environmental sensitivities of the area, and views on the principle of managing vehicular access. Respondents were also asked to consider the four shortlisted option packages and identify their preferred approach. Further questions explored the potential effects of changes to vehicular access and measures that could help manage or mitigate these impacts.

Predetermined response options were used wherever appropriate to enable consistent quantitative analysis and comparison between different respondent groups. The questionnaire also provided opportunities for respondents to explain their views through free text comments. These comments provide an important additional evidence source, enabling the reasons behind preferences to be explored and recurring concerns, alternative suggestions and potential mitigation measures to be identified.

During the consultation period, a total of 1,777 completed questionnaires were received, representing a substantial level of participation and providing a significant dataset for analysis. Responses were received from people with a range of relationships to Chase Road and Cannock Chase, including frequent and occasional visitors, recreational users and people who use Chase Road as part of journeys through the wider area.

This chapter presents the quantitative findings from the questionnaire, initially considering the overall consultation response before examining whether views and preferences differ geographically, particularly among respondents living closest to Chase Road and the surrounding communities. The quantitative findings are subsequently considered alongside the detailed qualitative feedback received, providing a more complete understanding of both the level of support for different approaches and the reasons underpinning respondents' views.

3.2 DISTRICT WIDE ANALYSIS

3.2.1 LOCATION

The questionnaire invited respondents to provide their postcode, enabling the geographic distribution of participation to be assessed. This provides an important indication of the extent to which the consultation reached communities surrounding

Cannock Chase, as well as people travelling from further afield. Figure 1 presents a heatmap of the postcode information provided by respondents, with areas of greater concentration shown through increased heat intensity.

The heatmap demonstrates a strong concentration of responses from communities immediately surrounding Cannock Chase. Particularly notable clusters are evident to the north and north-west around Stafford, Brocton and Milford, to the south around Cannock and Hednesford, and to the east around Rugeley. These locations represent the principal communities surrounding the Chase and include areas whose residents are likely to use Chase Road either to access Cannock Chase or as part of wider local journeys.

Importantly, responses were not confined to the immediate Chase Road corridor. The geographic spread extends across the wider Stafford, Cannock and Rugeley areas, together with a more dispersed pattern of responses from settlements further afield. This is consistent with the wider recreational function of Cannock Chase and demonstrates that the consultation attracted participation from both nearby communities and visitors travelling from a broader catchment.

The distribution also shows particularly strong participation from areas closest to the northern and southern sides of Cannock Chase. This is significant to the Options Appraisal because these communities could experience changes in journey patterns, traffic distribution or parking demand should vehicular access arrangements along Chase Road change. Their representation within the consultation therefore provides an important evidence base for understanding potential local impacts alongside the views of the wider visitor population.

Overall, the geographic distribution demonstrates that the consultation achieved broad coverage across the communities surrounding Cannock Chase, with particularly strong representation from those closest to the study area. The subsequent analysis considers the overall consultation results alongside more localised responses, enabling any differences between the wider respondent population and communities most directly affected by potential changes to Chase Road to be identified.

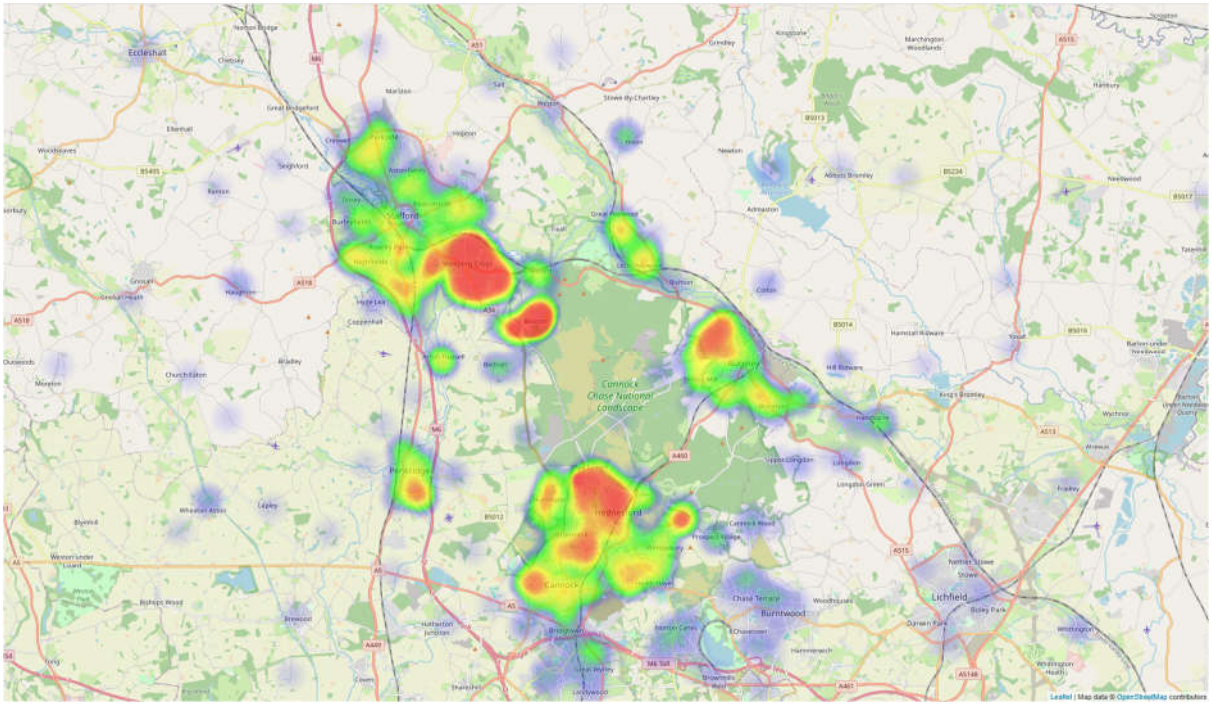


Figure 1 – Heatmap showing location of responses

The questionnaire comprised a further 15 questions, supported by opportunities for respondents to provide additional open-ended comments. This enabled both quantitative analysis of the structured responses and qualitative analysis of the reasons, concerns and suggestions underpinning respondents' views. The data has been analysed to identify key trends, areas of agreement and differences in opinion. The following sections present the results for each question, together with a summary of the principal findings emerging from the consultation.

3.2.2 QUESTION 2 ASKED WHAT IS YOUR GENDER

This question asked respondents to identify their gender by selecting a single response. A total of 1,765 respondents answered the question, with 12 choosing not to provide a response.

The results show that female respondents represented the largest proportion of participants, accounting for 56% (991 respondents). Male respondents accounted for 41% (731 respondents). A further 2% (41 respondents) selected 'Prefer not to say', while 0.1% (2 respondents) indicated that they identify in a different way.

Overall, the results indicate a moderate female majority within the consultation sample, although there was substantial representation from both male and female respondents.

3.2.3 QUESTION 3 ASKED PLEASE STATE YOUR AGE RANGE

This question asked respondents to identify their age range, with 1,766 responses received and 11 respondents skipping the question.

The results demonstrate a clear concentration of responses among middle-aged and older participants. The largest group was those aged 56–70, representing 37% (653 respondents), followed by those aged 41–55 at 30% (530 respondents). A further 16% (288 respondents) were aged over 70. Collectively, therefore, 83% of respondents were aged 41 or above, demonstrating particularly strong engagement from these age groups.

Younger age groups were less well represented. Respondents aged 26–40 accounted for 14% (249 respondents), while those aged 16–25 represented 2% (43 respondents) and those aged under 16 accounted for just 0.2% (3 respondents).

The age profile is an important consideration when interpreting the wider consultation findings. In particular, the strong representation of respondents aged over 55 provides a substantial evidence base for understanding the views of people for whom continued vehicular accessibility and proximity to recreational areas may be particularly relevant. However, the comparatively limited participation from younger age groups means their views are less strongly represented within the overall consultation dataset.

Figure 2 provides a breakdown of respondents age profiles across the six categories.

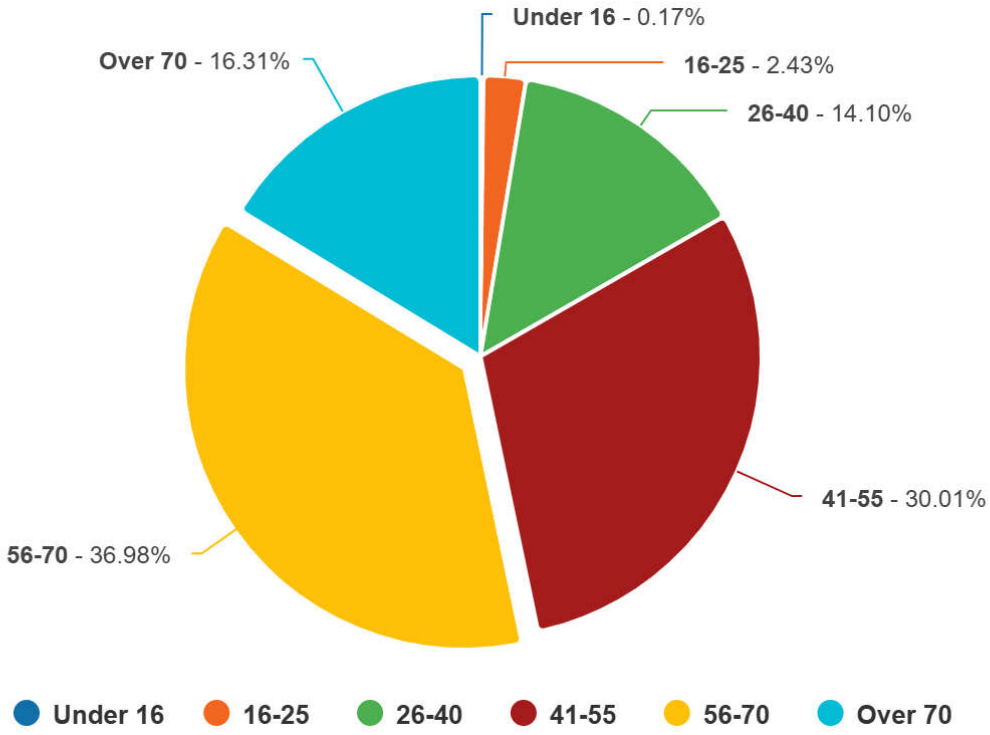


Figure 2 – Results of question 2, respondents age ranges

3.2.4 QUESTION 4 ASKED WHICH OF THE FOLLOWING BEST DESCRIBES YOU

This question sought to understand respondents' relationship with Cannock Chase and the surrounding area. Respondents were able to select more than one answer, recognising that individuals may, for example, be both a local resident and a regular visitor to the Chase. A total of 1,767 respondents answered the question, with 10 respondents skipping it. As multiple responses were permitted, the percentages do not total 100%.

The results demonstrate that the consultation achieved particularly strong participation from local communities, with 83% (1,465 respondents) identifying themselves as local residents living within the Cannock Chase area or nearby communities. A further 9% (156 respondents) identified as residents elsewhere in Staffordshire. This reinforces the geographic pattern identified through the postcode analysis and demonstrates that the consultation findings are strongly informed by people living within or close to the area potentially affected by changes to Chase Road.

There was also substantial representation from people who actively use Cannock Chase. More than half of respondents, 53% (930 respondents), described themselves as regular visitors, compared with 4% (70 respondents) identifying as occasional visitors. Only 1.6% (29 respondents) identified specifically as visitors from outside Staffordshire. The results therefore indicate that the consultation was predominantly informed by people with an established relationship with Cannock Chase rather than occasional or more distant visitors.

A smaller but important proportion of respondents identified with particular user or stakeholder groups. This included 6.8% (120 respondents) who were members of walking groups, 2.6% (45) of cycling groups and 1.7% (30) of horse-riding groups. In addition, 2.7% (48 respondents) identified as representing a local business or organisation and 1.8% (32 respondents) as accessibility or disability group representatives.

Overall, the results demonstrate that the respondent sample has a strong local and regular user profile. This is particularly relevant to the Chase Road Options Appraisal, as these respondents are likely to have direct experience of existing access arrangements and may also be more likely to experience the effects of any future changes. The findings should therefore provide a valuable indication of local and established user perspectives, while recognising that occasional visitors and those travelling from outside Staffordshire form a much smaller proportion of the consultation sample.

Figure 3 provides an illustration of respondents relationship with Chase Road.

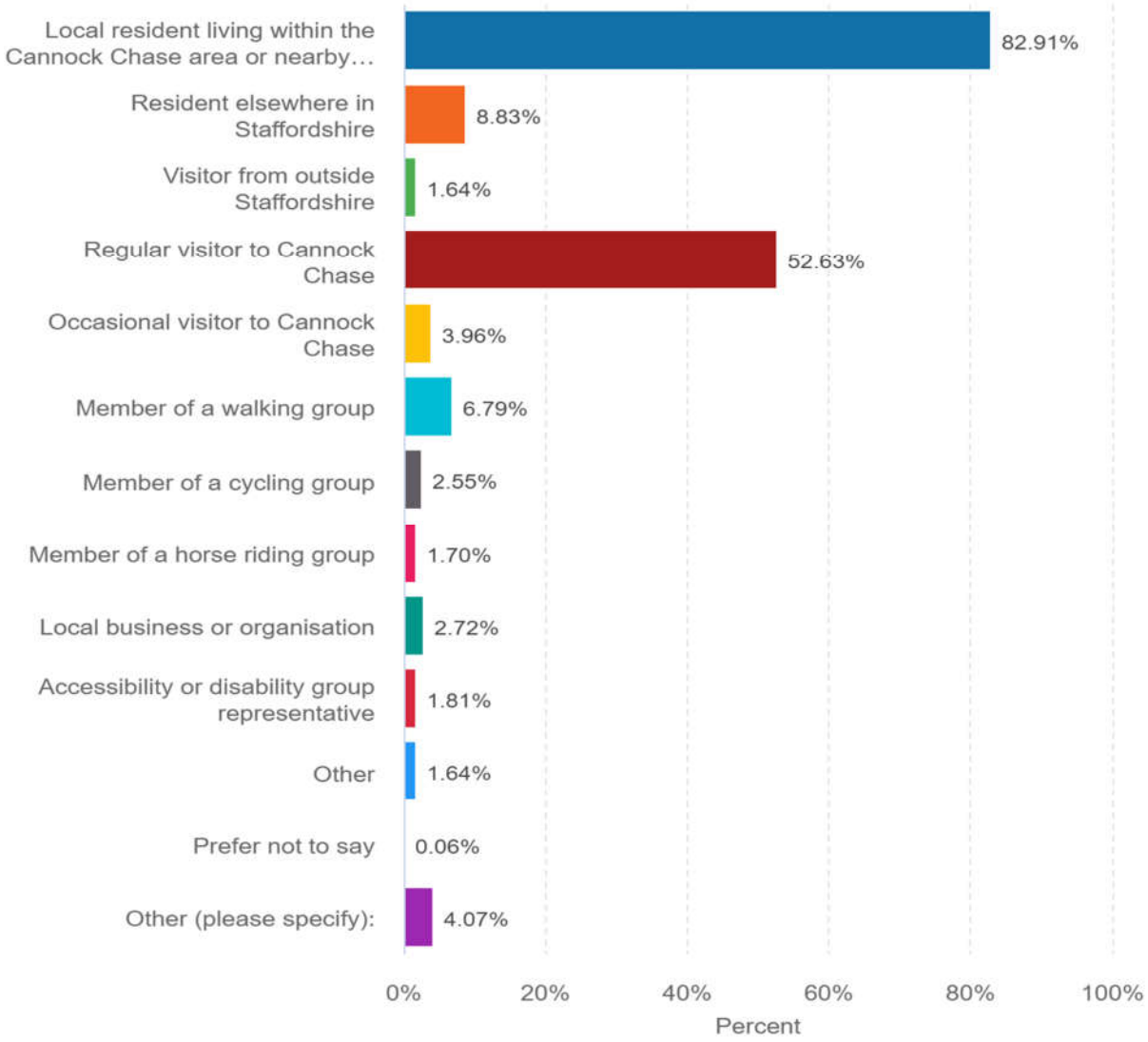


Figure 3 – Results of question 4, respondents relationship with Chase Road

3.2.5 QUESTION 5 ASKED HOW OFTEN DO YOU VISIT CANNOCK CHASE

This question sought to establish how frequently respondents visit Cannock Chase, providing an indication of their familiarity with the area and the extent to which their views are informed by regular use. A total of 1,769 respondents answered the question, with 8 respondents skipping it.

The results demonstrate that the consultation was dominated by people who visit Cannock Chase regularly. The largest proportion, 35% (624 respondents), visit several times per week, while a further 34% (593 respondents) visit several times per month. Notably, 20% (346 respondents) reported visiting Cannock Chase daily.

Taken together, 88% of respondents visit Cannock Chase at least several times per month, including more than half (55%) who visit either daily or several times per week. This indicates a respondent base with a high level of familiarity with Cannock Chase and its existing access arrangements.

By comparison, less frequent visitors account for a relatively small proportion of responses. 7.2% (127 respondents) visit monthly, 4.1% (73 respondents) visit a few times per year, and only 0.3% (6 respondents) reported visiting rarely.

The findings demonstrate that the questionnaire attracted particularly strong participation from frequent and established users of Cannock Chase. This provides valuable insight from people likely to have direct experience of existing conditions and access arrangements. It also means that subsequent findings should be understood as being particularly reflective of those who use the Chase regularly, rather than occasional visitors.

3.2.6 QUESTION 6 – AWARENESS OF THE SPECIAL AREA OF CONSERVATION AND ENVIRONMENTAL SENSITIVITY

This question sought to establish respondents' existing awareness of the environmental importance of the Chase Road area before participating in the consultation. A total of 1,768 respondents answered the question, with 9 respondents skipping it.

The results demonstrate a very high level of existing environmental awareness among respondents. 86% (1,523 respondents) indicated that, prior to the consultation, they were already aware that the Chase Road area sits within the Cannock Chase Special Area of Conservation (SAC) and contains environmentally sensitive habitats. In comparison, 10% (184 respondents) were not previously aware, while 3.5% (61 respondents) were unsure.

This finding is particularly relevant when interpreting the subsequent consultation responses. It indicates that the majority of participants approached the consultation with at least some prior awareness of the protected status and environmental sensitivity of the area, rather than encountering this context for the first time through the consultation material.

The results also reinforce the importance of distinguishing between awareness of the environmental sensitivity of Cannock Chase and views on how those environmental pressures should be managed. A high level of environmental awareness does not necessarily translate directly into support for a particular access management option. The subsequent questions therefore provide an important opportunity to understand respondents' views on the principle of intervention and the relative merits of the four shortlisted approaches.

3.2.7 QUESTION 7 – IMPORTANCE OF PROTECTING SENSITIVE HABITATS AND WILDLIFE

This question sought to understand the importance respondents place on protecting sensitive habitats and wildlife within the Cannock Chase Special Area of Conservation. A total of 1,767 respondents answered the question, with 10 respondents skipping it.

The results demonstrate very strong recognition of the importance of environmental protection. More than half of respondents, 53% (943 respondents), considered protecting sensitive habitats and wildlife to be *very important*, with a further 34% (603 respondents) considering it *important*. Combined, 88% of respondents therefore regarded environmental protection as either important or very important.

A further 9.9% (175 respondents) considered protection to be moderately important. Only 1.9% (34 respondents) considered it slightly important and 0.5% (8 respondents) not important, while 0.2% (4 respondents) were unsure. Overall, therefore, 97% of respondents attributed at least some degree of importance to protecting sensitive habitats and wildlife.

This represents an important finding when considered alongside the wider consultation results. It demonstrates a substantial level of agreement around the underlying objective of protecting Cannock Chase, even where respondents may subsequently hold differing views about the most appropriate way of achieving that objective.

Figure 4 provides a breakdown of respondents views on protecting the sensitive habitats and wildlife within The Chase.

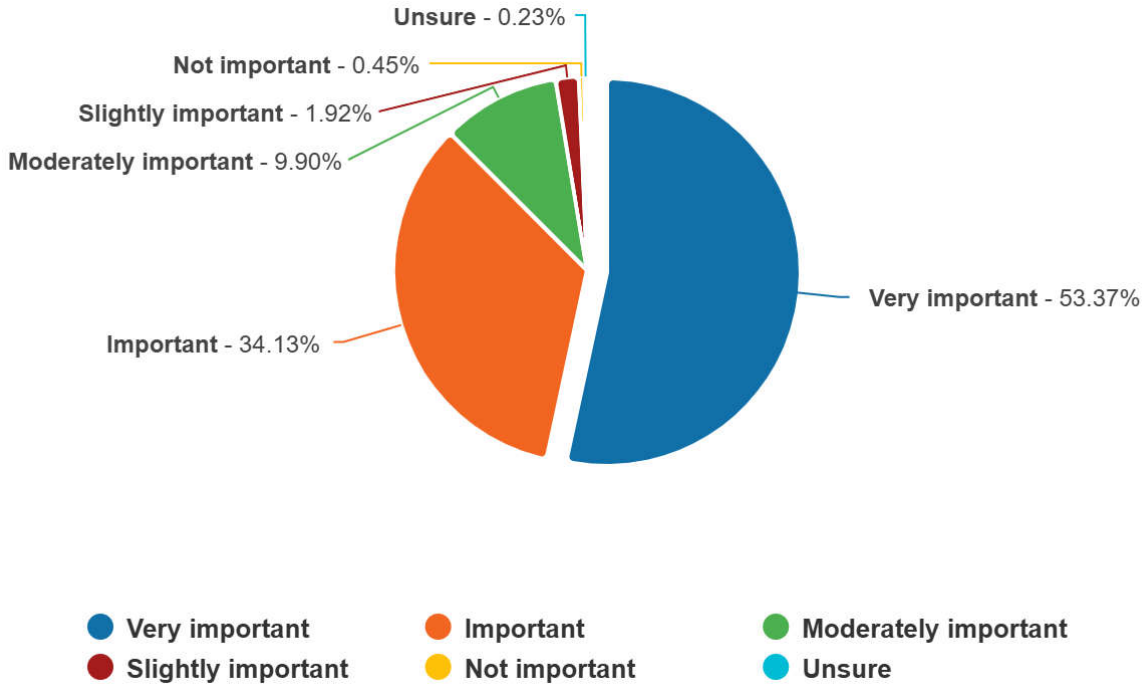


Figure 4 – Results of question 7, protecting sensitive habitats and wildlife

3.2.8 QUESTION 8 – SUPPORT FOR THE PRINCIPLE OF MANAGING VEHICLE ACCESS

This question sought to understand respondents overall level of support for the principle of managing vehicle access along Chase Road as a means of helping to protect the natural environment. A total of 1,769 respondents answered the question, with 8 respondents skipping it. In addition, 1,192 respondents provided comments explaining or supporting their answer.

The results demonstrate that respondents were more opposed than supportive of the principle of managing vehicle access. Overall, 56% expressed opposition, comprising 35% (619 respondents) who strongly opposed the principle and 21% (374 respondents) who opposed it. By comparison, 33% expressed support, with 16% (286 respondents) strongly supporting the principle and 17% (299 respondents) supporting it. A further 11% (191 respondents) expressed a neutral view.

These findings are particularly notable when considered alongside Question 7. While 88% of respondents considered protecting sensitive habitats and wildlife to be important or very important, support reduced substantially when respondents were asked specifically about managing vehicle access along Chase Road to help achieve this. This indicates that the principal area of disagreement is not the importance of environmental protection itself, but whether intervention affecting vehicular access represents an appropriate means of delivering that protection.

The relatively high proportion of respondents selecting *strongly oppose* also demonstrates the strength of feeling associated with potential changes to vehicle access. However, approximately one-third of respondents supported or strongly supported the principle, demonstrating that there is also a substantive body of support for intervention. Figure 5 illustrates the breakdown of support for managing vehicle access along Chase Road to help protect the natural environment.

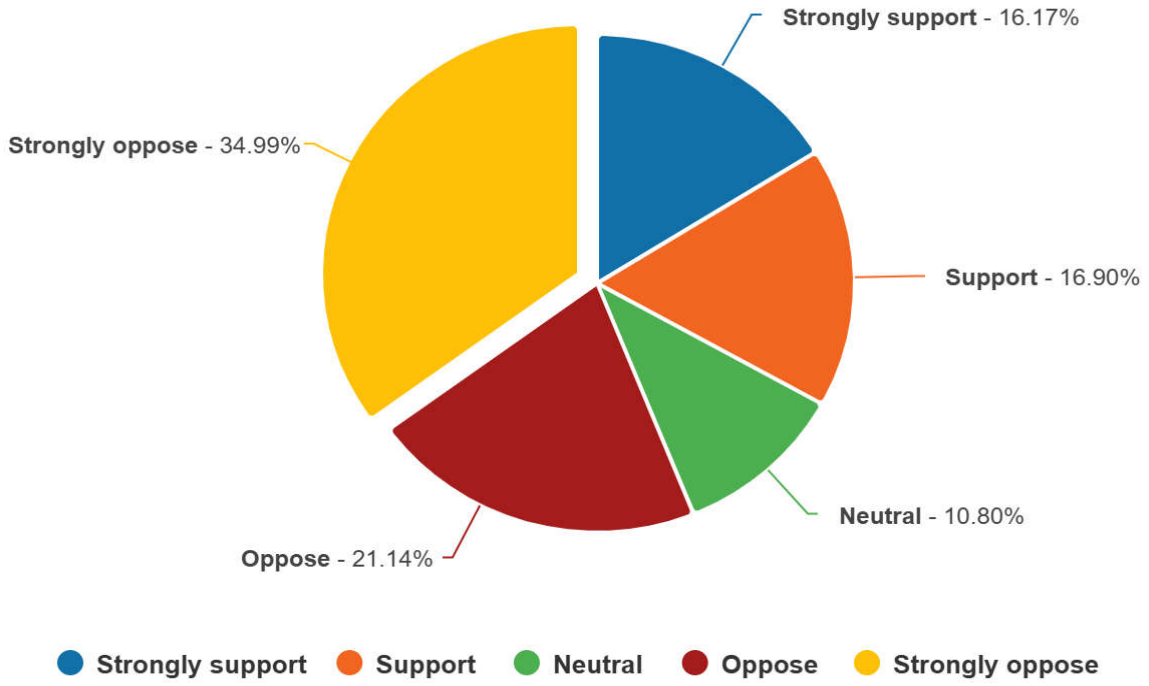


Figure 5 – Results of question 6, frequency of cycling for local trips

Analysis of Supporting Comments

A total of 1,192 respondents provided additional comments explaining their response to Question 8. The comments demonstrate a high level of engagement with the issue and provide important context to the quantitative results. While views varied considerably, several consistent themes emerged.

A particularly strong theme was the distinction between support for environmental protection and support for restricting vehicle access. Many respondents who opposed restrictions nevertheless explicitly recognised the importance of protecting Cannock Chase, its habitats and wildlife. Their opposition was generally based on whether vehicle restriction was considered a necessary, proportionate or effective means of achieving that objective, rather than opposition to conservation itself. Some respondents questioned the extent to which vehicles using Chase Road are directly responsible for habitat deterioration and requested clearer evidence demonstrating the relationship between vehicular activity and ecological harm.

Accessibility and inclusive access represented one of the most prominent concerns. Numerous respondents identified Chase Road as providing an important means of accessing Cannock Chase for older people, disabled people and those with limited mobility who may be unable to walk significant distances from alternative parking locations. Comments also referred to families with young children and people who use the ability to drive, park and undertake shorter walks as a means of experiencing the Chase. Some respondents described being able to experience the landscape and wildlife from a vehicle as important in its own right.

Closely related to this was the importance respondents placed on health, wellbeing and access to nature. A recurring theme was the role that Cannock Chase plays in regular exercise, social interaction and mental wellbeing. For some respondents, Chase Road was described as providing access to a quieter and less formal part of the Chase than the principal visitor destinations. This reinforces the need for any future decision to consider not only ecological outcomes but also the social value associated with access to the landscape.

A further major concern related to parking and traffic displacement. Respondents frequently questioned where vehicles currently using Chase Road and its associated parking areas would go if access were restricted. Particular concern was expressed about displacement into Brocton, surrounding roads and verges, and other parts of Cannock Chase. Some respondents argued that concentrating visitors at fewer locations could simply transfer ecological pressure elsewhere rather than reduce it overall. This is an important issue for the subsequent assessment because it suggests that the acceptability of any restriction may be closely linked to the adequacy of alternative parking and the management of displacement.

The potential effect on local businesses, particularly Brocton Nursery, was another recurring theme. Respondents expressed concern that removing through traffic or changing access arrangements could reduce passing trade and make access less convenient. This concern was raised both by users of the business and directly by the proprietor, who identified potential consequences for employment and the future viability of the business.

There was also substantial discussion of alternative or more targeted management measures. Rather than retaining the current situation entirely unchanged, a notable

group of respondents favoured intervention that addressed specific behaviours while maintaining general vehicle access. Suggestions included overnight closure, restrictions at particular times or seasons, preventing through traffic while retaining access to parking, improved verge protection, better maintained parking areas, additional wardens or ranger patrols, enforcement against inappropriate parking, improved signage and education, and stronger action against deer feeding, littering, speeding and antisocial behaviour.

This reflects another significant theme within the comments: some respondents considered visitor behaviour rather than vehicle access itself to be the principal problem. Deer feeding, inappropriate verge parking, littering, fly-tipping, nighttime activity and other antisocial behaviour were repeatedly identified. Some respondents therefore argued that enforcement and active site management should be strengthened before more extensive access restrictions are introduced.

Conversely, there was a clear body of comments supporting stronger vehicle restriction or closure. These respondents emphasised the protected status and ecological sensitivity of Cannock Chase and considered reducing traffic to be justified by the need to protect habitat and wildlife. Concerns included traffic volumes, noise, pollution, verge damage, vehicles leaving the defined carriageway, litter, disturbance and wildlife casualties. Some respondents also considered reducing traffic beneficial for people walking, cycling or horse riding along or around Chase Road.

Importantly, the comments reveal a substantial middle position between unrestricted access and complete closure. Some respondents supported the principle of management but not permanent closure, while others supported preventing Chase Road from operating as a through route provided access to established parking locations could be retained. Seasonal, nighttime and time-limited restrictions were also suggested. This indicates that the consultation response should not simply be interpreted as a binary division between those favouring environmental protection and those favouring continued access.

Finally, a smaller but nevertheless recurring theme concerned trust, evidence and the consultation process. Some respondents questioned the ecological evidence underpinning the proposals, expressed concern that closure could ultimately be associated with parking charges or reduced highway maintenance obligations, or considered aspects of the questionnaire wording to be leading. These comments represent perceptions rather than established facts, but they are relevant because they demonstrate the importance of clearly communicating the evidence base, rationale for intervention and relationship between any future access changes and parking arrangements.

Overall Interpretation

Taken together, the comments reinforce the quantitative findings from Question 8 but provide a more nuanced picture of the reasons behind them. Opposition to managing vehicle access should not be interpreted as opposition to environmental protection.

Rather, much of the concern centres on the proportionality and effectiveness of vehicle restriction, accessibility for less mobile users, displacement of parking and traffic, effects on local residents and businesses, and whether more targeted management measures could achieve environmental objectives while retaining access.

At the same time, there is a clearly identifiable body of respondents who consider the ecological sensitivity of the SAC sufficient justification for significantly reducing or removing vehicle movements along Chase Road.

3.2.9 QUESTION 9 – USE OF CHASE ROAD AS A THROUGH ROUTE

The results demonstrate that Chase Road performs an important movement function, in addition to providing direct access to Cannock Chase. Of the 1,769 respondents, 41% (725 respondents) stated that they frequently use Chase Road as part of a route between different parts of Cannock Chase or nearby communities, with a further 36% (631 respondents) using it occasionally.

Combined, this means that 77% of respondents use Chase Road as a through route at least occasionally, equivalent to 1,356 respondents. In comparison, 15% (270 respondents) rarely use the road in this way and only 8.1% (143 respondents) stated that they never do so.

This is a significant finding in considering potential changes to vehicle access. The results indicate that Chase Road is not used solely as a means of reaching parking areas or recreational destinations immediately adjacent to the road. For a substantial majority of respondents, it also provides a connection between different parts of the Chase and/or surrounding communities.

The particularly high proportion using the route frequently suggests that some journeys are likely to form part of established travel patterns rather than being exclusively occasional recreational trips. However, the question does not identify journey purpose, origin/destination or whether an alternative route is available, so the results alone cannot determine the wider highway consequences of restricting through movement.

From an options development perspective, the findings are particularly relevant to proposals that would remove the ability to travel continuously along Chase Road. Such an intervention would affect considerably more respondents than those who simply park alongside or immediately access the road and could result in journeys being reassigned to alternative routes.

3.2.10 QUESTION 10 – IN WHAT WAYS HAVE YOU USED CHASE ROAD

This question sought to understand the different ways in which respondents use Chase Road, recognising that individuals may use the corridor for several different purposes. Respondents were therefore able to select all answers that applied. A total of 1,769 respondents completed the question, with 8 respondents skipping it. As multiple responses were permitted, the percentages do not total 100%.

The results demonstrate that Chase Road performs a broad range of access, recreational and movement functions. The most frequently selected response was driving to access parking or viewpoints, identified by 76% (1,340 respondents). This was closely followed by enjoyment of local nature at 73% (1,283 respondents) and walking at 70% (1,237 respondents). These results demonstrate the importance of Chase Road as a means of accessing and experiencing the wider Cannock Chase landscape, rather than simply functioning as a highway corridor.

Other recreational uses were also well represented. 44% (777 respondents) use Chase Road in connection with dog walking, while 44% (774 respondents) use it to access nearby paths or recreation areas. Cycling was identified by 18% (317 respondents) and horse riding by 3.9% (69 respondents). The results therefore demonstrate that Chase Road supports a diverse range of recreational activities and provides an important point of access to the surrounding path and recreational network.

At the same time, 43% (758 respondents) reported driving through Chase Road as part of a local journey. This supports the findings from Question 9 and confirms that the road has a wider movement function alongside its role in facilitating access to Cannock Chase. The distinction is important because potential changes to vehicular access could affect both people travelling specifically to visit the Chase and those using Chase Road as part of journeys between other locations.

Only 0.8% (14 respondents) indicated that they do not use Chase Road, demonstrating that the overwhelming majority of questionnaire respondents have some direct experience of the corridor. A further 8.8% (155 respondents) selected ‘Other’, indicating that there are additional uses and experiences not fully captured by the predetermined categories.

The 155 ‘Other’ responses provide additional insight into the range of ways Chase Road is used beyond the predetermined categories. Several recurring themes were identified.

A prominent theme was access to local businesses, particularly Brocton Nursery, with numerous respondents specifically identifying the nursery or garden centre as a destination. Accessibility was also frequently raised, with respondents describing the importance of vehicular access for elderly or disabled people and those with limited mobility to experience the Chase, view wildlife and access the landscape.

Other recurring uses included photography and wildlife observation, running and organised activities such as Scouts and Duke of Edinburgh, and accessing the area for health, wellbeing and social purposes. Some local residents also identified Chase Road as providing access to homes, family and friends, or as an alternative route when surrounding roads are closed or disrupted.

A smaller number of responses identified operational and emergency functions, including ambulance access, Search and Rescue, environmental monitoring and heathland management. These uses would require specific consideration within the design and operation of any future access restrictions.

Overall, the results demonstrate the multifunctional nature of Chase Road. It is used extensively to access parking and viewpoints, enjoy the natural environment, walk and reach surrounding recreational areas, while also serving as part of the local road network. This breadth of use is important when considering the four shortlisted options, as changes to access arrangements have the potential to affect several different types of user and journey rather than a single recreational or transport function.

Figure 6 provides an illustrative breakdown of how respondents use Chase Road.

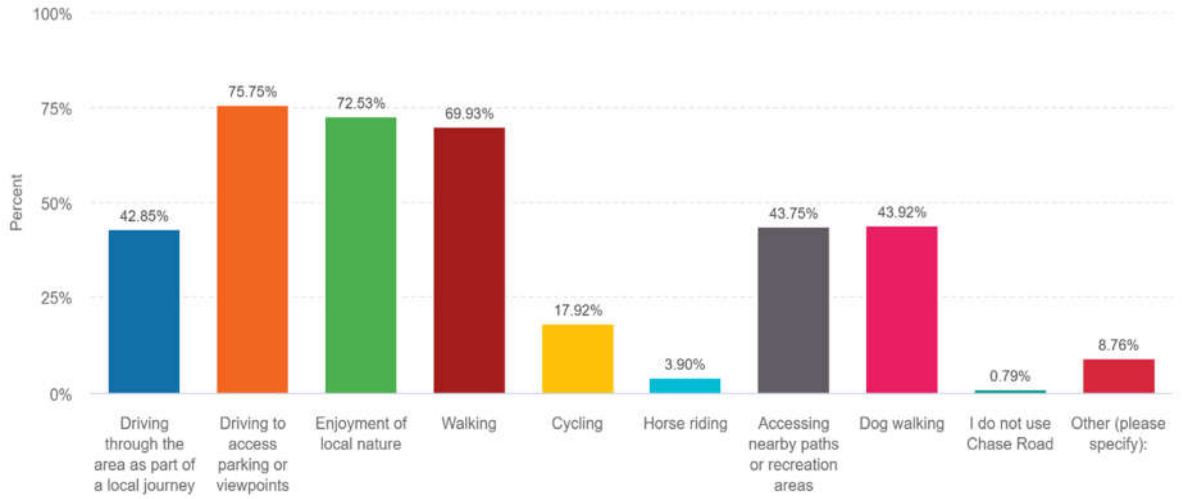


Figure 6 – Results of question 10, reasons Chase Road is currently used

3.2.11 QUESTION 11 – POTENTIAL IMPACT OF CHANGES TO VEHICLE ACCESS ON JOURNEYS

This question sought to understand the extent to which changes to public motor vehicle access arrangements along Chase Road could affect respondents' existing journeys. A total of 1,741 respondents completed the question, with 36 respondents skipping it.

The results indicate that changes to access arrangements would have a material impact on the journeys of a substantial proportion of respondents. The largest individual response was that changes would significantly affect journeys, selected by 37% (645 respondents). A further 25% (433 respondents) considered that there would be a noticeable change to their route. Combined, 62% of respondents therefore anticipated either a noticeable or significant impact.

A further 17% (294 respondents) considered that changes would result in only a minor alteration to their route. In comparison, 15% (264 respondents) stated that their journeys would not be affected, while 6.0% (105 respondents) were unsure.

A total of 900 respondents provided additional comments explaining how changes to vehicle access could affect them. The comments provide important context to the quantitative results, particularly as many respondents interpreted the impact more broadly than simply changes to an A-to-B journey.

A dominant theme was continued access to Cannock Chase itself. Many respondents explained that they primarily use Chase Road to reach parking areas, walking routes, viewpoints and locations for wildlife observation rather than as a conventional through route. Consequently, the anticipated impact of restrictions was frequently described as loss of convenient access to particular parts of the Chase rather than simply an increase in journey time.

Accessibility and mobility emerged particularly strongly. Older respondents, disabled people and those with limited mobility described relying on the ability to park close to walking routes, viewpoints and areas of natural interest. Some respondents indicated that relocating parking to more distant locations could prevent them, or family members they support, from accessing these areas altogether. Personal safety was also raised, particularly in relation to longer walks from alternative parking locations and lone visitors.

A further prominent theme concerned longer journeys and traffic displacement. Respondents anticipated needing to use alternative routes, with concerns about increased journey distances, fuel use and traffic on surrounding roads. Particular concern was expressed about potential additional traffic and parking within Brocton, as well as use of the A34 and surrounding junctions. Some respondents also questioned whether restricting Chase Road would reduce overall visitor pressure or simply transfer vehicles and environmental impacts elsewhere.

The availability and location of alternative parking was closely linked to these concerns. Respondents frequently indicated that the scale of impact would depend upon whether suitable replacement parking remained available and how close this was to existing destinations and walking routes.

There was, however, also a contrasting body of opinion. Some respondents considered the journey impacts to be minor or manageable, noting that alternative highway routes and other access points are available. Within this group, some considered additional travel or inconvenience to be justified by the environmental benefits of reducing vehicle activity within the SAC.

The findings reinforce the results from Questions 9 and 10 regarding the wider movement function of Chase Road. While not all respondents would experience substantial effects, the fact that almost two-thirds anticipate a noticeable or significant impact demonstrates that changes to vehicular access have implications extending beyond access to individual parking areas or viewpoints. Potential effects on local journey patterns, alternative routes and traffic displacement should therefore form an important consideration in determining the most appropriate future access arrangements.

Figure 7 summarises respondents thoughts on how managing vehicular access along Chase Road might affect their journeys in the area.

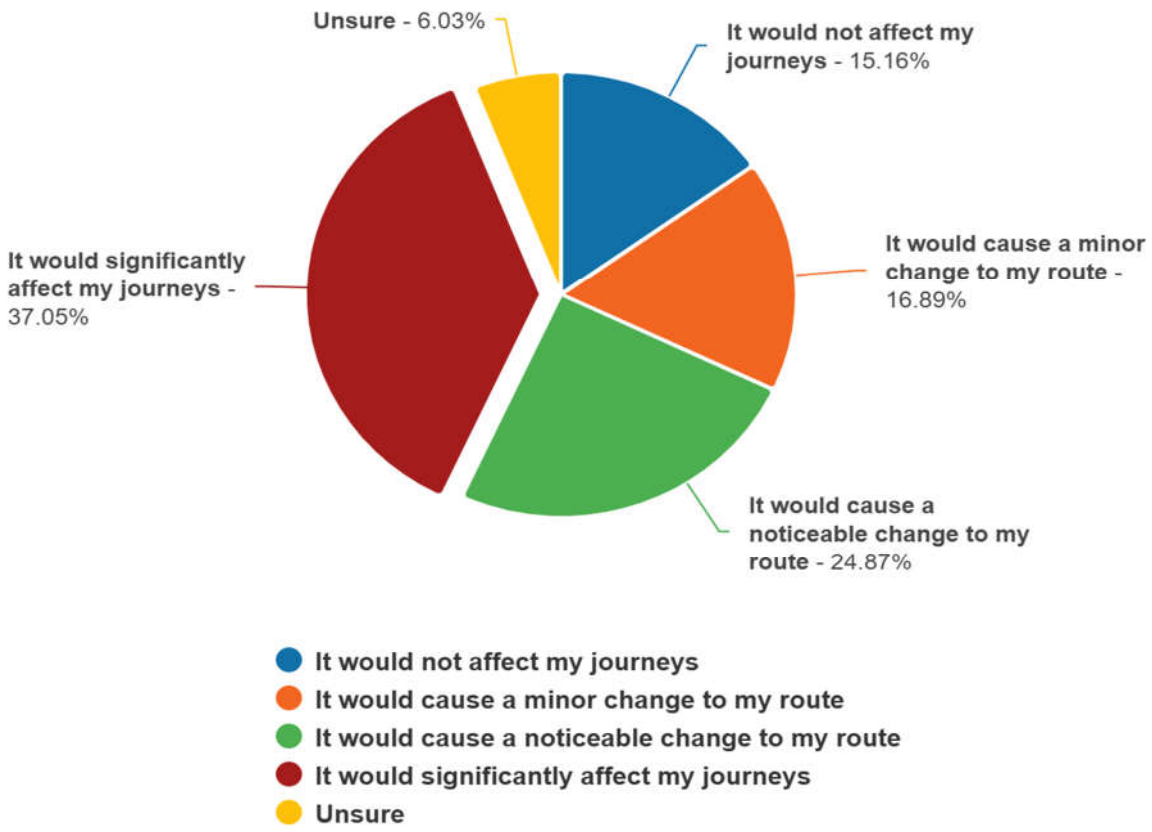


Figure 7 – Results of question 9, reasons for not using active travel

3.2.12 QUESTION 12 – SUPPORT FOR CONCENTRATING PARKING IN FEWER CAR PARKS

A total of 1,770 respondents answered the question, with only 7 respondents skipping it, providing a very high response rate. The results indicate that there is more opposition than support for concentrating parking into a smaller number of well-managed car parks nearby. Almost half of respondents (48%, 843 respondents) stated that they would not support this approach.

By comparison, 31% (546 respondents) indicated that they would support concentrating parking in fewer locations. This represents a sizeable minority, although opposition exceeds support by 17%.

A further 22% (381 respondents) were unsure. The relatively high proportion of uncertain responses is noteworthy and may indicate that views are dependent upon factors not specified within the question, such as the location, capacity, accessibility and management of replacement car parks, and the walking distances required to reach existing destinations.

The results indicate no majority support for parking consolidation. Combining those opposed or unsure shows that 69% of respondents did not express support for the principle. This finding also aligns with the concerns raised in Q11 regarding maintaining convenient access to different parts of Cannock Chase, particularly for people with limited mobility, although Q12 itself does not establish the reasons behind choices.

3.2.13 QUESTION 13 – PREFERRED OPTION FOR FUTURE MANAGEMENT OF VEHICLE ACCESS

Question 13 represents a key question within the consultation, asking respondents, having reviewed the four approaches presented, which they considered most suitable for the future management of public motor vehicle access along Chase Road. A total of 1,762 respondents answered the question, with 15 respondents skipping it. In addition, 877 respondents provided comments on the options considered, providing an important qualitative evidence base for understanding the reasons behind the preferences expressed.

The most frequently selected response was 'None of the above', chosen by 48% (839 respondents). This is a particularly significant finding, demonstrating that almost half of respondents did not consider any of the four shortlisted approaches to represent their preferred solution. However, this response should not automatically be interpreted as support for retaining the existing arrangements unchanged. The accompanying comments will be important in determining whether respondents favour the status quo, alternative management measures, modifications to one of the options, or a different approach altogether.

Of the four shortlisted options, ***Option 2 – Public motor vehicle access retained to key parking areas*** received by far the greatest level of support, selected by 37% (645 respondents). This was more than four times the support received by Option 1 and substantially greater than either seasonal option. The result indicates a clear preference among respondents selecting one of the four packages for an approach that introduces access management while retaining vehicular access to key locations along Chase Road.

Support for Option 1 – No public motor vehicle access along the full bridleway was considerably lower, at 8.8% (155 respondents). The two seasonal approaches received the least support: Option 3 – seasonal public motor vehicle access from October to February was selected by 3.3% (58 respondents), while Option 4 – seasonal access from November to January was selected by just 0.6% (10 respondents). A further 3.1% (55 respondents) were unsure.

When only respondents who selected one of the four defined access management options are considered, Option 2 accounts for approximately 74% of those preferences (645 of 868). This demonstrates that where respondents supported one of the shortlisted interventions, there was a pronounced preference for the more spatially targeted approach that retained vehicular access to key parking areas, rather than full or seasonal corridor closure.

The comparatively limited support for the seasonal options is also noteworthy. Despite these approaches providing vehicular access during part of the year, collectively they attracted only 3.9% of all respondents. The consultation results therefore provide little evidence of public preference for seasonal access management in either of the forms presented.

Overall, the results identify two particularly important findings. First, there is substantial dissatisfaction with the four-option framework as presented, with almost half of respondents selecting 'None of the above'. Second, among the specific interventions presented, Option 2 is clearly the preferred approach, receiving substantially greater support than Full Closure or either seasonal alternative.

These findings need to be interpreted alongside the earlier questionnaire results. Respondents expressed very strong support for the underlying objective of protecting sensitive habitats and wildlife, but greater opposition to managing vehicular access as the means of achieving it. Question 13 develops this distinction further, where some form of intervention is contemplated, respondents demonstrate a considerably stronger preference for retaining access to key parking areas than for removing vehicular access across the full corridor or restricting it seasonally.

The 877 comments demonstrate that the quantitative results should not be considered in isolation, particularly given that 47.62% of respondents selected 'None of the above'.

The most prominent theme is a desire to retain existing vehicular access, either unchanged or with significantly less restrictive management measures than those presented. Numerous respondents selecting 'None of the above' explicitly stated that they wanted Chase Road to remain open, often arguing that the existing arrangement has operated for many years and that environmental problems should be addressed through better management rather than closure. Others accepted that intervention may be necessary but considered all four packages to be disproportionately focused on restricting vehicular access.

A closely related theme is support for alternative or more targeted management measures. Suggestions included improved enforcement of inappropriate parking and behaviour, clearer signage and visitor education, better maintenance of existing car parks, physical protection of verges, lower speed limits, traffic calming, restricting access overnight, and introducing a one-way system. A recurring suggestion was to prevent Chase Road operating as a through-route while continuing to allow vehicles to approach parking areas from either end. This is significant because it suggests that 'None of the above' does not represent a single alternative position. It includes both support for the status quo and support for forms of managed access that respondents felt were not adequately represented by the four packages.

Accessibility and social inclusion are among the strongest recurring concerns. Respondents repeatedly referred to older people, disabled people and those with limited mobility who use a vehicle not simply to reach Cannock Chase, but to experience the landscape and wildlife directly from or close to their vehicle. Some respondents considered this form of access to be particularly important because alternative car parks could require walking distances that some users cannot manage. This concern was also one of the principal reasons given for preferring Option 2 over full or seasonal closure.

The comments provide further explanation for the relatively strong performance of Option 2. Those supporting it frequently described the package as a compromise or

balanced approach, retaining access to important locations while potentially reducing through traffic, inappropriate parking and environmental disturbance. Some respondents proposed refinements whereby the road would effectively become two access spurs serving parking areas at either end, with through motor traffic prevented across the environmentally sensitive central section. Other respondents who selected 'None of the above' indicated that they might have supported Option 2 had more information been available regarding precisely which parking areas would remain accessible and how the arrangement would operate.

A further major concern relates to parking displacement. Respondents questioned where vehicles displaced from Chase Road would park and frequently identified Brocton, Brocton Heights and nearby roads as potential locations where additional pressure could arise. Some referred to experiences during previous road closures as evidence of possible verge and residential parking impacts. The comments indicate that the acceptability of any access restriction is therefore closely linked to confidence that sufficient alternative parking would be provided and that displacement could be effectively managed and enforced.

There was also a recurring view that existing parking and highway infrastructure should be improved before access is restricted. Respondents referred particularly to potholes, the condition and capacity of existing car parks, informal roadside parking and inadequate signage. For some respondents, investment in these measures was considered a more proportionate response to environmental pressures than closure. Others indicated that their support for Option 2 or even more extensive restrictions could increase if adequate replacement parking was demonstrated first.

The two seasonal options attracted comparatively little support, which is consistent with their very low quantitative scores. Comments questioned the practicality and clarity of changing access arrangements during the year and whether the proposed closure periods corresponded sufficiently with environmental sensitivity. There were also concerns that allowing vehicular access primarily during colder months would particularly disadvantage older and less mobile visitors. Some respondents supportive of stronger environmental protection conversely considered seasonal restrictions insufficient and favoured permanent restriction instead.

Although less prevalent than opposition to closure, there is also a clearly identifiable body of comments supporting stronger restriction or full closure on environmental grounds. These respondents referred to habitat protection, wildlife disturbance, vehicle speeds, deer collisions, anti-social behaviour and improving conditions for walkers, cyclists and horse riders. Some considered full closure to provide the clearest and most effective environmental intervention, while others supported removing through traffic but retaining some vehicular access. An equestrian perspective also highlighted potential safety benefits for legitimate bridleway users from reduced motor traffic.

Another theme is scepticism regarding the evidence and rationale for intervention. Some respondents questioned whether vehicle access itself is responsible for the

environmental effects identified, distinguishing between responsible vehicle users and issues such as informal parking, dogs, recreational activity and inappropriate visitor behaviour. Several argued that the evidence should demonstrate that restricting vehicles would reduce environmental pressure rather than simply redistribute visitors elsewhere.

Finally, a smaller but noticeable group expressed concern about the consultation process itself. In particular, respondents argued that all four packages involved some form of vehicular restriction and questioned why an explicit 'no change' or enhanced-management option had not been included. Some consequently used 'None of the above' to register a preference for maintaining existing access, while others used it because they wanted a fifth, more targeted management option. There were also comments questioning whether decisions had already been made. These perceptions are important to acknowledge transparently when reporting the findings, irrespective of whether they accurately reflect the appraisal process.

Figure 8 illustrates the level of support for each of the vehicular access options that were included in the consultation.

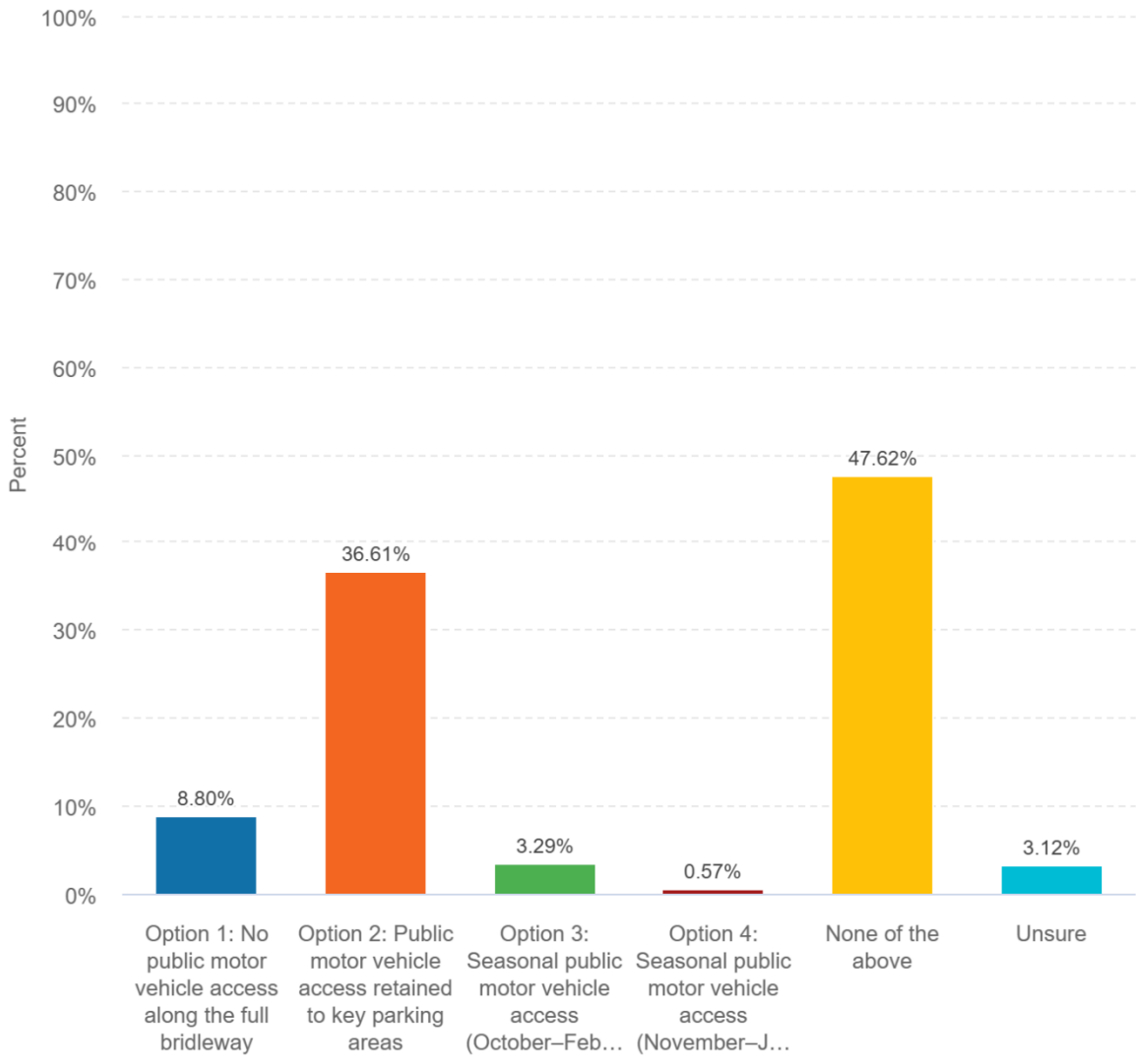


Figure 8 – Breakdown of support for each option included in the consultation

3.2.13 QUESTION 14 – ALTERNATIVE OPTION PREFERENCE

Question 14 asked respondents which of the four shortlisted options they would prefer if their first choice were not taken forward. This provides an important indication of respondents' secondary preferences and the extent to which alternative approaches may be acceptable where their preferred outcome cannot be delivered. A total of 1,543 respondents answered the question, while 234 respondents skipped it.

The largest individual response was 'Unsure', selected by 37% (572 respondents). This relatively high level of uncertainty is significant and suggests that many respondents did not have a clear second preference, or that their willingness to support an alternative would depend on how the option was developed and implemented.

Of the four shortlisted packages, ***Option 2 – Public motor vehicle access retained to key parking areas*** again received the greatest level of support, selected by 32% (497 respondents). This reinforces the findings from Question 13 and indicates that Option 2 has comparatively broad appeal not only as a first preference, but also as an alternative where respondents' preferred approach is unavailable.

The seasonal options perform more strongly as secondary choices than they did in Question 13. Option 3 – seasonal public motor vehicle access from October to February was selected by 18% (276 respondents), while Option 4 – seasonal access from November to January received 7.5% (116 respondents). Collectively, the seasonal approaches therefore attracted 25% of second choice responses, suggesting that some respondents who did not regard seasonal restriction as their preferred solution nevertheless considered it a potentially acceptable compromise.

By contrast, Option 1 – no public motor vehicle access along the full bridleway received the lowest level of support, at 5.3% (82 respondents). This is lower than the 8.8% selecting full closure as their first preference in Question 13 and indicates relatively limited scope for Full Closure to attract respondents whose first choice lies elsewhere.

The relatively large number of skipped responses should also be acknowledged. At 234 respondents, Question 14 had a noticeably lower completion rate than the preceding questions. This may partly reflect the hypothetical nature of the question, particularly for respondents who selected 'None of the above' in Question 13 and did not regard any of the four shortlisted packages as an acceptable alternative.

A total of 624 respondents provided comments explaining their response to Question 14. These are important in interpreting the relatively high proportion selecting 'Unsure', as some respondents used this response because they did not consider any of the remaining options acceptable.

A strong recurring theme was a preference to retain existing or broadly similar access arrangements. Some respondents explicitly stated that they had no second choice, while others indicated that they would favour a more managed approach rather than full or seasonal closure. Suggested alternatives included retaining access to key parking areas, preventing through traffic, one-way operation and timed restrictions.

Accessibility remained a significant concern, particularly for disabled people, older people and those with limited mobility. For some respondents, Option 2 was considered the most acceptable alternative because it retained a degree of vehicular access. Others felt that none of the remaining options provided sufficient inclusive access.

Concerns were also raised regarding parking and traffic displacement, with respondents questioning whether restrictions would transfer parking pressure to Brocton, surrounding roads or other parts of Cannock Chase. The location, capacity and management of alternative parking were therefore seen as important considerations.

Views on the seasonal options were mixed. Some saw seasonal restrictions as a compromise, while others questioned the ecological rationale for the proposed periods and whether winter access could create different environmental impacts.

Figure 9 provides the level of support for each option based on respondents second choice for vehicular access.

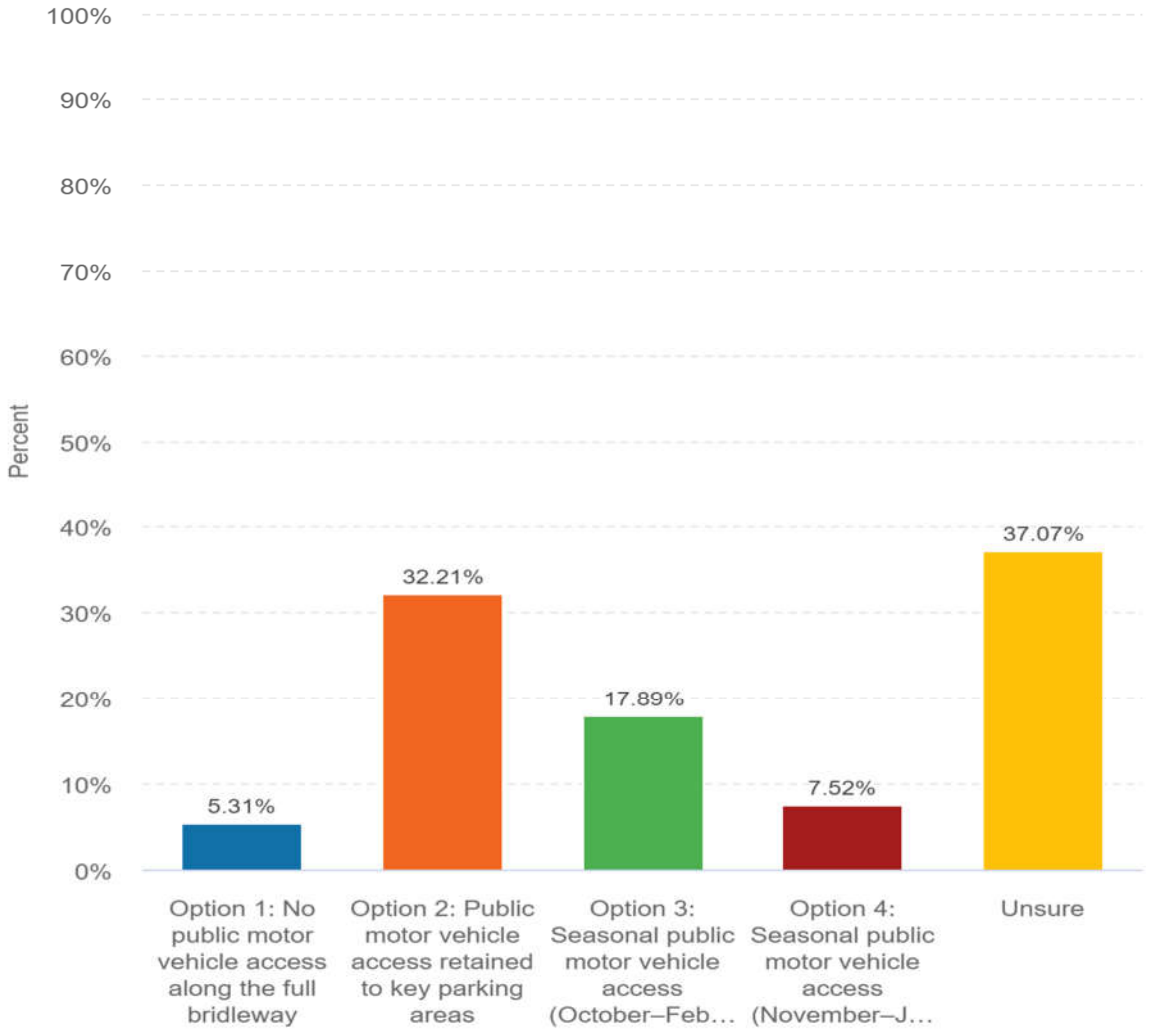


Figure 9 – Breakdown of support for each option included in the consultation as a second choice

Overall, the results strengthen the position of Option 2 as the most broadly acceptable of the four shortlisted interventions. It received the highest level of support as both a first-

choice package and a defined alternative. The results also indicate that Option 3 has some potential as a fallback compromise, while Full Closure has comparatively limited support beyond those who already favour that approach.

3.2.15 QUESTION 15 – SUPPORTING MEASURES IF VEHICLE ACCESS ARRANGEMENTS WERE CHANGED

Question 15 sought to understand which supporting measures respondents considered would be most helpful if changes to public motor vehicle access arrangements along Chase Road were introduced. Respondents could select multiple answers. A total of 1,754 respondents completed the question, with 23 respondents skipping it. As multiple responses were permitted, percentages do not total 100%.

The most frequently selected measure was improved parking at nearby locations, supported by 54% (951 respondents). This was followed by clear signage directing visitors to appropriate parking areas, selected by 49% (856 respondents). Together, these findings reinforce the importance respondents place on ensuring that any changes to Chase Road are accompanied by clear and practical arrangements for accommodating and directing displaced parking demand.

Accessible routes for people with mobility needs were identified by 43% (746 respondents), making this the third most frequently selected measure. This is consistent with accessibility concerns raised throughout the consultation and demonstrates that maintaining appropriate access for people with reduced mobility would be an important consideration in the design of any future arrangements.

Around a third of respondents (31%, 548 respondents) supported improved walking and cycling routes through the area, while 28% (489 respondents) considered information about alternative driving routes helpful. These results indicate that respondents recognise a role for both non-motorised access improvements and measures to help manage changes to local vehicle movements.

However, 24% (413 respondents) selected ‘None of these’, while 14% (249 respondents) identified other measures. The relatively high proportion selecting neither of the specified interventions is notable and should be considered alongside the wider consultation findings, particularly the respondents who oppose changes to existing vehicle access arrangements.

Overall, the results indicate that, if changes to Chase Road are progressed, parking provision, wayfinding and accessibility should form central components of any supporting mitigation package. The findings also suggest that the acceptability and practical operation of any access management option would be influenced not simply by the restriction itself, but by the quality of the alternative access and parking arrangements provided alongside it.

Figure 10 illustrates the level of support for potential supplementary measures if vehicular access is changed along Chase Road.

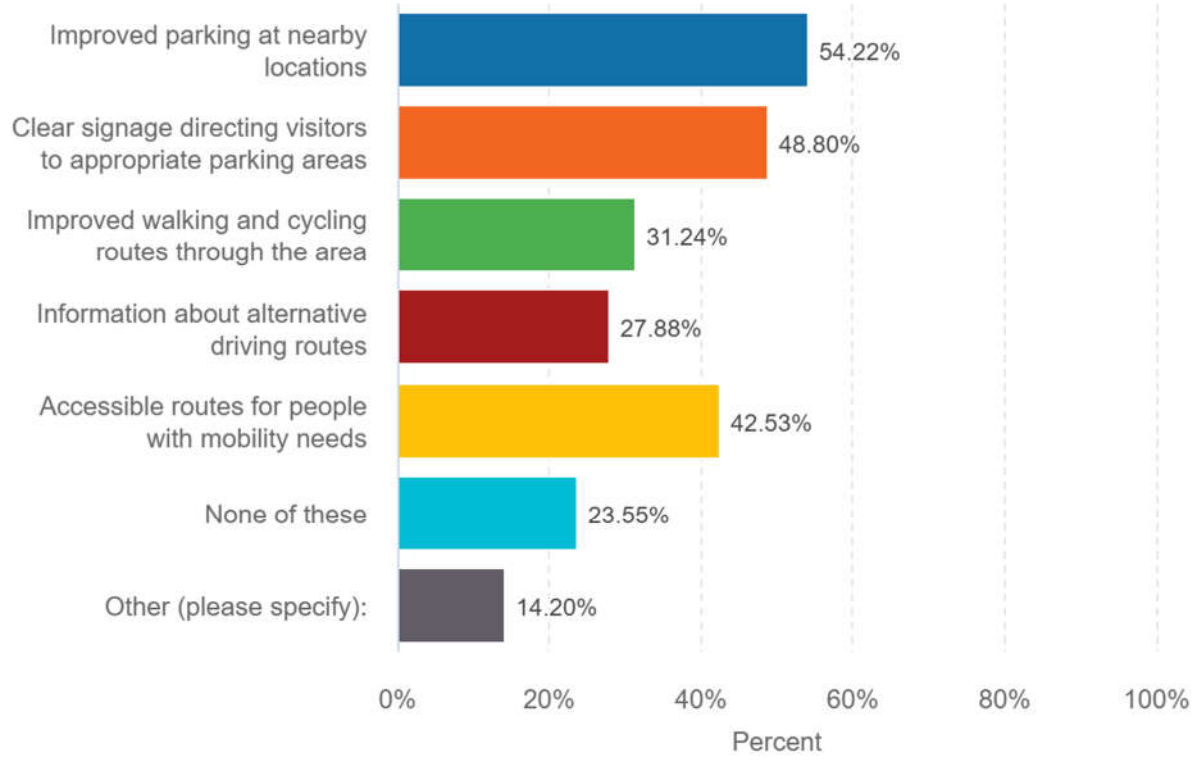


Figure 10 – Support for supplementary measures if vehicular access is progressed

The 249 'Other' responses largely reinforced themes identified elsewhere in the consultation. A prominent theme was that respondents did not consider mitigation necessary because they wanted existing vehicle access to Chase Road retained, with some expressing concern that the wording of the question implied that changes had already been decided.

Where alternative or additional measures were suggested, recurring themes included retaining free parking, maintaining convenient access for older and disabled visitors, improving the condition of existing parking areas, and preventing displaced parking from affecting surrounding roads and communities.

A further theme was a preference for targeted management rather than broader vehicle restrictions, including stronger enforcement of inappropriate or verge parking, lower speed limits, barriers or controlled access, education and signage, and measures addressing antisocial behaviour and other activities perceived to damage the habitat. Some respondents also suggested improved bins, public transport or shuttle provision and access permits as potential supporting measures.

3.2.15 QUESTION 16 – ADDITIONAL COMMENTS

The final open question generated a substantial volume of comments and largely reinforced the issues raised throughout the consultation. A strong recurring theme was opposition to restricting or closing Chase Road, with many respondents considering the existing arrangement to work reasonably well and emphasising the road's importance for accessing and enjoying Cannock Chase. Particular concern was expressed about the

effect on older people, disabled and less-mobile visitors, families and others for whom nearby vehicle access enables them to experience the Chase.

Respondents also frequently raised concerns about displacement of traffic and parking, particularly into Brocton and Milford, and the potential for increased congestion, inappropriate parking and pressure on surrounding roads. Potential impacts on local businesses, including Brocton Nursery and businesses within nearby villages, were also identified.

A further prominent theme was that the environmental and behavioural issues affecting the Chase could be addressed through more targeted management rather than restricting general access. Suggestions included greater ranger and police presence, stronger enforcement of speeding and inappropriate parking, improved road and car park maintenance, better signage and education, management of litter and dog fouling, restrictions on damaging cycling activity, and targeted controls on antisocial behaviour. Night time restrictions, controlled access, ANPR and one-way arrangements were repeatedly suggested as potentially more proportionate alternatives.

There was nevertheless support among respondents for reducing vehicle access, principally to protect wildlife and sensitive habitats and address speeding, litter, antisocial behaviour and disturbance. Some considered partial or full restriction appropriate provided that suitable alternative parking and accessible provision were available.

Finally, a number of comments questioned the evidence base, proportionality and consultation process, including whether alternative management measures had been sufficiently explored and whether the potential environmental, accessibility and displacement effects had been fully assessed. Some respondents also felt that the consultation had not been sufficiently publicised or that the questions appeared to assume that some form of restriction would proceed.

3.3 IMMEDIATELY LOCAL PREFERENCE

To understand whether views differed according to respondents' proximity to Chase Road, postcode data was used to classify respondents into three geographic groups. Of the 1,746 respondents who provided postcode information, 1,679 provided a sufficiently complete and valid postcode to enable geographic classification.

The Immediately Local category comprises respondents within the ST17 0 postcode sector, encompassing Brocton, Milford and communities immediately surrounding Chase Road. A total of 390 respondents (23%) fell within this category. These respondents are considered particularly relevant to understanding potential localised effects associated with changes to vehicle access, including changes to traffic movements, parking patterns and access arrangements.

The geographic analysis does not assign greater or lesser weight to responses according to where respondents live. Instead, it provides an additional layer of analysis to identify

whether the views of those living closest to Chase Road differ materially from those of the wider Cannock Chase community and respondents from further afield.

It is not considered necessary to provide a geographic breakdown for every question, as several questions relate to respondent characteristics or matters where location is unlikely to materially influence the interpretation of the results. Repeating the full questionnaire analysis for each geographic group would also add considerable length without necessarily providing additional insight.

The local analysis therefore focuses on a selected group of questions where respondents' proximity to Chase Road is particularly relevant. This enables comparison between those living immediately around Chase Road, respondents from the wider Cannock Chase area, and those travelling from further afield. Particular emphasis is placed on how Chase Road is currently used, the potential effects of changing vehicle access arrangements, and preferences for the shortlisted options.

The questions included within the local analysis are:

- **Do you think changes should be made to how public motor vehicles use Chase Road?** – provides a headline comparison of whether support for intervention varies according to proximity to Chase Road.
- **Do you currently use Chase Road as part of a journey to another destination?** – helps establish the extent to which immediately local respondents rely on Chase Road as part of the wider highway network compared with other respondents.
- **If public motor vehicle access along Chase Road were changed, how would this affect the journeys you currently make?** – provides an indication of whether those living closest to the corridor anticipate greater impacts on their day-to-day journeys.
- **To what extent would you support concentrating parking at fewer, more formal locations around Cannock Chase?** – enables consideration of whether attitudes towards changes to parking provision differ between those potentially affected by displaced parking and the wider visitor catchment.
- **Which of the four shortlisted options would you prefer to see taken forward?** – provides the most important geographic comparison, identifying whether preferences for Full Closure, Partial Closure, the seasonal options or no intervention differ materially between the three geographic groups.
- **If your first choice were not taken forward, which of the remaining options would you prefer?** – provides further insight into the acceptability of alternative approaches and whether potential compromise positions vary geographically.

3.3.1 IMMEDIATELY LOCAL ANALYSIS - Q8 – SUPPORT FOR THE PRINCIPLE OF MANAGING VEHICLE ACCESS

The local analysis indicates a relatively divided position on the principle of managing vehicle access along Chase Road to protect the natural environment. Among

respondents within the local analysis, 41% expressed support, comprising 22% who strongly support and 19% who support the principle.

In comparison, a slightly larger proportion, 52%, expressed opposition, including 21% who oppose and 31% who strongly oppose. A further 8.0% selected a neutral response.

The results therefore indicate that opposition outweighs support among local respondents by approximately 12%, although views are clearly mixed rather than overwhelmingly opposed. More than two-fifths support the principle of managing vehicle access for environmental reasons, demonstrating recognition among a substantial proportion of local respondents that some form of intervention may be appropriate.

Comparison with the district-wide results is particularly useful. Across all respondents, 33% supported or strongly supported the principle, compared with 56% who opposed or strongly opposed. The local results therefore show higher support and lower opposition than the consultation overall. Combined support increases from 33% to 40%, while combined opposition falls from 56% to 52%.

This is a noteworthy finding. It indicates that respondents captured within the local analysis are somewhat more receptive to the principle of managing vehicle access than the overall consultation population, despite potentially being more directly affected by changes. Nevertheless, opposition remains the largest overall position, demonstrating that the principle continues to divide opinion locally.

Figure 11 illustrates the breakdown for this immediate local analysis.

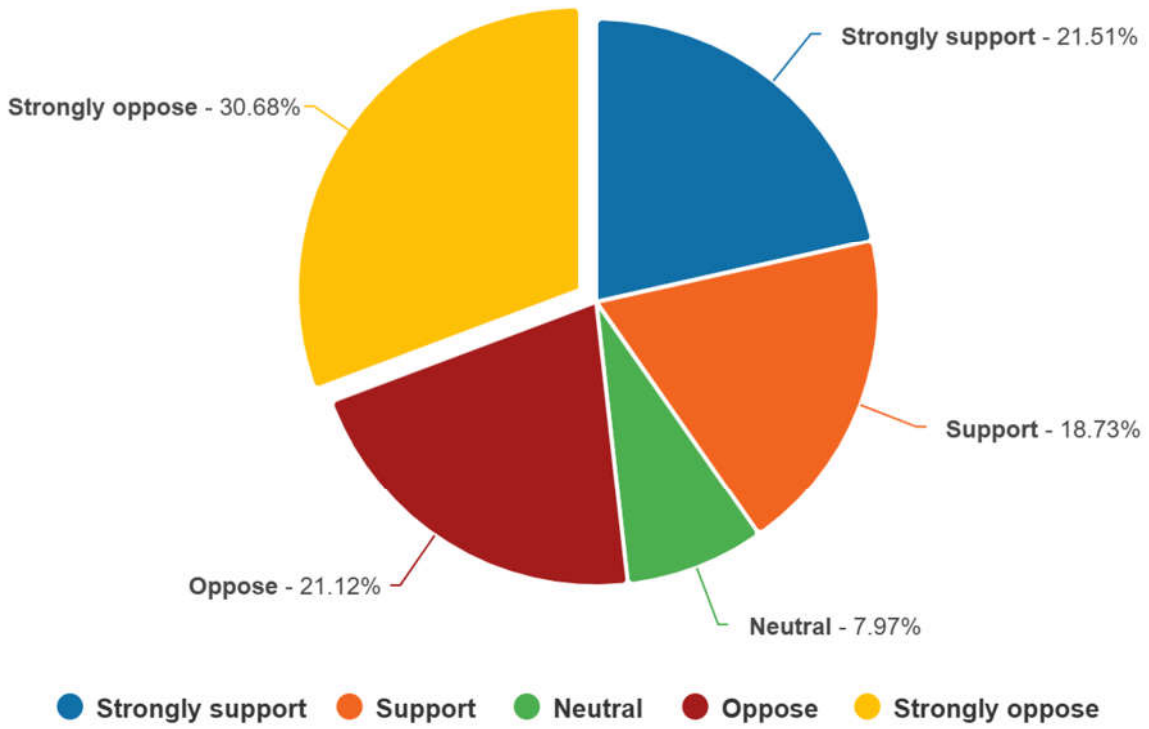


Figure 11 – Breakdown of immediately local analysis for managing vehicle access

3.3.2 IMMEDIATELY LOCAL ANALYSIS - QUESTION 9 – USE OF CHASE ROAD AS A THROUGH ROUTE

The local analysis confirms that Chase Road performs an important movement function for respondents within the local area. A total of 43% stated that they frequently use Chase Road to travel between different parts of Cannock Chase or nearby communities, while a further 31% use it occasionally. Combined, 74% of local respondents use Chase Road as part of a wider journey at least occasionally.

By comparison, 16% rarely use Chase Road in this way, while 10% stated that they never do so. The results therefore demonstrate that use of Chase Road for through or connecting journeys is well established among local respondents.

The findings are broadly consistent with the consultation wide results, where 77% of respondents used Chase Road as part of a route at least occasionally. However, the local results show a slightly greater proportion using it frequently – 43% compared with 41% overall – while occasional use is correspondingly lower.

Overall, the comparison suggests that proximity to Chase Road does not substantially change the overall likelihood of using it as a connecting route, although local respondents are somewhat more likely to use it frequently. This reinforces the need to consider the road's existing local movement function, including the potential implications of access changes for established journey patterns and alternative routes.

3.3.3 IMMEDIATELY LOCAL ANALYSIS - QUESTION 11 – POTENTIAL IMPACT OF CHANGES TO VEHICLE ACCESS ON JOURNEYS

The local analysis indicates that changes to vehicle access arrangements would have a material impact on the journeys of a substantial proportion of local respondents. A third, 33%, considered that changes would significantly affect their journeys, while a further 20% anticipated a noticeable change. Combined, 53% of local respondents therefore expected a noticeable or significant impact.

In comparison, 19% considered that changes would result in only a minor alteration to their route, while 21% stated that their journeys would not be affected. A further 8.1% were unsure.

Interestingly, the anticipated impact among local respondents is lower than across the consultation as a whole. Overall, 62% of all respondents anticipated a noticeable or significant impact, compared with 53% locally. Similarly, 37% of all respondents expected a significant impact, compared with 33% within the local analysis.

This suggests that, although changes to Chase Road would clearly affect established journey patterns locally, respondents living closest to the area are somewhat less likely than the wider consultation population to anticipate substantial journey impacts. This is an important finding when considering concerns around local accessibility and movement, although it should be considered alongside the separate issues of traffic and parking displacement identified through the qualitative consultation feedback.

3.3.4 IMMEDIATELY LOCAL ANALYSIS - QUESTION 12 – SUPPORT FOR CONCENTRATING PARKING IN FEWER CAR PARKS

The local analysis shows a relatively even division of opinion regarding the concentration of parking into a smaller number of well managed car parks. Of the 390 local respondents answering the question, 39% supported this approach, while 40% opposed it. A further 21% were unsure.

This represents a notably more balanced position than the consultation wide results. Across all respondents, 31% supported concentrating parking and 48% opposed it. Support among local respondents is therefore 8% higher, while opposition is 7% lower.

The findings suggest that respondents living locally are somewhat more receptive to the principle of consolidating parking provision than the wider consultation population, although there remains no overall majority in favour. The very small difference between support and opposition locally – just 1.6% indicates that views are finely balanced.

This is an important given concerns expressed elsewhere about potential parking displacement. It suggests that local respondents are not inherently opposed to changes in parking provision, but the relatively high level of uncertainty indicates that acceptability is likely to depend on the location, capacity, accessibility and management of any alternative parking provided.

3.3.5 IMMEDIATELY LOCAL ANALYSIS - QUESTION 13 – PREFERRED OPTION FOR FUTURE MANAGEMENT OF VEHICLE ACCESS

The local analysis provides an important comparison with the consultation wide results. Among local respondents, the most frequently selected response remained 'None of the above' at 43%, followed by ***Option 2 – public motor vehicle access retained to key parking areas*** at 35%. This demonstrates that, as with the overall consultation, these two positions account for the substantial majority of local preferences.

However, Option 1 – no public motor vehicle access along the full bridleway received noticeably greater support locally, at 14%, compared with 8.8% across the consultation as a whole. Conversely, 'None of the above' was selected by 43% locally compared with 48% overall. Support for Option 2 was broadly consistent, at 35% locally compared with 37% overall.

The seasonal options continued to attract limited support. Option 3 received 4.0%, while no local respondents selected Option 4. A further 3.6% were unsure.

Overall, the findings show that the local population is not materially more opposed to intervention than the wider consultation population. Indeed, local respondents demonstrate greater support for Full Closure and a lower propensity to select 'None of the above'. Nevertheless, Option 2 remains the most strongly supported of the four defined options locally, while 'None of the above' remains the largest individual response.

Figure 12 demonstrates the level of support for each option from the immediate local analysis.

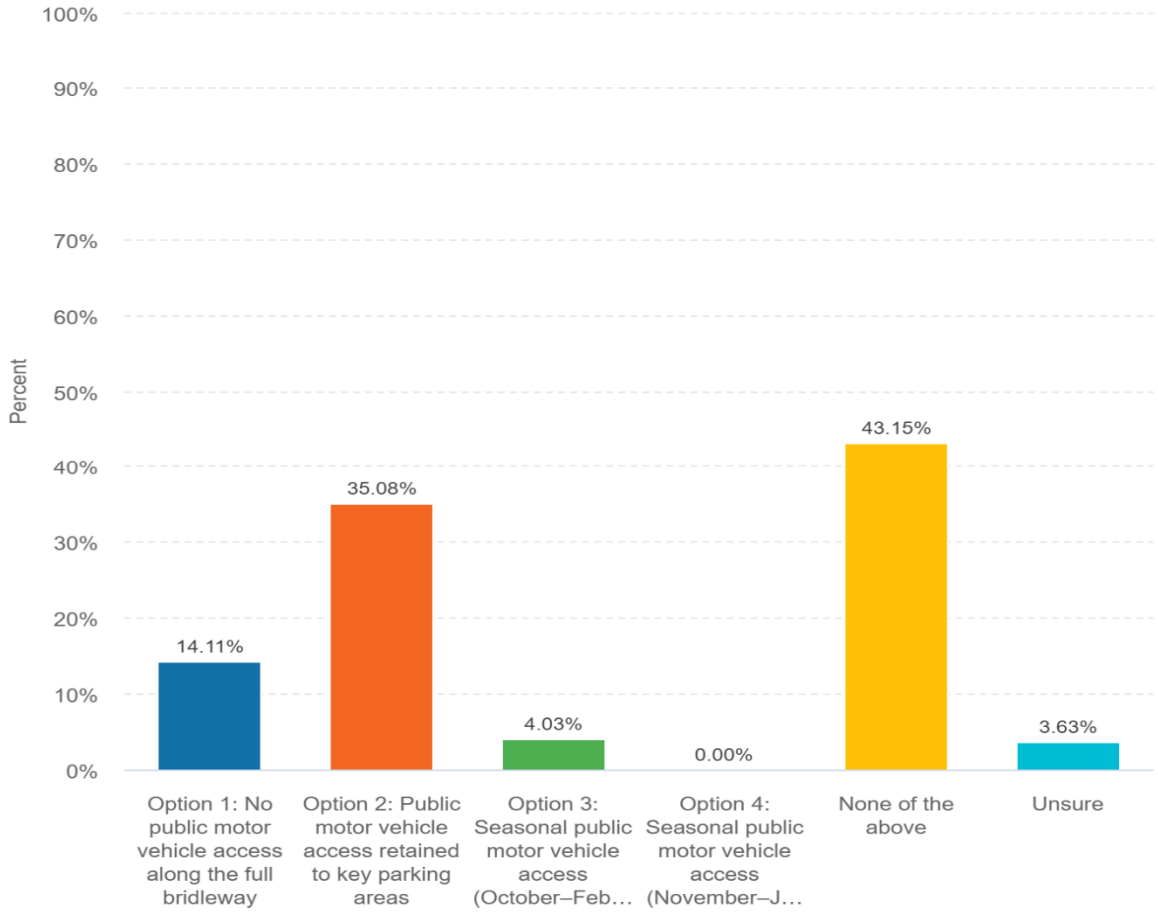


Figure 12 – Immediately local analysis support for each option

This is a particularly important finding for the appraisal. It indicates that the overall consultation result is not being driven by respondents living closest to Chase Road taking a disproportionately stronger position against access management. While local opinion remains divided, the results suggest somewhat greater local acceptance of more substantive intervention than is evident across the consultation as a whole.

3.3.6 IMMEDIATELY LOCAL ANALYSIS - QUESTION 14 – ALTERNATIVE OPTION PREFERENCE

The local analysis shows a very similar pattern to the consultation wide results. The largest response was 'Unsure' at 39%, while ***Option 2 – public motor vehicle access retained to key parking areas*** was the most frequently selected defined option, receiving 31% of responses.

Of the remaining options, Option 3 – seasonal public motor vehicle access from October to February received 17%, followed by Option 4 – seasonal access from November to January at 7.2%. Option 1 – no public motor vehicle access along the full bridleway received the lowest level of support at 5.8%.

These results are closely aligned with the consultation wide findings. Overall, Option 2 received 32%, compared with 31% locally, while Option 3 received 18% overall compared with 17% locally. The proportion selecting 'Unsure' is also similar, increasing only slightly from 37% overall to 39% locally.

The findings therefore indicate no material geographic difference in respondents' secondary preferences. Option 2 remains the most acceptable defined alternative among local respondents, while the seasonal options attract some secondary support and Full Closure has relatively limited appeal as a fallback option.

Figure 13 demonstrates the level of support for each option from the immediate local analysis as a secondary consideration.

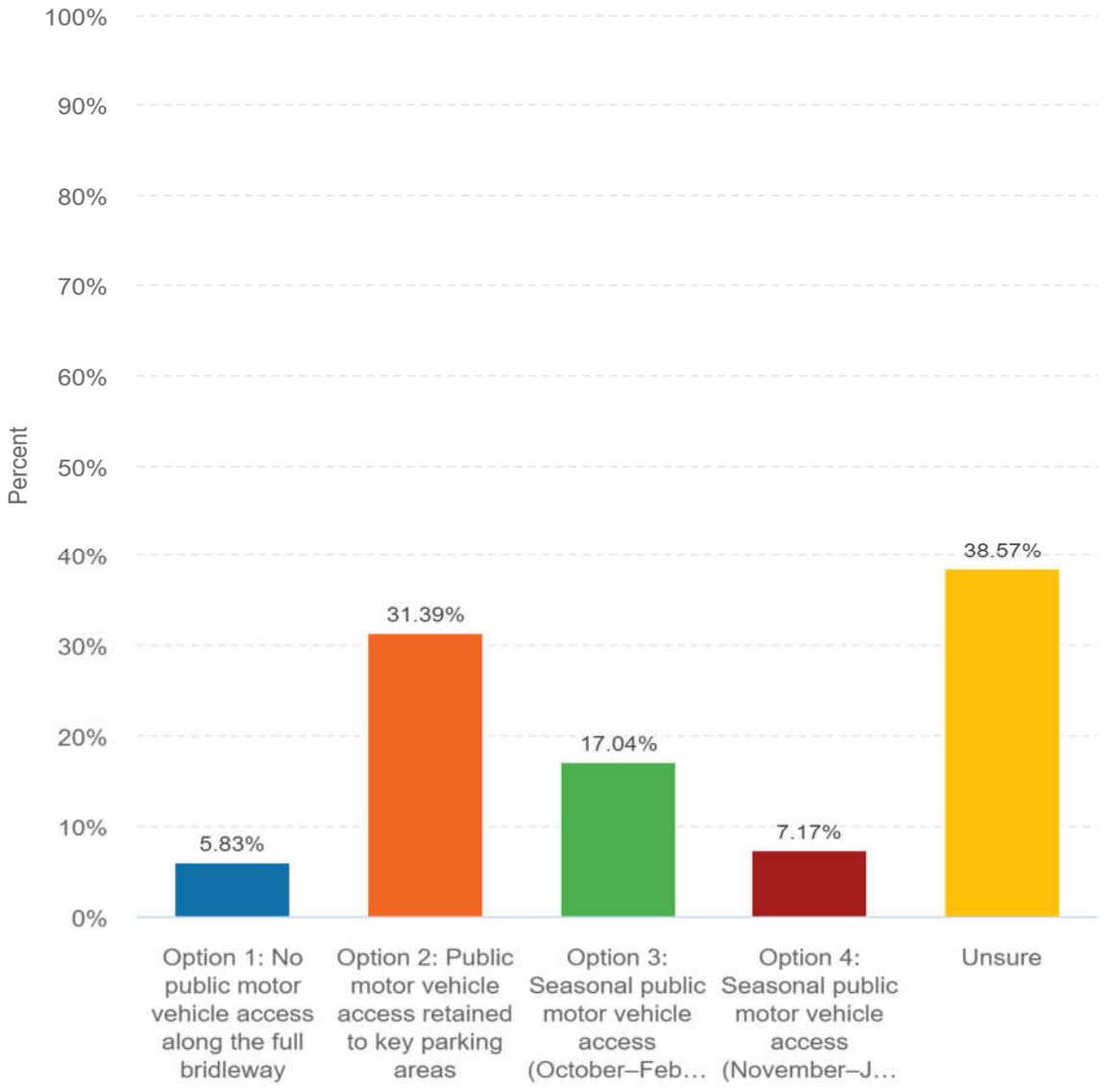


Figure 13 – Immediately local analysis support for each option as a secondary consideration

3.4 LOCAL CANNOCK CHASE AREA PREFERENCE

A further 860 respondents (51%) were classified within the Local Cannock Chase Area, comprising postcode sectors within the wider Stafford, Cannock, Hednesford and Rugeley catchment surrounding Cannock Chase.

3.4.1 LOCAL CANNOCK CHASE AREA ANALYSIS - Q8 – SUPPORT FOR THE PRINCIPLE OF MANAGING VEHICLE ACCESS

The Local Cannock Chase area results indicate a clearer level of opposition than support for the principle of managing vehicle access along Chase Road to protect the natural environment. Combined, 33% expressed support, comprising 16% who strongly support and 17% who support the principle. In comparison, 57% expressed opposition, including 22% who oppose and 35% who strongly oppose. A further 9.9% were neutral.

These results are very closely aligned with the consultation wide findings, where 33% supported or strongly supported the principle and 56% opposed or strongly opposed. This suggests that the overall consultation position is broadly representative of respondents from the wider communities surrounding Cannock Chase.

There is, however, a more noticeable difference when compared with the Immediately Local respondents. Within that group, combined support was higher at 40%, while opposition was lower at 52%. The Local Cannock Chase area therefore demonstrates somewhat greater opposition to vehicle access management than those living closest to Chase Road.

The geographic comparison is noteworthy. Opposition does not increase among those living closest to Chase Road. Instead, the Immediately Local group appears somewhat more receptive to the principle of managing vehicle access, while respondents from the wider Cannock Chase area closely reflect the overall consultation result.

Figure 14 provides a breakdown for this Local Cannock Chase area analysis.

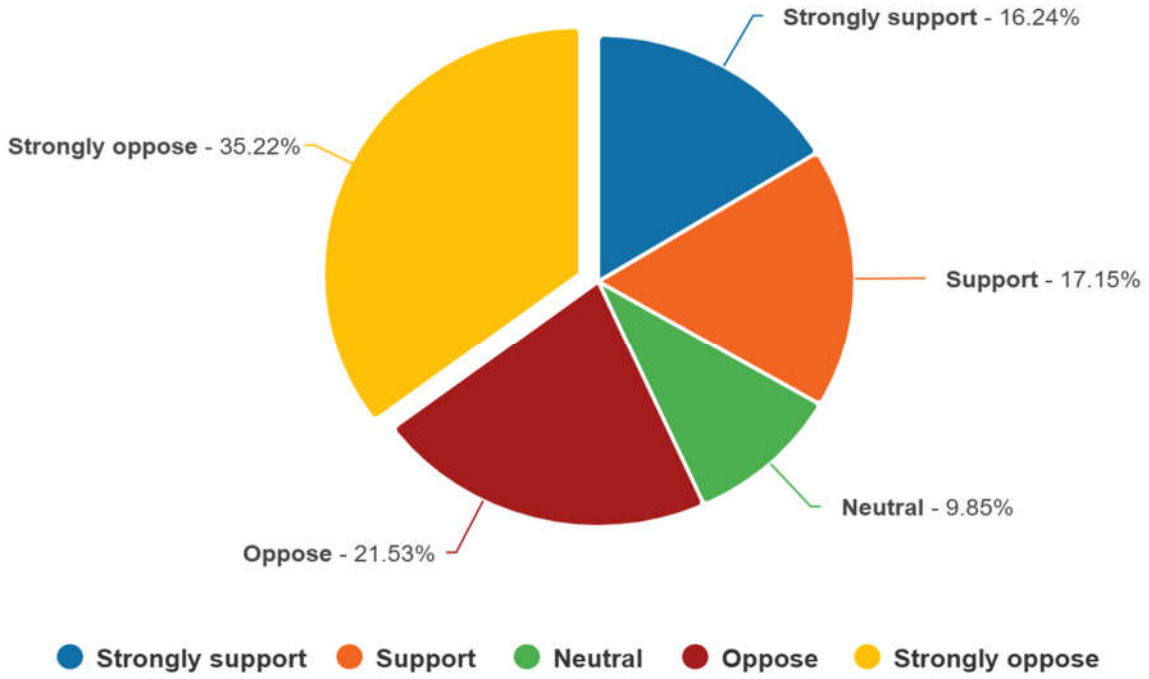


Figure 14 – Breakdown of Local Cannock Chase area analysis for managing vehicle access

3.4.2 LOCAL CANNOCK CHASE AREA ANALYSIS - QUESTION 9 – USE OF CHASE ROAD AS A THROUGH ROUTE

The Local Cannock Chase area analysis demonstrates that Chase Road is regularly used as part of wider journeys by respondents living within communities surrounding the Chase. 42% stated that they frequently use Chase Road to travel between different parts of Cannock Chase or nearby communities, while a further 36% use it occasionally. Combined, 78% use Chase Road as part of a wider journey at least occasionally.

By comparison, 14% rarely use Chase Road in this way, while only 7.9% never do so. This demonstrates that Chase Road has an established movement function for a substantial majority of respondents within the wider local catchment.

The findings are closely aligned with the consultation wide results, where 77% reported using Chase Road frequently or occasionally. They are also broadly comparable with the Immediately Local group, where the equivalent figure was 75%.

There is little geographic variation in the extent to which Chase Road is used as a connecting route. Around 75% of respondents across both local geographic groups use it at least occasionally. This reinforces the importance of considering the potential effects of any access changes on existing journey patterns across the wider Cannock Chase area, rather than viewing Chase Road as an access route for recreational visitors.

3.4.3 LOCAL CANNOCK CHASE AREA ANALYSIS - QUESTION 11 – POTENTIAL IMPACT OF CHANGES TO VEHICLE ACCESS ON JOURNEYS

The Local Cannock Chase area analysis indicates that changes to vehicle access arrangements along Chase Road would have a material impact on the journeys of a majority of respondents. 35% considered that changes would significantly affect their

journeys, while a further 26% anticipated a noticeable change. Combined, 61% therefore expected a noticeable or significant impact.

By comparison, 18% considered that changes would result in only a minor alteration to their route, while 15% stated that their journeys would not be affected. A further 5.9% were unsure.

These results are very closely aligned with the consultation wide findings, where 62% anticipated a noticeable or significant impact. However, they differ somewhat from the Immediately Local group, where the equivalent proportion was lower at 53%.

This geographic comparison is noteworthy. Respondents from the wider Cannock Chase area are more likely than those living immediately around Chase Road to anticipate a noticeable or significant impact on their journeys. This may reflect the role Chase Road plays in connecting different parts of Cannock Chase and surrounding communities, rather than its impacts being concentrated solely on those living closest to the corridor.

Overall, the findings reinforce the need for any future access arrangements to consider wider journey patterns and potential alternative routes, alongside the more localised issues of traffic and parking displacement affecting communities immediately surrounding Chase Road.

3.4.4 LOCAL CANNOCK CHASE AREA ANALYSIS - QUESTION 12 – SUPPORT FOR CONCENTRATING PARKING IN FEWER CAR PARKS

The Local Cannock Chase area analysis indicates that there is greater opposition than support for concentrating parking within a smaller number of well-managed car parks. 31% of respondents supported this approach, compared with 47% who opposed it. A further 23% were unsure.

These results are very closely aligned with the consultation wide findings, where 31% supported concentrating parking and 48% opposed it. This suggests that the views of respondents from the wider Cannock Chase area broadly reflect the overall consultation position.

There is, however, a more noticeable difference when compared with the Immediately Local group. Among those respondents, 39% supported concentrating parking and 40% opposed it. Immediately Local respondents are therefore more receptive to parking consolidation than those within the wider Cannock Chase area, although neither group demonstrates majority support.

The geographic comparison reinforces a pattern within the consultation. Those living closest to Chase Road appear somewhat more accepting of concentrating parking provision than respondents from the wider Cannock Chase area, despite potentially being more directly exposed to parking displacement. Nevertheless, opposition remains greater than support across the Local Cannock Chase area, highlighting the importance of the location, capacity, accessibility and management of any alternative parking provision.

3.4.5 LOCAL CANNOCK CHASE AREA ANALYSIS - QUESTION 13 – PREFERRED OPTION FOR FUTURE MANAGEMENT OF VEHICLE ACCESS

The Local Cannock Chase area results closely reflect the consultation wide findings. The most frequently selected response was 'None of the above' at 48%, followed by ***Option 2 – public motor vehicle access retained to key parking areas*** at 36%. Together, these two responses account for more than four-fifths of preferences, demonstrating that opinion is strongly concentrated around either rejecting the four options as presented or favouring the least extensive of the defined access management interventions.

Support for Option 1 – no public motor vehicle access along the full bridleway was considerably lower at 8.8%, while the seasonal approaches attracted very limited support: 3.4% for Option 3 and just 0.3% for Option 4. A further 3.3% were unsure.

The results are particularly close to the consultation wide position, where 'None of the above' received 48%, Option 2 received 37%, and Option 1 received 8.8%. This indicates that respondents from the wider Cannock Chase area are highly representative of the overall pattern of option preferences.

A more notable difference emerges when compared with the Immediately Local group. Among those respondents, 'None of the above' was lower at 43%, while support for Full Closure was higher at 14%. Support for Option 2 was broadly consistent across both groups, at 35% Immediately Local and 36% within the Local Cannock Chase area.

Overall, the geographic analysis reinforces Option 2 as the most consistently supported of the four defined options, attracting approximately 35–36% support across both local groups and the consultation overall. Importantly, there is no evidence that respondents living closest to Chase Road are more resistant to the more interventionist options. Full Closure actually receives greater support within the Immediately Local group than across the wider Cannock Chase area.

Figure 15 demonstrates the level of support for each option from the Local Cannock Chase area analysis.

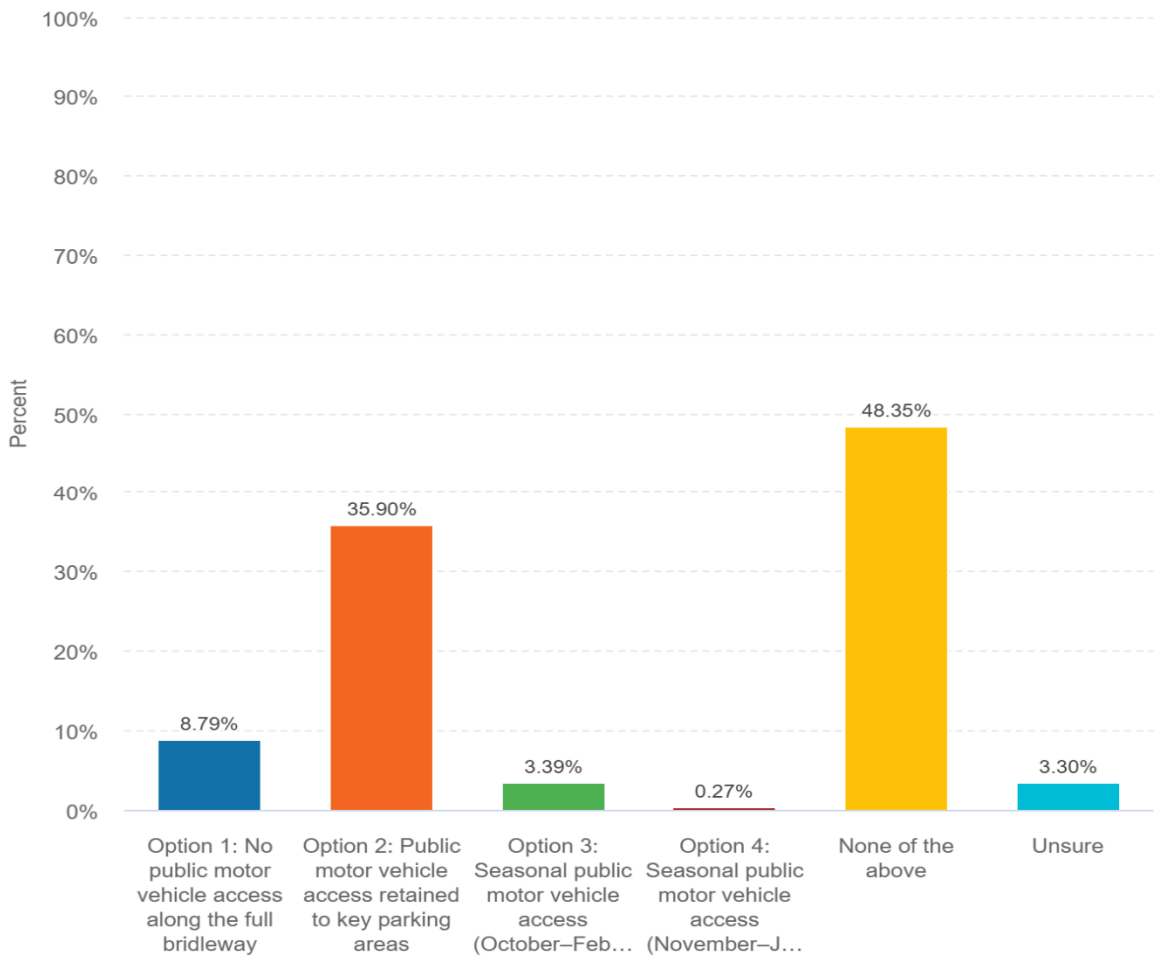


Figure 15 – Local Cannock Chase area analysis support for each option

3.4.6 LOCAL CANNOCK CHASE AREA ANALYSIS - QUESTION 14 – ALTERNATIVE OPTION PREFERENCE

The Local Cannock Chase area analysis shows that the largest proportion of respondents were 'Unsure' at 37%, while ***Option 2 – public motor vehicle access retained to key parking areas*** was the most frequently selected defined alternative, receiving 32% of responses.

The seasonal options attracted greater support as fallback choices, with Option 3 – seasonal public motor vehicle access from October to February receiving 18%, and Option 4 – seasonal access from November to January receiving 7.7%. By comparison, Option 1 – no public motor vehicle access along the full bridleway received the lowest level of support at 5.1%.

The results are very closely aligned with the consultation wide findings, where 37% were unsure, 32% selected Option 2, 18% selected Option 3 and 7.5% selected Option 4. They are also broadly consistent with the Immediately Local results, where 39% were unsure and 31% selected Option 2.

Overall, there is very little geographic variation in respondents' secondary preferences. Option 2 consistently emerges as the most acceptable defined alternative, while the

seasonal options attract some support as fallback approaches. The similarity between the Immediately Local, Local Cannock Chase and overall results indicates that proximity to Chase Road has little influence on respondents' second choice preferences.

Figure 16 provides a breakdown for this Local Cannock Chase area analysis.

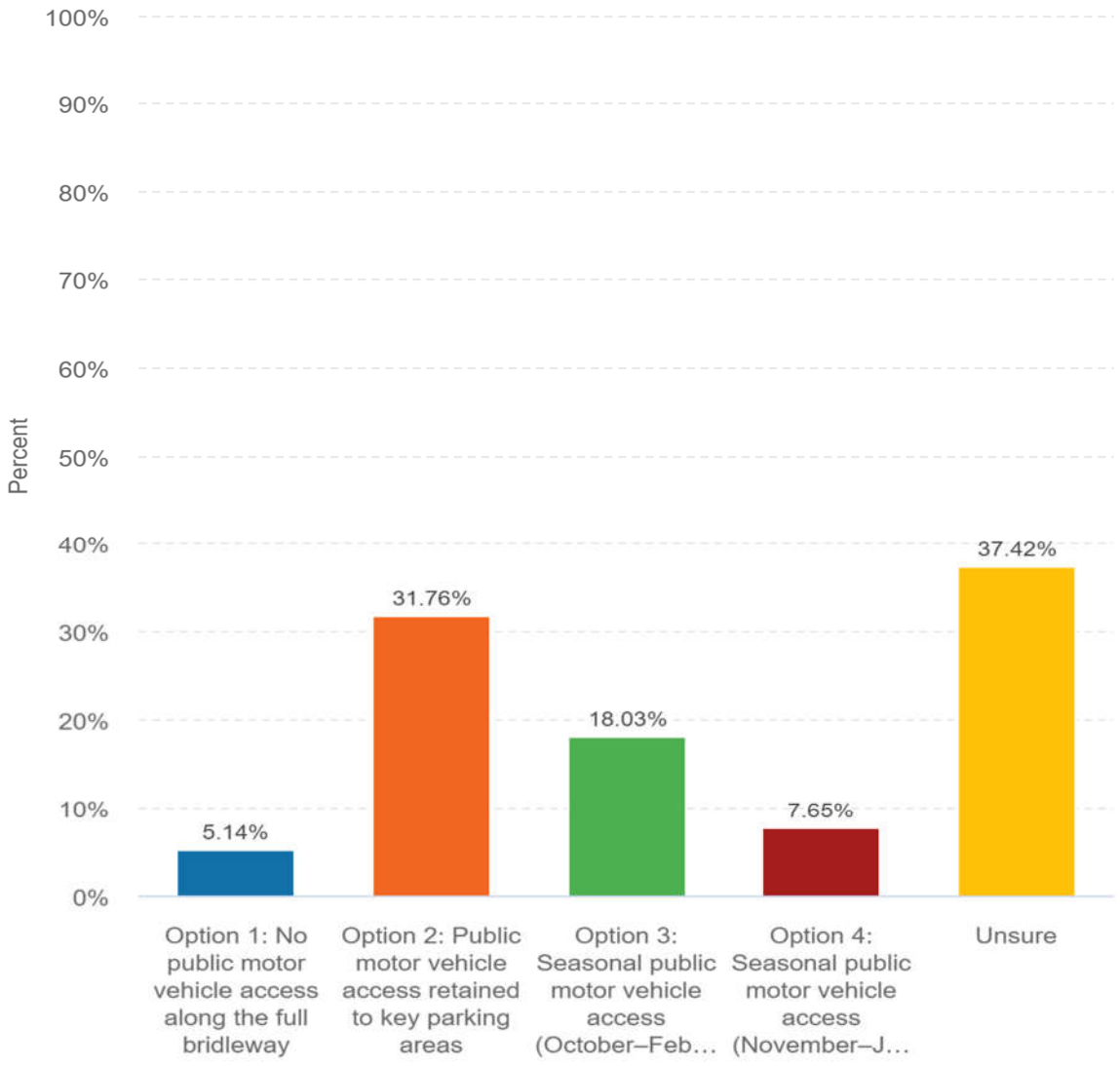


Figure 16 – Local Cannock Chase area analysis support for each option as a secondary consideration

3.5 WIDER AREA PREFERENCE

The remaining 429 respondents (26%) were classified within the Wider Area, representing respondents travelling from further afield.

3.5.1 WIDER AREA ANALYSIS - Q8 – SUPPORT FOR THE PRINCIPLE OF MANAGING VEHICLE ACCESS

The Wider Area analysis indicates that opposition to the principle of managing vehicle access is greater than support. Combined, 32% expressed support, comprising 15% who strongly support and 17% who support. In comparison, 53% expressed opposition, including 16% who oppose and 37% who strongly oppose. A further 14% were neutral.

The results are broadly comparable with the consultation wide findings, where 33% supported or strongly supported the principle and 56% opposed or strongly opposed. However, the Wider Area has a slightly lower overall level of opposition and a noticeably higher proportion of neutral responses.

Comparison across the geographic groups provides a more useful distinction. The Immediately Local group recorded the highest combined support at 40%, compared with 33% within the Local Cannock Chase area and 32% within the Wider Area. Combined opposition was 52%, 57% and 53% respectively.

Overall, the results indicate that opposition to managing vehicle access is evident across all three geographic groups, but there is no evidence that opposition becomes stronger among those living closest to Chase Road. In fact, respondents within the Immediately Local area demonstrate the greatest level of support for the principle, while the Wider Area results broadly reflect the overall consultation position.

Figure 17 provides a breakdown for this wider area analysis.

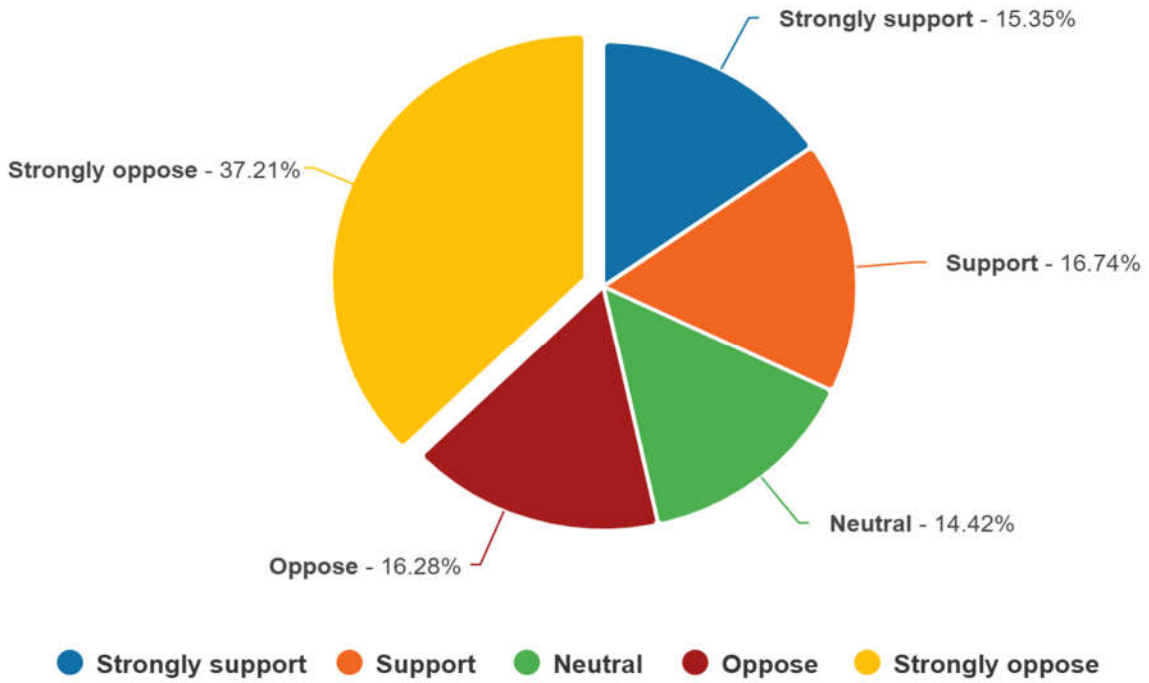


Figure 17 – Breakdown of wider area analysis for managing vehicle access

3.5.2 WIDER AREA ANALYSIS - QUESTION 9 – USE OF CHASE ROAD AS A THROUGH ROUTE

The Wider Area analysis demonstrates that Chase Road is also regularly used as part of wider journeys by respondents living further afield. 37% stated that they frequently use Chase Road to travel between different parts of Cannock Chase or nearby communities, while a further 39% use it occasionally. Combined, 76% of Wider Area respondents use Chase Road as part of a route at least occasionally.

By comparison, 18% rarely use Chase Road in this way, while only 6.5% stated that they never do so. This demonstrates that respondents from the Wider Area are not

predominantly occasional or infrequent visitors with little connection to the road, a substantial majority make use of Chase Road as part of their wider movement around the area.

The results are broadly consistent across all three geographic groups. Frequent or occasional use accounts for 75% of Immediately Local respondents, 78% of Local Cannock Chase respondents and 76% of Wider Area respondents. The main difference is in the frequency of use, with Wider Area respondents somewhat less likely to use Chase Road frequently than either of the two local groups.

The findings demonstrate that Chase Road's movement function extends beyond the communities immediately surrounding it. The consistently high level of use across all three geographic groups reinforces the need to consider the implications of any access changes for local journeys and the wider pattern of movement around Cannock Chase.

3.5.3 WIDER AREA ANALYSIS - QUESTION 11 – POTENTIAL IMPACT OF CHANGES TO VEHICLE ACCESS ON JOURNEYS

The Wider Area analysis indicates that changes to public motor vehicle access along Chase Road would be expected to have a substantial impact on the journeys of many respondents. 41% considered that changes would significantly affect their journeys, while a further 26% anticipated a noticeable change. Combined, 67% therefore expected a noticeable or significant impact.

By comparison, 15% considered that changes would result in only a minor alteration to their route, while 13% stated that their journeys would not be affected. A further 4.7% were unsure.

The geographic comparison shows a notable increase in anticipated impacts with distance from Chase Road. A noticeable or significant impact was identified by 53% of Immediately Local respondents, 61% of Local Cannock Chase respondents and 67% of Wider Area respondents. The proportion anticipating a significant impact alone rises from 33% Immediately Local to 35% within the Local Cannock Chase area and 41% within the Wider Area.

This indicates that the perceived journey impacts of changing vehicle access are not concentrated among those living closest to Chase Road. Instead, respondents from the Wider Area anticipate the greatest effect on their journeys. This is consistent with Chase Road functioning as both a local access route and a route used by people travelling between different parts of Cannock Chase and surrounding communities.

3.5.4 WIDER AREA ANALYSIS - QUESTION 12 – SUPPORT FOR CONCENTRATING PARKING IN FEWER CAR PARKS

The Wider Area analysis indicates clearer opposition than support for concentrating parking within a smaller number of well-managed car parks. 29% of respondents supported this approach, compared with 51% who opposed it. A further 20% were unsure.

These results are broadly consistent with the consultation wide findings, where 31% supported concentrating parking and 48% opposed it. Wider Area respondents are therefore slightly less supportive and somewhat more opposed to parking consolidation than the consultation population overall.

The geographic comparison shows a clearer pattern. Support for concentrating parking is highest among the Immediately Local group at 39%, reducing to 31% within the Local Cannock Chase area and 29% within the Wider Area. Conversely, opposition increases from 40% Immediately Local to 47% within the Local Cannock Chase area and 51% within the Wider Area.

The results indicate that respondents living closest to Chase Road are the most receptive to concentrating parking provision, while respondents from further afield demonstrate greater opposition. This is noteworthy given the potential for immediately local communities to experience parking displacement. It suggests that concerns about consolidation may relate not only to local impacts, but also to the potential loss of convenient and dispersed parking opportunities currently used to access different parts of Cannock Chase.

3.5.5 WIDER AREA ANALYSIS - QUESTION 13 – PREFERRED OPTION FOR FUTURE MANAGEMENT OF VEHICLE ACCESS

The Wider Area analysis shows that the most frequently selected response was 'None of the above' at 47%, followed by ***Option 2 – public motor vehicle access retained to key parking areas*** at 39%. These two responses account for the substantial majority of preferences, demonstrating that Wider Area respondents are principally divided between rejecting the four options as presented and favouring the least extensive of the defined access-management options.

Support for the remaining options was considerably lower. Option 1 – no public motor vehicle access along the full bridleway received 6.5%, while the seasonal approaches attracted 4.2% for Option 3 and 0.9% for Option 4. A further 2.3% were unsure.

The results are broadly consistent with the consultation wide findings, although support for Option 2 is slightly higher in the Wider Area at 39% compared with 37% overall, while support for Full Closure is lower at 6.5% compared with 8.9% overall.

Comparison across the three geographic groups provides a clearer distinction. Support for Option 1 decreases with distance from Chase Road, from 14% Immediately Local to 8.8% within the Local Cannock Chase area and 6.5% within the Wider Area. Conversely, Option 2 increases from 35% to 36% and 39% respectively. 'None of the above' remains high across all three groups, at 43%, 48% and 47% respectively.

Overall, Option 2 is the most consistently supported of the four defined options across all geographic groups. However, the analysis also identifies an important geographic distinction. Respondents living immediately around Chase Road demonstrate more than twice the level of support for Full Closure compared with Wider Area respondents. This

reinforces the wider finding that opposition to more substantive intervention is not strongest among those living closest to Chase Road.

Figure 17 demonstrates the level of support for each option from the wider area analysis.

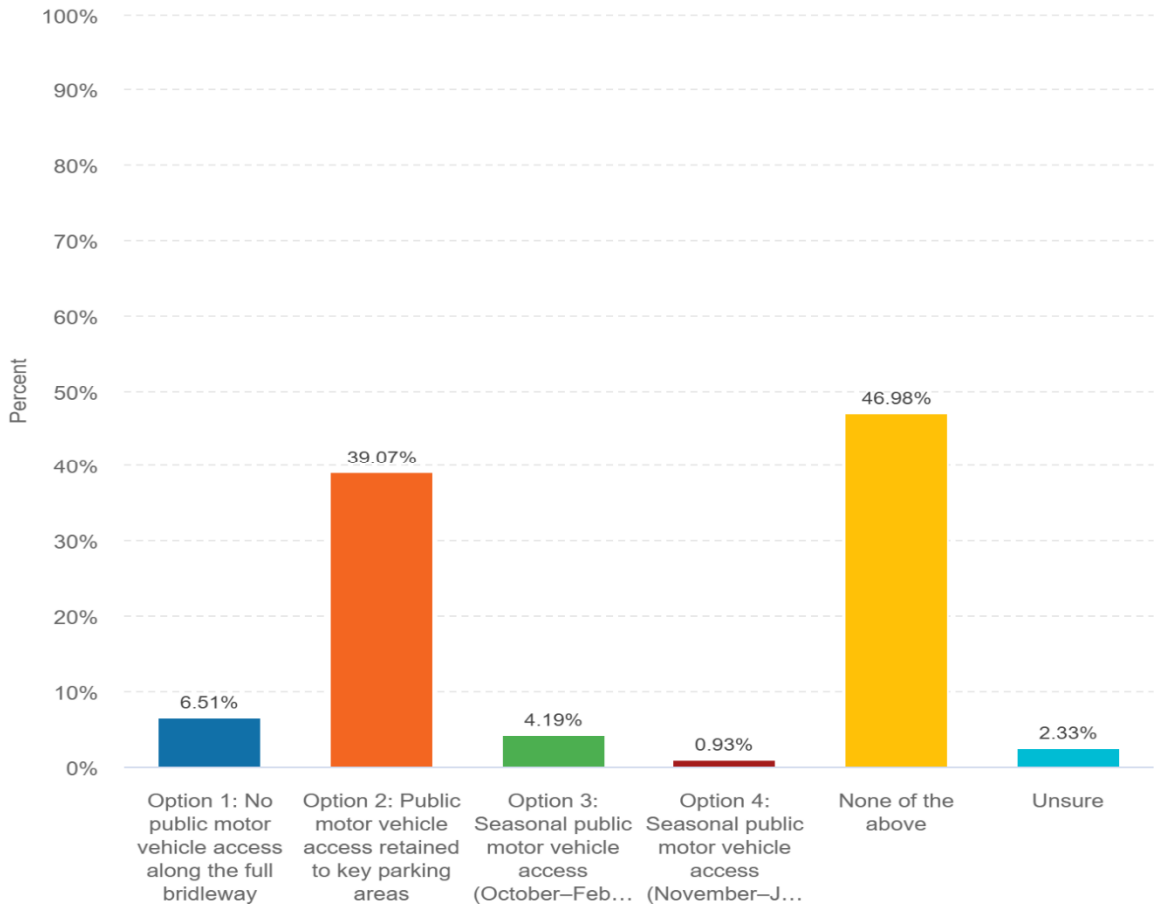


Figure 17 – Wider area analysis support for each option

3.5.6 WIDER AREA ANALYSIS - QUESTION 14 – ALTERNATIVE OPTION PREFERENCE

The Wider Area analysis shows a relatively high level of uncertainty regarding respondents' preferred alternative if their first-choice option were not taken forward. 44% selected 'Unsure', making this the largest response.

Of the four defined alternatives, ***Option 2 – public motor vehicle access retained to key parking areas*** received the greatest support at 26%, followed by Option 3 – seasonal public motor vehicle access from October to February at 20%. Support was considerably lower for Option 1 – no public motor vehicle access along the full bridleway at 5.9%, and Option 4 – seasonal access from November to January at 3.7%.

The Wider Area results differ somewhat from the other geographic groups. Option 2 received 31% among Immediately Local respondents and 32% within the Local Cannock Chase area, compared with 26% in the Wider Area. Conversely, Option 3 attracts slightly greater support in the Wider Area, at 20%, compared with 17% Immediately Local and 18% within the Local Cannock Chase area.

The most notable difference is the level of uncertainty. 44% of Wider Area respondents selected ‘Unsure’, compared with 38.57% Immediately Local and 37% within the Local Cannock Chase area. This suggests that respondents from further afield were less likely to identify a clear second choice option.

Overall, Option 2 remains the most supported defined alternative across all three geographic groups, although its position is less pronounced within the Wider Area. The results also suggest some increased willingness among Wider Area respondents to consider the longer seasonal closure as a fallback approach, but no alternative option achieves a clear consensus.

4.0 QUALITATIVE FEEDBACK

4.1 APPROACH TO ANALYSIS

Alongside the structured questionnaire responses, respondents were provided with several opportunities to provide additional comments explaining their views, concerns and preferences. This qualitative feedback provides important context to the quantitative results and helps to explain the factors influencing responses to the consultation.

The qualitative evidence considered within this chapter includes both the open text comments submitted through the online questionnaire and feedback gathered through conversations with stakeholders during the week-long programme of in-person consultation events. This includes discussions at the drop-in sessions, engagement undertaken along Chase Road and feedback received during the guided walks. Together, these sources provide a broader understanding of the issues raised by residents, visitors and other stakeholders than the questionnaire results alone.

Given the volume and range of feedback received, the analysis has focused on identifying recurring themes, concerns and areas of support, rather than reporting individual comments. Feedback was reviewed and grouped around common themes, including environmental protection, existing use of Chase Road, local access and journey impacts, parking and displacement, accessibility, alternative management approaches, and views on the four shortlisted options.

The analysis considers both the frequency and strength of recurring views, while recognising that qualitative feedback should not be interpreted as a statistically representative measure of opinion. Individual comments and conversations may also address several different issues and can therefore contribute to more than one theme.

The following sections summarise the principal themes emerging from the qualitative feedback, providing additional context and explanation to the questionnaire findings presented in Chapter 3.

4.2 ACCESS AND ACCESSIBILITY

Access and accessibility emerged as a prominent theme throughout both the questionnaire comments and discussions undertaken during the in-person consultation events. Feedback highlighted the important role Chase Road currently plays in enabling people to access different parts of Cannock Chase, both as a destination in its own right and as part of wider journeys through the area.

A recurring concern related to the potential implications of access restrictions for older people, disabled people and those with limited mobility. Respondents frequently highlighted that the ability to travel by car and park close to areas of the Chase enables people who may be unable to walk significant distances to experience the landscape. Concerns were therefore raised that reducing dispersed vehicle access or concentrating

parking at fewer locations could unintentionally make some parts of the Chase less accessible to these groups.

Accessibility concerns extended beyond recreational access. Feedback also emphasised that Chase Road is used as a connecting route between surrounding communities and destinations, meaning that changes could require some users to alter established journey patterns. This was consistent with the questionnaire findings, which demonstrated substantial use of Chase Road as part of wider journeys and concern about the potential effect of changed access arrangements.

However, views were not uniform. Some respondents considered that reducing vehicle movements could improve conditions for walking, cycling, horse riding and other non-motorised users, creating a quieter and potentially safer environment along Chase Road. Others considered that access could be managed differently rather than removed entirely, including through retained access to selected parking areas, designated accessible parking, controlled access arrangements or other exemptions.

4.3 ENVIRONMENTAL PROTECTION

Environmental protection was a significant theme within the feedback, although views differed considerably regarding both the extent of the environmental issues associated with vehicle use and the most appropriate response. There was broad recognition of the ecological importance and sensitivity of Cannock Chase, with respondents frequently referring to the need to protect habitats, wildlife and the wider landscape.

Those supportive of changes to vehicle access highlighted the potential benefits of reducing traffic, parking and associated disturbance along Chase Road. Comments referred to vehicle movements, verge parking, noise, litter and disturbance to wildlife, with some respondents considering that reducing vehicle access would provide opportunities for habitat recovery and create a quieter environment. Concerns regarding vehicle speeds and the risk of collisions with wildlife, particularly deer, were also raised.

However, a recurring view among those less supportive of access restrictions was that vehicle use is not the only, or necessarily the principal, source of environmental pressure. Respondents highlighted other activities including dog walking, cycling and mountain biking, horse riding, littering, fires, antisocial behaviour and recreational pressure more generally. Some questioned whether restricting responsible vehicle users would deliver sufficient ecological benefit unless these wider pressures were addressed at the same time.

A strong theme was therefore the potential for more targeted environmental management and enforcement. Suggestions included greater ranger presence, enforcement of inappropriate verge parking and antisocial behaviour, improved education and signage, better management of litter and dog related impacts, and restoration or protection of damaged verges. Some respondents considered that these measures should be implemented either instead of, or alongside, changes to vehicle access.

4.4 ALTERNATIVE ACCESS MANAGEMENT MEASURES

A recurring theme within both the questionnaire comments and in-person discussions was a preference among some stakeholders for alternative or more targeted access management measures, either instead of the four shortlisted options or as part of a wider package of interventions. This was particularly evident among respondents who recognised that there are issues associated with the current use of Chase Road but did not consider broader or permanent vehicle restrictions to be the most proportionate response.

Suggestions frequently focused on managing the way vehicles use Chase Road rather than removing access altogether. These included lower speed limits and improved speed enforcement, restrictions during particular times of the day, nighttime closures, one-way operation, controlled access arrangements and the use of barriers or ANPR. Some respondents also suggested retaining vehicle access while restricting or formalising parking, particularly where vehicles currently park on verges or in informal locations.

Greater enforcement and on-site management was another prominent theme. Respondents suggested increased ranger or enforcement presence to address inappropriate parking, speeding, antisocial behaviour and other activities considered harmful to the Chase. Improved signage, visitor education and clearer information about responsible use were also identified as measures that could complement physical access management.

Several respondents advocated approaches that would retain access for particular users or purposes, including permit arrangements, exemptions or designated access for disabled and less-mobile visitors. Improved public transport or shuttle provision and maintaining appropriate alternative parking were also suggested where restrictions might otherwise reduce accessibility.

4.5 PARKING AND DISPLACEMENT

Parking and the potential displacement of vehicles emerged as a significant theme throughout the consultation, particularly during discussions with residents and stakeholders living closest to Chase Road. While respondents recognised that changes to vehicle access could reduce parking pressure and informal parking within the Chase Road corridor itself, concerns were frequently raised that this demand may move elsewhere rather than disappear.

Particular concern related to the potential for additional vehicles to park within Brocton and other surrounding communities, increasing pressure on residential streets and existing parking areas. Respondents highlighted the potential implications for congestion, highway safety, access to properties and the amenity of local residents. Similar concerns were expressed regarding increased demand at existing formal car parks elsewhere on Cannock Chase if access to parking along Chase Road were reduced.

The proposed concentration of parking into fewer, better managed locations also generated mixed views. Some respondents considered that formalising parking could reduce verge damage, inappropriate parking and vehicle circulation within environmentally sensitive areas. Others were concerned that reducing the number of available parking locations could make access less convenient, particularly for older and less-mobile visitors, while potentially creating greater pressure at remaining car parks.

These differing views are reflected in the quantitative results, although the local analysis showed that respondents living immediately around Chase Road were somewhat more receptive to parking consolidation than those from further afield.

Feedback also highlighted the importance of ensuring that any changes are supported by sufficient alternative parking capacity in appropriate locations. Suggestions included improving existing car parks, providing additional formal parking where necessary, retaining accessible parking provision and introducing effective measures to prevent inappropriate displacement into surrounding roads and verges.

4.6 LOCAL RESIDENTS AND BUSINESSES

The potential implications for local residents and businesses were raised frequently through both the questionnaire comments and in-person engagement, particularly in Brocton and the communities surrounding Chase Road. Feedback demonstrated that, while Chase Road forms part of the Cannock Chase visitor environment, it also has a local function and changes to its operation could have consequences beyond the road.

For residents, the principal concerns related to traffic redistribution, additional journey distance and parking displacement. Some respondents considered that restricting through movement could result in vehicles transferring onto alternative local roads, potentially increasing traffic through nearby communities. Particular concern was expressed about displaced visitor parking within Brocton and the potential effects on residential amenity, highway safety and access to properties. These concerns were especially prominent during the in-person engagement, where local stakeholders were able to discuss how surrounding roads currently operate and where they considered additional pressures might arise.

Potential effects on local businesses were also identified. Respondents raised concerns that changes to vehicle access and circulation could affect passing trade, customer accessibility and established travel patterns, particularly for businesses located close to Chase Road or dependent to some degree on visitors to Cannock Chase. Conversely, some feedback recognised that a quieter and better managed Chase could potentially improve the visitor environment, particularly where environmental enhancement and recreational access are successfully balanced.

The feedback also emphasised the importance of ensuring that local communities are not required to absorb impacts displaced from the Chase Road corridor. This reinforces the need for any preferred option to consider traffic routing, parking capacity, access to local businesses and appropriate mitigation alongside its environmental objectives.

4.7 MAINTENANCE, ENFORCEMENT AND VISITOR MANAGEMENT

Maintenance, enforcement and wider visitor management emerged as recurring themes throughout the qualitative feedback. Many respondents considered that some of the issues currently experienced along Chase Road relate not solely to vehicle access, but to how the road, parking areas and surrounding landscape are managed and maintained.

A prominent theme was the need for greater enforcement of existing restrictions and inappropriate behaviour. Respondents referred to speeding, informal and verge parking, littering, antisocial behaviour and other activities considered detrimental to the environment and visitor experience. Increased ranger presence, more visible enforcement and, in some cases, the use of technology such as cameras or ANPR were suggested as ways of encouraging compliance and addressing problematic behaviour more directly.

The condition and maintenance of existing infrastructure was also raised. Comments referred to the condition of the road surface, car parks, verges and associated facilities, with some respondents considering that improvements to existing provision should form part of any future management approach. Suggestions included repairing and maintaining formal parking areas, restoring damaged verges, improving signage and ensuring that litter and waste are managed effectively.

More broadly, respondents highlighted the potential role of visitor information and education in reducing environmental impacts. Clearer information about the ecological sensitivity of Cannock Chase, responsible parking and appropriate recreational behaviour was considered by some to offer an opportunity to influence behaviour without relying solely on physical restrictions. This was frequently linked to calls for a stronger on-site management presence and more consistent enforcement.

4.8 WIDER SOURCES OF ENVIRONMENTAL PRESSURE

A recurring theme within the consultation was that vehicle use along Chase Road represents only one of a number of pressures affecting the environmental condition of Cannock Chase. While respondents generally recognised the importance of protecting the SAC and wider landscape, many considered that changes to vehicle access should form part of a broader approach to managing recreational and visitor pressures.

Comments identified a range of activities perceived to contribute to habitat disturbance or degradation, including high levels of recreational use, dog walking, cycling and mountain biking, horse riding, littering, fires and antisocial behaviour. Some respondents also referred to erosion and the creation or widening of informal paths and desire lines. A common concern was that restricting responsible vehicle users without addressing these other pressures could limit the overall environmental benefit achieved.

Feedback therefore frequently called for a more comprehensive approach to visitor and habitat management, combining any changes to vehicle access with measures addressing other sources of disturbance. Suggestions included better management of

recreational activities, clearer information about sensitive habitats, improved enforcement, restoration of damaged areas and measures to encourage visitors to remain on appropriate routes.

4.9 CONSULTATION PROCESS AND CONFIDENCE

The consultation process itself generated a number of comments, with some respondents raising questions regarding the evidence base, development of the shortlisted options and how consultation feedback would influence the final decision. In particular, some respondents questioned whether the environmental case for intervention had been sufficiently demonstrated and whether alternative management measures had been fully considered before the four options were identified.

A recurring concern was a perception among some participants that changes to Chase Road had already been determined, or that the consultation questions implied that some form of vehicle restriction would inevitably be introduced. This was reflected particularly in comments accompanying questions that asked respondents about potential impacts or supporting measures should access arrangements change. Other respondents sought greater clarity on the relative environmental benefits, costs and practical implications of the different options.

The visibility and reach of the consultation was also raised by some respondents, including comments about how and when people became aware of the proposals. However, the consultation was supported by a wide-ranging programme of engagement, including digital and printed material, social media promotion, direct stakeholder engagement, a webinar and a week-long programme of in-person events. These activities provided multiple opportunities for stakeholders to understand the proposals, ask questions and provide feedback.

APPENDIX A - FAQS

Chase Road Options Appraisal Consultation - Frequently Asked Questions

Why are changes being considered?

The purpose of the Options Appraisal is to consider whether changes to public motor vehicle access arrangements could help reduce pressures on some of the most environmentally sensitive parts of Cannock Chase while maintaining public access and enjoyment of the landscape.

Evidence gathered through ecological surveys, visitor monitoring and site assessments indicates that current patterns of vehicle access, parking and visitor movement are contributing to habitat disturbance and fragmentation in the Chase Road area.

The appraisal therefore explores a range of potential approaches and assesses their environmental, access, community and deliverability implications. No decision has been made at this stage and feedback from this consultation will help inform the final recommendations.

Was maintaining the current arrangements considered?

Yes. The appraisal considered maintaining the current arrangements as part of the assessment process and uses this as the baseline against which all other options have been compared.

However, evidence gathered through ecological surveys, visitor monitoring, parking surveys and site assessments indicates that existing patterns of public motor vehicle access, parking and visitor movement are contributing to habitat disturbance, fragmentation and pressure on sensitive wildlife in the Chase Road area.

While maintaining the current arrangements was considered, it was concluded that it would not adequately address the issues identified or support the long-term protection of the Special Area of Conservation. For this reason, it was not taken forward as a viable management option for detailed appraisal.

The purpose of the Options Appraisal is therefore to explore alternative approaches and assess whether they could provide a better balance

between protecting the environment and maintaining public access and enjoyment of Cannock Chase. No decision has been made at this stage, and consultation feedback will help inform the final recommendations.

Why are you doing this now?

The heathland on Cannock Chase is significant on a European scale, it is a habitat rarer than rainforest and is widely believed to be irreplaceable once lost.

The area around Chase Road is designated as a Special Area of Conservation (SAC). This is the highest legal environmental protection in the country. It is illegal to harm the SAC in any way; directly or indirectly. Cannock Chase SAC is experiencing a high level of unintentional harm caused by increasing visitor usage.

Staffordshire County Council as the landowner has a statutory (legal) obligation to ensure that the Special Area of Conservation is managed appropriately.

There will be a point when land managers will be unable to stop the decline in habitats and species so steps need to be taken now to ensure the Chase is here for future generations.

What evidence is there that the habitat around Chase Road is in decline?

A botanical survey carried out in 2024 demonstrated that the areas around car parks show significant disturbance and poor-quality habitats. Chase Road is 1.5 miles long and has 21 opportunities for parking which means the level of disturbance is high right along the length of the road. Cannock-Chase-botanical-survey_C_Arvensis-Ecology_2025.pdf

Natural England consider the condition of the habitat to be unfavourable (recovering). A key element to be able to aid this recovery is to reduce the pressure from sporadic parking and vehicle movement through multiple access routes within the protected landscape.

Are you trying to stop people visiting Cannock Chase?

There is no intention to prevent people visiting the Chase. It is expected that visitor numbers will rise in the future.

However, for the Chase to remain a special place for future generations there is a need to manage the increasing human pressure on the most sensitive habitats and species whilst still enabling people to visit the Chase. This appraisal of the options will look at the best ways to do this in the Chase Road area.

Why do you need to reduce vehicle movements on Chase Road?

The purpose of the appraisal is to consider whether changes to public motor vehicle access arrangements could help reduce disturbance to sensitive habitats and wildlife while maintaining public enjoyment of Cannock Chase.

Physical impact - cars are being parked in multiple locations and gateways along Chase Road causing damage to the habitats alongside the road from repeated compaction, litter and disturbance.

Disturbance to Wildlife - a botanical survey carried out in 2024 demonstrated the effect of disturbance on plant communities is greater close to car parks. With multiple parking places (both formal and informal) in the Chase Road area the amount of the protected landscape impacted by high levels of disturbance, resulting in poor quality habitat, is extensive. The disturbance to plants and the enriching of the soils from dog mess and urine changes the ecology of the site so the heathland species that should be living there cannot survive.

Tranquillity - the movement of vehicles along the road reduces the peace and tranquillity of the area as does the visual intrusion of vehicles parked in multiple locations throughout the Chase Road area.

Antisocial Behaviour - The secluded nature of Chase Road means it attracts behaviour that is problematic for other visitors, nearby communities and the wildlife. This includes, but is not limited to, the feeding of the wild deer population, letting off industrial fireworks, reckless driving and vandalism.

My family member can't walk far, where else can we go?

Please visit www.cannockchase.org.uk for information on accessible trails, parking and other facilities for those with access needs. There have been accessibility improvements at visitor centres around the Chase funded by the National Landscape Partnership.

Accessible Chase - Cannock Chase

Chase Road has always been public access; you can't stop people using it?

There is no proposal to restrict access for people walking, cycling, horse riding, using mobility scooters or powered wheelchairs. This work should lead to improved non-vehicular access, with the appraisal looking at the options of sustainable vehicle management and car park configuration.

Will the car parks on Chase Road be closed?

The current car parks associated with Chase Road are remnants of Brocton Camp and are not necessarily in the right places for visitor access or the ecological sensitivity of the Chase.

This appraisal will look at these issues.

Will I have to pay for parking?

This piece of work is not connected to introducing car parking charges. However, further car park charging may be introduced at some point on Cannock Chase. Charging for parking is the usual way for landowners to raise money towards the costs of managing land alongside other funding streams. All monies raised from car parking on the Chase will be used to manage the Chase, it's special habitats and visitors.

Why are you shutting all the car parks on the Chase?

We are not, the SAC Partnership is planning to refurbish 9 car parks on the Chase in addition the visitor centres, which is expected to increase their capacity. The parking locations proposed for closure are mostly where vehicles are parking directly onto the protected landscape (at roadsides and not in car parks) or where the habitats we need to protect are most sensitive.

How has the shortlist of options been developed?

The options have been developed through site visits, ecological evidence, parking and visitor surveys, workshops with partner organisations, and a review of best practice from other protected landscapes. A long list of

potential options was considered before being refined into four shortlisted approaches for consultation.

Has a preferred option already been selected?

No. The consultation is seeking views on all four shortlisted options. Feedback from residents, visitors, stakeholders and user groups will be considered alongside the findings of the Options Appraisal before any recommendations are made.

Will emergency services and land management vehicles still be able to access Chase Road?

Yes. All options assume that emergency services and authorised land management vehicles would continue to have access where required.

Why is Chase Road being considered rather than other parts of Cannock Chase?

The appraisal includes consideration of current conditions and the challenges associated with existing access arrangements. Evidence indicates that habitat disturbance, verge damage and visitor pressure are continuing concerns. The purpose of the study is to understand whether alternative approaches could better support the long-term protection of the landscape while maintaining public enjoyment.

Why is Chase Road described as a bridleway?

Chase Road forms part of the public rights of way network and includes sections recorded as public bridleway. Public bridleway rights allow access for walking, cycling, horse riding and certain mobility users. The legal status of the route is an important consideration within the Options Appraisal.

Who are the SAC Partnership?

The SAC Partnership is made up of seven local authorities, with landowners and advisory bodies. It is responsible for reducing the impact of increasing recreation from new housing development on the protected landscape of the Cannock Chase Special Area of Conservation through public engagement, education and awareness projects as well as capital improvement works.

For more information, please follow the web links: About the SAC - Cannock Chase; Its Only Heather .... - Cannock Chase

Why is the Partnership involved in this?

This work is being funded by the Partnership to look at options for how the area around Chase Road can be better managed to allow the habitats and species of the Chase to thrive whilst managing visitors in a sustainable way.

Who owns the land around Chase Road?

Staffordshire County Council. It is managed by the Countryside Service team based on Cannock Chase.

Who is funding this work?

The appraisal of the options around Chase Road is being paid for by the Cannock Chase SAC Partnership, which is funded by developer contributions collected from new housing developments within 15km of Cannock Chase.

What else is SAC Partnership doing to improve the visitor experience on Cannock Chase?

The SAC Partnership has contributed funding towards the Shaping Shugborough Project which will increase parking capacity and improve the visitor welcome on the historic estate which affects the Milford Common area when it has reached capacity.

The SAC Partnership have contributed funding and monitoring information to the project looking at improvements to visitor offer at Cannock Chase Visitor Centre (Marquis Drive).

The SAC Partnership has contributed funding to the building of the education hub at Staffordshire Wildlife Trust's Wolseley Centre.

The SAC Partnership are planning a programme of works to improve the car parks and visitor welcome around the SAC.

More details on the work of the SAC can be found at

www.cannockchase.org.uk

APPENDIX B – STAKEHOLDER QUESTIONS RAISED

1. Scope of the evidence base
Given that the botanical survey was commissioned to examine flora affected by people and associated activity around car parks, expressly excluded non-botanical species, and was carried out in August 2024, on what basis is it being treated as sufficient evidence for major and potentially irreversible access changes across the Chase?

i.e. I'm not asking whether the survey is useful in part - I'm asking why a partial survey is being treated as sufficient for major change.

The landowners have a legal responsibility to maintain the SSSI and SAC designated habitats in good condition, it is the responsibility of the SAC Partnership to deliver mitigation under the Habitat Regulations.

The survey in question is not the sole piece of work that demonstrates that there are ongoing impacts on the protected landscape from a dispersed pattern of access facilitated from unrestricted vehicle movement and parking along Chase Road, however it is the most recent, published document.

Natural England has classified the SSSIs and SAC areas of the Sherbrook and Oldacre Valleys as 'unfavourable (recovering)' and supports the SAC Partnership's work in addressing this.

The impacts of recreation on the protected landscape have been monitored and are documented in SAC Publications since 2011 which can be found on our website https://cannockchase.org.uk/published-reports/

2. Seasonal and ecological completeness
How has the project accounted for the absence of a fuller multi-season or multi-year picture of flora, fauna and soil condition, given that the current survey is only a single seasonal snapshot?
i.e. What year-round or multi-season evidence, beyond the August 2024 snapshot, has actually been used?

The impacts of recreation on the protected landscape have been monitored and are documented in SAC Publications since 2011 which can be found on our website https://cannockchase.org.uk/published-reports/

3. Methodology and current standards
Can you confirm exactly which survey methodology, ecological guidance and standards were used by the consultant, and whether these represented the most up-to-date methods available at the time? If not, why not?

i.e. I'm asking for the method, the guidance relied on, and whether it was current - not just a general assurance that the consultants were competent.

In relation to the botanical survey carried out in 2024, the survey methods and the expertise of the botanist are clearly laid out in the report Cannock-Chase-botanical-survey_C_Arvensis-Ecology_2025.pdf.

4. Wider ecological pressures
Has any wider ecological assessment been undertaken to include fauna and other biological pressures on the Chase, including deer, adders, heathland birds, grey squirrels, foxes, crows and wider species interactions? If not, why not?

i.e. Were those wider fauna pressures assessed as part of the current options appraisal, yes or no?

It is not clear if this question refers to the pressures caused by the species mentioned or on the species mentioned.

5. Weight being placed on one survey

Is it accepted that one narrow survey may be sufficient to identify a localised verge-parking and path-edge issue, but not sufficient on its own to justify remaking access arrangements across a sensitive and heavily used protected landscape?

i.e. I'm asking for a yes-or-no answer to that point of principle.

No, the impacts of recreation on the protected landscape have been monitored and are documented in SAC Publications since 2011 which can be found on our website https://cannockchase.org.uk/published-reports/.

6. Brocton / Camp Road contradiction
How has the project assessed the obvious risk that closing the Brocton-end car parks would simply shift footfall to Camp Road, forcing visitors across the SAC heathland and Oldacre Valley to reach Coppice Hill, thereby increasing pressure on the very habitat the proposal claims to protect?

i.e. What evidence do you have that people will not simply redistribute from Brocton to Camp Road?

Whilst this consultation is specifically about the management of vehicles on Chase Road it fits within a wider set of plans for improving the visitor experience across the National Landscape and managing the impact on the SAC. The plans to improve car parks across the Chase published in 2019 and the current work taking place planning to improve the visitor offer at Cannock Chase Visitor Centre are two of several projects looking at whole Chase scenarios.

7. Accessibility in practice
If the Brocton-end parking is removed, will Coppice Hill not in practice become accessible mainly to cyclists, horse riders and the physically fit, while disabled, less mobile, older and ordinary visitors are effectively excluded by distance?

i.e. I'm not asking whether access technically remains possible - I'm asking whether it remains realistically usable in practice.

The designation of bridleway on Chase Road gives legal protection to access for powered wheelchairs and mobility scooters. There are no plans to change the surface of the road there for providing an even walking/wheeling, traffic free route (the extent and duration reliant on the outcome of the consultation).

The SAC Partnership support the National Landscape Partnership and landowners in the improvement of Easy Access opportunities across the Chase by providing information to allow visitors to make informed choices regarding where on the Chase is suitable for their access needs https://cannockchase.org.uk/access/ .

8. Equality implications
What assessment has been made of the equality implications for disabled and less mobile users if direct parking access is reduced or removed, and will that assessment be published in full?

i.e. Where is that equality assessment published for Brocton Coppice, or has it not yet been published?

An Equality Impact Assessment will be carried out for the chosen option after the consultation.

9. Lone-user safety
How have personal safety concerns for lone users, particularly women, been considered where proposals may require longer and more isolated walks back to parked vehicles? If that assessment exists, where is it published?

i.e. Has that safety impact for lone walkers, in light of anti social activity, been assessed and published, yes or no?

There is no indication that there is more risk to personal safety in the Chase Road area than anywhere else on the Chase.

10. Cars versus actual pressure
If the documented impacts are mainly trampling, path-edge disturbance and vegetation pressure, why is the proposed response framed so heavily around restricting vehicle access rather than directly managing the behaviours actually causing the damage? Cars themselves do not trample heather, create desire paths, browse vegetation or prey on nests.

i.e. I understand cars bring people to a site - my question is why the response is not more tightly aligned to the actual damage mechanisms identified.

The presence of cars within the protected landscape brings the impact of noise, pollution and compaction of roadsides right into the heart of sensitive habitats. They also detract from the tranquillity of the landscape and generate visual intrusion in a landscape where nature takes precedence. The management of cars in the Chase Road area will restore a traffic free walking, riding, wheeling route (the duration and extent of which will be decided after the consultation).

11. Wider fauna pressures
Where in the evidence base have wider fauna pressures been assessed, including deer impacts on habitat condition, grey squirrel damage to trees, and predation pressures on ground-nesting birds from species such as crows and foxes?

i.e. Please point to the actual assessment, or confirm that it does not presently exist.

Impacts of deer are assessed across the Chase and a Deer Management Framework has been published by the National Landscape Partnership. There is also monitoring of grey squirrel impacts. However, the widest impact on ground nesting birds is the unintentional disturbance from dogs.

The SAC Partnership has been running a public awareness campaign for the last 3 years and employs Wardens to encourage compliance with the legal requirement for dogs to be on leads between the 1st March & 31st July on Open Access Land https://cannockchase.org.uk/dogs/ .

12. Self-defeating biological effects
Has the project considered whether removing cars and reducing human presence in certain areas may simply leave those areas more open to prolonged deer use, deer trampling and predator activity, thereby replacing one set of pressures with another? If so, where has that been assessed?

i.e. Has the possibility of replacing one ecological pressure with another actually been modelled or assessed, yes or no?

Removing or reducing the movement of public motor vehicles along Chase Road is not expected to have a negative impact on the protected landscape in anyway due to the impacts mentioned in response to question 10.

13. Displacement and surrounding communities
What assessment has been made of likely displacement effects on Brocton, nearby residential roads, verges, lay-bys and local businesses, including the Brocton nursery, if parking and access patterns are changed?

i.e. Please identify the published displacement assessment, or confirm if this is being left to be monitored later.

The SAC partnership has been monitoring parking habits and trends across Cannock Chase since 2017 and will continue to do so.

14. Transfer of impact
If the practical result is simply to move parking and traffic from one place to another, how is that an environmental improvement rather than a transfer of impact?

i.e. If Brocton improves but Camp Road or nearby roads worsen, will that count as success or failure?

Post implementation monitoring will take place.

15. Overnight illegal activity / antisocial behaviour
If a significant part of the concern relates to illegal overnight activity, poaching, industrial scale fungi foraging or antisocial behaviour, why are the options focused so heavily on wider daytime access change rather than on direct control of out-of-hours misuse?

i.e. Why target ordinary daytime users before targeted control of unlawful out-of-hours activity?

Much of the impacts on the protected landscape take place during the day as this is when there are peak vehicle movements and high levels of dispersed access as discussed in previous responses.

16. Dusk-to-dawn controls
Why are stronger dusk-to-dawn measures not being prioritised first - for example gated closure, controlled barriers, ANPR-supported access control, patrol wardens or rangers, and surveillance or monitoring focused on the hours when legitimate use is lowest and reported misuse is most likely?

i.e. Which of those measures have actually been trialled, and which have not?

In the early stages of the appraisal, options for other models of access were considered and assessed on whether they would meet the requirements regarding deliverability and reducing impact on the protected landscape. As these options did not meet the need to reduce the impact on the protected landscape and or were not possible to implement, they were disregarded.

17. Patrol wardens / rangers
Has the project assessed regular patrol wardens, ranger presence, or targeted dusk-to-dawn enforcement as a more proportionate starting point than broad closure or reduced access? If so, where is that assessment?

i.e. Please point to the comparison between patrol/enforcement options and closure options.

The SAC Partnership has employed seasonal Engagement Wardens since 2024 to interact with visitors across the Chase, raising awareness about biodiversity and encouraging appropriate visitor behaviour. However, none of the organisations who manage the Chase have the right to enforce laws – illegal activity is a police matter.

18. Concerts / filming / forestry operations
How is the project taking account of disturbance from other authorised activities on the Chase - including concerts, filming crews, event infrastructure, logging, grabbers and large forestry machinery - particularly where these may coincide with bird nesting season, Welsh Clearwing

Moth silver birch habitat removal or other sensitive wildlife periods as has happen in the June 2026 /past month?

i.e. I'm asking about consistency: how are those disturbances being assessed alongside ordinary public access?

The activities described above take place on the Forestry estate which is not designated a SSSI or SAC. However as with all landowners with land close to the SAC they are responsible for ensuring their activities do not negatively impact on the protected landscape which is assessed through the Habitats Regulations Assessment (HRA).

Welsh Clearwing moths pupate in the bark of old birch trees on the edges of woodlands. Surveys have been carried out to identify both existing and potential host trees and management is planned around these. Birch management is required in the management of heathlands in the absence of large grazing herbivores and in the management of the ancient woodland to prolong the health of ancient and veteran trees.

19. Consistency of approach
If ordinary public access is said to be too disturbing, on what basis are other potentially high-disturbance activities - such as concerts, filming activity and forestry operations - considered acceptable or manageable? Is the principle that all significant disturbance is a problem, or only some kinds of disturbance?

i.e. Is the principle ecological consistency, or selective strictness?

Please see the response to question 18

20. Why not targeted measures first?
If the real problems are verge parking, Risk of fires - which is BIGGEST HUGH THREAT, littering, off-path use, poachers, disturbance and antisocial behaviour, why are more targeted and proportionate measures not being trialled first - for example stones/posts to prevent verge parking, stronger enforcement, gated night access, Fire watch, wardens 24/7, ANPR-supported controls and patrols?

i.e. Please point to the evidence showing those targeted options were properly trialled or ruled out on a comparative basis.

There is a broad programme of education, communication and initiatives from a range of organisations that operate on or have an interest in the biodiversity on the Chase, this will continue. The impact of public motor vehicles, detailed in previous responses, along Chase Road is one element of Chase wide issues that requires addressing for the protection of the finite habitat.

21. Sequencing and proportionality
Why is a broad road-access intervention being considered ahead of smaller, incremental measures that could be trialled, monitored and audited first?

i.e. Why start with the broad option before proving the narrower ones are insufficient?

This question has been answered in previous responses.

22. Alternatives appraisal
Will the full appraisal of alternatives be published, Question and survey responses, alternative targeted enforcement, verge protection, night-time controls, equality impacts, displacement risks, and the reasons for rejecting those less intrusive options?

i.e. Will that full appraisal be published, yes or no?

Yes, the full appraisal will be published on www.cannockchase.org.uk when the process is completed.

23. Transparency and mapping
Will you publish a map or plan showing current versus future parking/access places, yes or no?
i.e. Without that drawing, how are consultees meant to understand the practical effect of the options rather than simply imagine one?

Maps have been supplied alongside the options on the consultation hub and will be available at the drop-in consultation sessions.

24. Current versus future numbers
How many parking/access places are there now along this route, and how many would remain under each shortlisted option? Please answer with actual numbers rather than general descriptions.

i.e. Please give the figures rather than the narrative.

There are currently approximately 103 parking spaces along Chase Road although one quarter of these are where visitors are parking directly onto the protected landscape and not in official car parks.

25. Final practical question
In short: why should consultees accept that closing or reducing access is the right answer, when the current evidence appears to point more strongly towards a localised access-edge management problem, incomplete ecological scope, inconsistent treatment of disturbance, and a serious risk of displacement rather than genuine reduction in harm?

i.e. I'm not asking for reassurance - I'm asking for the evidence and logic for that conclusion.

Please refer to the responses to the previous questions

Given that Cannock Chase receives about 2.5 million visits a year, and that your 2020 consultation (**The Car Parking and Access Management Consultation (SAC Partnership)** drew only 130 responses - which your own reports described as low - will you commit not to proceed unless and until you can show that this consultation is statistically meaningful, genuinely representative, and accessible in practice to the full range of affected users and communities, rather than simply reflecting the views of those who happened to hear about it and were able to take part?

i.e. If the response this time is again below a level *benchmarked by regional public policy as relevant or robust, will you commit, yes or no, to undertaking broader and fairer engagement by other methods before proceeding, in order to avoid subsequent legal challenges?
The * "Fair" Consultation Number : *For a regional public policy issue on the Chase to carry political weight and democratic legitimacy, local authorities generally look for a turnout of* ***1,000 to 2,500+ responses****. A four-figure turnout ensures that a wide variety of demographics (dog walkers, families, mountain bikers, and conservationists) are all represented in the data*

The responses to the consultation have already exceeded the numbers from 2020, we are doing all that we can to encourage participation. We are not looking for a minimum number of responses to carry this project forwards.

Please can you explain why there isn't an option to leave Chase Road open to traffic at all times?

The appraisal considered maintaining the current arrangements as part of the assessment process and uses this as the baseline against which all other options have been compared. However, evidence gathered

through ecological surveys, visitor monitoring, parking surveys and site assessments indicates that existing patterns of public motor vehicle access, parking and visitor movement are contributing to habitat disturbance, fragmentation and pressure on sensitive wildlife in the Chase Road area.

While maintaining the current arrangements was considered, it was concluded that it would not adequately address the issues identified or support the long-term protection of the Special Area of Conservation. For this reason, it was not taken forward as a viable management option for detailed appraisal.

How soon would the chosen option be implemented if it's taken forward, and will there be further consultation once there is more details available?

It is hoped that implementation will start in early 2027. There will not be a further consultation however the plans will be published once finalised.

All options seem to result in a loss of car parking. Where would this be replaced?

The restoration and improvements of 9 car parks across the Chase as part of the plans published in 2019 and the improvement of the Cannock Chase Visitor Centre at Marquis Drive will provide additional car parking capacity to what is currently available.

Should Option 1 (no access along the entire length of the route) be decided upon, the aspiration is to build a new car park at the Camp Road end of the route to accommodate the loss of parking within the protected landscape. This is subject to further investigations and planning permissions.

Explain how visitors that wish to enjoy the delights that Chase Road offers bring can do so if they are unable to walk from a car park that could be some distance away.

The designation of bridleway on Chase Road gives legal protection to access for powered wheelchairs and mobility scooters. There are no plans to change the surface of the road there for providing an even walking/wheeling, traffic free route (the extent and duration reliant on the outcome of the consultation).

The SAC Partnership support the National Landscape Partnership and landowners in the improvement of Easy Access opportunities across the Chase by providing information to allow visitors to make informed choices regarding where on the Chase is suitable for their access needs https://cannockchase.org.uk/access/ .

APPENDIX C – PUBLIC CONSULTATION QUESTIONNAIRE

Cannock Chase SAC Partnership

Chase Road Options Appraisal Public Consultation

1. About You

1. Please provide your postcode for data mapping purposes:

2. What is your gender?

- [ ] Male
- [ ] Female
- [ ] I identify in a different way
- [ ] Prefer not to say

3. Please state your age range

- [ ] Under 16
- [ ] 16-25
- [ ] 26-40
- [ ] 41-55
- [ ] 56-70
- [ ] Over 70

4. Which of the following best describes you? (Select all that apply)

- [ ] Local resident living within the Cannock Chase area or nearby communities
- [ ] Resident elsewhere in Staffordshire
- [ ] Visitor from outside Staffordshire
- [ ] Regular visitor to Cannock Chase
- [ ] Occasional visitor to Cannock Chase
- [ ] Member of a walking group
- [ ] Member of a cycling group
- [ ] Member of a horse riding group
- [ ] Local business or organisation
- [ ] Accessibility or disability group representative
- [ ] Other
- [ ] Prefer not to say
- [ ] Other (please specify):

5. How often do you visit Cannock Chase?

- [ ] Daily
- [ ] Several times per week
- [ ] Several times per month
- [ ] Monthly
- [ ] A few times per year
- [ ] Rarely

6. Before taking part in this consultation, were you aware that the Chase Road area sits within the Cannock Chase Special Area of Conservation and contains environmentally sensitive habitats?

- [ ] Yes
- [ ] No
- [ ] Not sure

7. How important do you think it is to protect sensitive habitats and wildlife within the Cannock Chase Special Area of Conservation?

- [ ] Very important
- [ ] Important
- [ ] Moderately important
- [ ] Slightly important
- [ ] Not important
- [ ] Unsure

8. Overall, how strongly do you support the principle of managing vehicle access along Chase Road to help protect the natural environment?

- [ ] Strongly support
- [ ] Support
- [ ] Neutral
- [ ] Oppose
- [ ] Strongly oppose

Please provide any comments to support your answer:

2. Travel and Access

9. To what extent do you use Chase Road as part of a route to travel between different parts of Cannock Chase or nearby communities?

- [ ] Frequently
- [ ] Occasionally
- [ ] Rarely
- [ ] Never

10. In what ways have you used Chase Road? (Select all that apply)

- [ ] Driving through the area as part of a local journey
- [ ] Driving to access parking or viewpoints
- [ ] Enjoyment of local nature
- [ ] Walking
- [ ] Cycling
- [ ] Horse riding
- [ ] Accessing nearby paths or recreation areas
- [ ] Dog walking
- [ ] I do not use Chase Road
- [ ] Other (please specify):

11. If public motor vehicle access arrangements along Chase Road were changed, how do you think this would affect your journeys in the area?

- [ ] It would not affect my journeys
- [ ] It would cause a minor change to my route
- [ ] It would cause a noticeable change to my route
- [ ] It would significantly affect my journeys
- [ ] Unsure

Please explain your answer and describe any potential impacts on how you currently access or use the area:

12. If public motor vehicle access arrangements along Chase Road were changed, would you support parking being concentrated in a smaller number of well managed car parks nearby?

- [ ] Yes
- [ ] No
- [ ] Unsure

3. Views on the Options

13. Having reviewed the four approaches presented, which option do you feel is the most suitable for the future management of public motor vehicle access along Chase Road?

- [ ] Option 1: No public motor vehicle access along the full bridleway
- [ ] Option 2: Public motor vehicle access retained to key parking areas
- [ ] Option 3: Seasonal public motor vehicle access (October–February)
- [ ] Option 4: Seasonal public motor vehicle access (November–January)
- [ ] None of the above
- [ ] Unsure

Comments on options considered

14. If your first choice were not taken forward, which of the four shortlisted options would you prefer as an alternative?

- [ ] Option 1: No public motor vehicle access along the full bridleway
- [ ] Option 2: Public motor vehicle access retained to key parking areas
- [ ] Option 3: Seasonal public motor vehicle access (October–February)
- [ ] Option 4: Seasonal public motor vehicle access (November–January)
- [ ] Unsure

Comments on options considered

15. If changes to public motor vehicle access arrangements along Chase Road were introduced, which measures would be most helpful in supporting visitors and local journeys? (Select all that apply)

- [ ] Improved parking at nearby locations
- [ ] Clear signage directing visitors to appropriate parking areas
- [ ] Improved walking and cycling routes through the area
- [ ] Information about alternative driving routes
- [ ] Accessible routes for people with mobility needs
- [ ] None of these
- [ ] Other (please specify):

4. Final Comments

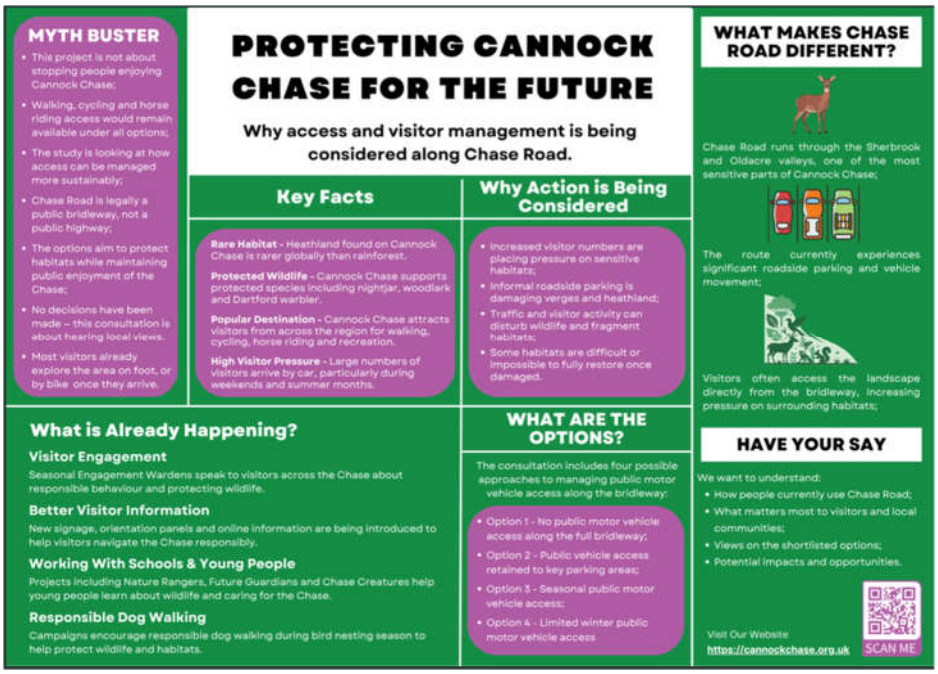
16. Do you have any additional comments about the proposals or the way Chase Road is currently used?

APPENDIX D – CONSULTATION MATERIAL






Cannock Chase SAC Partnership
Chase Road
Options Appraisal
This project is exploring how vehicle access along Chase Road is managed to help protect Cannock Chase while still allowing people to visit and enjoy it. The bridleway currently provides access into some of the most sensitive parts of the landscape, which has led to increasing pressure on habitats and wildlife.
We are exploring a range of options to better manage access and parking, and we want your views to help shape the best approach for the future.
Visit Our Website
https://cannockchase.org.uk
SCAN ME


MYTH BUSTER
This project is not about stopping people enjoying Cannock Chase;
Walking, cycling and horse riding access would remain available under all options;
The study is looking at how access can be managed more sustainably;
Chase Road is legally a public bridleway, not a public highway;
The options aim to protect habitats while maintaining public enjoyment of the Chase;
No decisions have been made – this consultation is about hearing local views.
Most visitors already explore the area on foot, or by bike once they arrive.
PROTECTING CANNOCK CHASE FOR THE FUTURE
Why access and visitor management is being considered along Chase Road.
Key Facts
Rare Habitat - Heathland found on Cannock Chase is rarer globally than rainforest.
Protected Wildlife - Cannock Chase supports protected species including nightjar, woodlark and Dartford warbler.
Popular Destination - Cannock Chase attracts visitors from across the region for walking, cycling, horse riding and recreation.
High Visitor Pressure - Large numbers of visitors arrive by car, particularly during weekends and summer months.
Why Action is Being Considered
Increased visitor numbers are placing pressure on sensitive habitats;
Informal roadside parking is damaging verges and heathland;
Traffic and visitor activity can disturb wildlife and fragment habitats;
Some habitats are difficult or impossible to fully restore once damaged.
What is Already Happening?
Visitor Engagement
Seasonal Engagement Wardens speak to visitors across the Chase about responsible behaviour and protecting wildlife.
Better Visitor Information
New signage, orientation panels and online information are being introduced to help visitors navigate the Chase responsibly.
Working With Schools & Young People
Projects including Nature Rangers, Future Guardians and Chase Creatures help young people learn about wildlife and caring for the Chase.
Responsible Dog Walking
Campaigns encourage responsible dog walking during bird nesting season to help protect wildlife and habitats.
WHAT ARE THE OPTIONS?
The consultation includes four possible approaches to managing public motor vehicle access along the bridleway:
Option 1 - No public motor vehicle access along the full bridleway;
Option 2 - Public vehicle access retained to key parking areas;
Option 3 - Seasonal public motor vehicle access;
Option 4 - Limited winter public motor vehicle access
WHAT MAKES CHASE ROAD DIFFERENT?
Chase Road runs through the Sherbrook and Oldacre valleys, one of the most sensitive parts of Cannock Chase;
The route currently experiences significant roadside parking and vehicle movement;
Visitors often access the landscape directly from the bridleway, increasing pressure on surrounding habitats;
HAVE YOUR SAY
We want to understand:
How people currently use Chase Road;
What matters most to visitors and local communities;
Views on the shortlisted options;
Potential impacts and opportunities.
Visit Our Website
https://cannockchase.org.uk
SCAN ME

Shortlisted Options for Chase Road

Option 1: No public motor vehicle access along the full bridleway



Public motor vehicle access would not be available along the full length of the bridleway between Brocton Nurseries to the north and Camp Road to the south, while walking, cycling and horse riding access would remain available at all times alongside authorised operational vehicle access.

What are the benefits?

- Reduces traffic and roadside parking within sensitive areas;
- Helps protect wildlife and vulnerable habitats;
- Creates a quieter and more comfortable visitor environment;
- Provides a clearer and easier-to-manage access arrangement.

What are the considerations?

- Public motor vehicle access would not be allowed along the bridleway;
- Some visitors may need to use alternative parking locations;
- Journeys to parts of the Chase may change for some users;
- This represents a significant change to existing access arrangements.

What would need to be managed?

- Ensuring nearby roads and parking areas continue to operate effectively;
- Supporting visitors to adapt to revised access arrangements;
- Clear signage, communication and wayfinding;
- Ongoing management, monitoring and enforcement.

What opportunities could this create?

- Restoring habitats within the Sherbrook and Oldacre valleys;
- Creating a flagship "park and walk" experience for visitors;
- Improving how visitors access and move around the Chase;
- Enhancing parking and visitor facilities at key gateway locations.

Visit https://cannockchase.org.uk/ for more information on the project

Shortlisted Options for Chase Road

Option 2: Public motor vehicle access retained to key parking areas



Public motor vehicle access would remain available to key parking areas at either end of the bridleway, while the central section between Chase Vista car park and Chase Road Corner car park would only be accessible to authorised operational vehicles. Walking, cycling and horse riding access would remain available at all times.

What are the benefits?

- Reduces traffic and roadside parking within the most sensitive areas;
- Helps reduce habitat fragmentation and verge damage;
- Retains some public motor vehicle access to the Chase;
- Creates quieter conditions within the central section of the bridleway.

What are the considerations?

- Through access for public motor vehicles would not be available along the full route;
- Some visitors may need to change how they access parts of the Chase;
- Parking demand may increase at retained gateway locations;
- Environmental benefits would be more limited than Option 1.

What would need to be managed?

- Ensuring parking demand is managed at retained car parks;
- Preventing informal parking near closure points;
- Clear signage, communication and wayfinding;
- Ongoing management, monitoring and enforcement.

What opportunities could this create?

- Protecting the most environmentally sensitive section of the corridor;
- Improving conditions for walking, cycling and horse riding within the central valley;
- Clearer visitor gateway locations;
- Restoring habitats and former parking areas within the closed section.

Visit https://cannockchase.org.uk/ for more information on the project

Shortlisted Options for Chase Road

Option 3: Seasonal public motor vehicle access (October–February)

Cannock Chase SAC Partnership



Public motor vehicle access would be available between October and February only. Between March and September, the full length of the bridleway would operate without public motor vehicle access, while walking, cycling and horse riding access would remain available at all times alongside authorised operational vehicle access.

What are the benefits?

- Reduces traffic during the most environmentally sensitive period of the year;
- Helps protect wildlife during the bird breeding season;
- Creates quieter visitor conditions during spring and summer;
- Retains seasonal public motor vehicle access during winter months.

What are the considerations?

- Public motor vehicle access would change throughout the year;
- Some visitors may need to use alternative parking locations during restricted periods;
- Seasonal arrangements require clear communication to avoid confusion;
- Environmental benefits would be time limited rather than permanent.

What would need to be managed?

- Seasonal opening and closing arrangements;
- Clear signage and public communication throughout the year;
- Ensuring nearby roads and parking areas continue to operate effectively;
- Ongoing monitoring, management and enforcement.

What opportunities could this create?

- Reducing disturbance during key ecological periods;
- Supporting habitat recovery during spring and summer;
- Encouraging greater use of walking, cycling and horse riding routes;
- Improving visitor management during peak periods.

Visit https://cannockchase.org.uk/ for more information on the project

ETHOS

Shortlisted Options for Chase Road

Option 4: Seasonal public motor vehicle access (November–January)

Cannock Chase SAC Partnership



Public motor vehicle access would only be available between November and January. For the remainder of the year, the bridleway would operate without public motor vehicle access, while walking, cycling and horse riding access would remain available at all times alongside authorised operational vehicle access.

What are the benefits?

- Provides the longest period of reduced traffic and disturbance along the corridor;
- Helps support habitat recovery across most of the year;
- Creates quieter visitor conditions during peak visitor seasons;
- Retains limited winter public motor vehicle access.

What are the considerations?

- Public motor vehicle access would only be available for a short period each year;
- Some visitors may need to adapt to alternative access arrangements;
- Greater reliance on other parking locations for most of the year;
- Represents a substantial change to current access arrangements.

What would need to be managed?

- Seasonal opening and closing arrangements;
- Ongoing communication and visitor information;
- Managing parking demand at alternative gateway locations;
- Monitoring compliance & environmental outcomes.

What opportunities could this create?

- Delivering stronger ecological benefits across most of the year;
- Supporting long-term habitat restoration and reduced verge damage;
- Creating a quieter and more nature-focused visitor experience;
- Enhancing visitor access from key gateway parking locations.

Visit https://cannockchase.org.uk/ for more information on the project

ETHOS


Cannock Chase
SAC Partnership
Chase Road Options Appraisal Consultation
The Cannock Chase SAC Partnership is seeking your views on options to manage vehicle access along Chase Road. Four shortlisted approaches have been developed to help protect this sensitive landscape while maintaining public access for pedestrians, cyclists, and horse riders. Each option has different benefits and trade-offs for the environment, visitors and local communities.
Take part in the survey to share your views and help shape future decisions about the future management of Chase Road.
https://cannockchase.org.uk
Scan Me
ROAD CLOSED

APPENDIX E – SOCIAL MEDIA POSTS

Cannock Chase Special Area of Conservation Partnership
8 June ·

Have Your Say

Local communities and regular visitors are being asked for their views on options for the sustainable management of motor vehicles on Chase Road on Cannock Chase.

Chase road is a private road and bridleway that runs from Brocton to Camp Road across the Special Area of Conservation. The Cannock Chase Special Area of Conservation Partnership is carrying out a piece of work to look how to manage motor vehicles along this route considering the fragile nature of the landscape that it crosses.

The online consultation is now open until Friday 17th July 2026, please visit www.cannockchase.org.uk to take part (comments on social media will not be included).

Drop-in sessions will take place in at various locations around the Chase from the 29th June – 5th July, please visit the link above for the programme of sessions.

https://www.youtube.com/watch?v=T9KmGZH23oU See less



YOUTUBE.COM
Chase Road Options Consultation

Cannock Chase Special Area of Conservation Partnership
11 June ·

Chase Road Consultation

There has been information circulating regarding the motivations of the consultation and the plans surrounding it.

Make sure you have the facts by reading our Frequently Asked Questions via the link below

https://cannockchase.org.uk/.../Frequently-Asked... See less



Cannock Chase Special Area of Conservation Partnership
16 June ·

To support the in-person consultation activities, there is an online webinar this Thursday 18 June at 6pm on Microsoft Teams.

The webinar will provide an overview of the project, explain why access management is being considered, outline the shortlisted options, and explain how you can take part in the consultation.

To help us make the session as informative as possible, attendees are encouraged to submit questions in advance when registering.

We will address as many of these questions as possible during the webinar and use them to shape the discussion.

To register for this event, please follow this link https://events.teams.microsoft.com/.../2bc478ee-7785-47f1... to register. Note, there is no requirement to download any application as the webinar should launch in your chosen web browser.

The webinar will be recorded and added to this consultation hub if you are unable to make the event.

There will be in-person drop in sessions from the 29th June - 5th July which are listed on the Consultation Hub https://ethos.govocal.com/.../pro.../chase-road-consultation See less



Cannock Chase Special Area of Conservation Partnership
22 June ·

Chase Road Public Consultation

Join us for drop-in sessions next week to have your say in the future of vehicle access along Chase Road, a private road and public bridleway on Cannock Chase.

Monday 29th June
11-12:30 Cannock Chase Visitor Centre, Marquis Drive
2-4pm Brocton Village Hall

Wednesday 1st July
4-6pm Brocton Village Hall

Thursday 2nd July
2-4pm Cannock Chase Visitor Centre, Marquis Drive
5:30-7:30pm Pye Green Community Centre

Friday 3rd July
10am-12 noon Brocton Village Hall
2-4pm Guided Walk from Chase Road Corner booking required via this link
https://ethos.govocal.com/.../e5748a9d-d15d-47be-b48a...

Saturday 4th July
10am-12 noon Brocton Village Hall
1-3pm Guided Walk from Chase Road Corner (booking required via this link
https://ethos.govocal.com/.../1fe13c3f-36ae-4c8b-bf6d...)

Sunday 5th July
11-12:30 Cannock Chase Visitor Centre, Marquis Drive

The team will also be out on Chase Road between these sessions please see full details of those and all the above sessions on the consultation hub https://ethos.govocal.com/.../pro.../chase-road-consultation where you can complete the online questionnaire anytime until the 17th July.
See less



Cannock Chase Special Area of Conservation Partnership
29 June at 07:00

Chase Road Public Consultation

Join us for drop-in sessions this week to have your say in the future of vehicle access along Chase Road, a private road and public bridleway on Cannock Chase.

"Today"
Monday 29th June
11-12:30 Cannock Chase Visitor Centre, Marquis Drive
2-4pm Brocton Village Hall

Wednesday 1st July
4-6pm Brocton Village Hall

Thursday 2nd July
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11-12:30 Cannock Chase Visitor Centre, Marquis Drive
The team will also be out on Chase Road between these sessions please see full details of those and all the above sessions on the consultation hub https://ethos.govocal.com/.../pro.../chase-road-consultation where you can complete the online questionnaire anytime until the 17th July.
See less See less



Cannock Chase Special Area of Conservation Partnership
29 June at 09:00

Chase Road Consultation

Today (Monday 29th July) the consultation team will be at Cannock Chase Visitor Centre, Marquis Drive 11am-12:30 and at Brocton Village Hall from 2 - 4pm this afternoon please drop in and see us.

The consultation questionnaire can be completed anytime until the 17th July at https://ethos.govocal.com/.../pro.../chase-road-consultation . See less



Cannock Chase Special Area of Conservation Partnership
30 June at 08:00

Chase Road Consultation - Guided Walks

There are two guided walks taking place this week as part of the Chase Road Consultation.

The walk will take up to 2 hours and we will be taking a strolling pace. Please expect some gentle uphill sections and uneven walking surfaces. Participants are strongly advised to wear sturdy, enclosed footwear (no flip flops or sandals).

There is no seating on the route and the closest public toilet is in Milford. Please check the weather forcast and dress accordingly, you may wish to bring a drink.

Please register for the walks via the links below;
Friday 3rd July, 2-4pm https://ethos.govocal.com/.../e5748a9d-d15d-47be-b48a...
Saturday 4th July, 1-3pm https://ethos.govocal.com/.../1fe13c3f-36ae-4c8b-bf6d... See less



Cannock Chase Special Area of Conservation Partnership
1 July at 08:00

Chase Road Consultation

Today (Wednesday 1st July) the consultation team will be at at Brocton Village Hall from 4-6pm please drop in and see us.

The consultation questionnaire can be completed anytime until the 17th July at https://ethos.govocal.com/.../pro.../chase-road-consultation . See less



Cannock Chase Special Area of Conservation Partnership
1 July at 18:00 ·

Chase Road Consultation - Guided Walks

There are two guided walks taking place this week as part of the Chase Road Consultation.

The walk will take up to 2 hours and we will be taking a strolling pace. Please expect some gentle uphill sections and uneven walking surfaces. Participants are strongly advised to wear sturdy, enclosed footwear (no flip flops or sandals).

There is no seating on the route and the closest public toilet is in Milford. Please check the weather forcast and dress accordingly, you may wish to bring a drink.

Please register for the walks via the links below;
Friday 3rd July, 2-4pm https://ethos.govocal.com/.../e5748a9d-d15d-47be-b48a...
Saturday 4th July, 1-3pm https://ethos.govocal.com/.../1fe13c3f-36ae-4c8b-bf6d... See less



Cannock Chase Special Area of Conservation Partnership
2 July at 15:01 ·

Chase Road Consultation - Guided Walks

There are two guided walks taking place this week as part of the Chase Road Consultation.

The walk will take up to 2 hours and we will be taking a strolling pace. Please expect some gentle uphill sections and uneven walking surfaces. Participants are strongly advised to wear sturdy, enclosed footwear (no flip flops or sandals).

There is no seating on the route and the closest public toilet is in Milford. Please check the weather forcast and dress accordingly, you may wish to bring a drink.

Please register for the walks via the links below;
Friday 3rd July, 2-4pm https://ethos.govocal.com/.../e5748a9d-d15d-47be-b48a...
Saturday 4th July, 1-3pm https://ethos.govocal.com/.../1fe13c3f-36ae-4c8b-bf6d... See less



Cannock Chase Special Area of Conservation Partnership
4 July at 08:00 ·

Chase Road Consultation - Saturday 4th July

The consultation team will be running a drop in session at Brocton Village Hall today 10 - 12 noon.

There will also be a guided walk on Chase Road starting at 1pm

The walk will take up to 2 hours and we will be taking a strolling pace. Please expect some gentle uphill sections and uneven walking surfaces. Participants are strongly advised to wear sturdy, enclosed footwear (no flip flops or sandals).

There is no seating on the route and the closest public toilet is in Milford. Please check the weather forcast and dress accordingly, you may wish to bring a drink.

Please register here;
https://ethos.govocal.com/.../1fe13c3f-36ae-4c8b-bf6d...

The consultation questionnaire can be completed anytime at
https://ethos.govocal.com/.../pro.../chase-road-consultation until the 19th July. See less



Cannock Chase Special Area of Conservation Partnership
2 July at 08:00 ·

Chase Road Consultation

The consultation team will be running two drop-in sessions today (Thursday 2nd July);

2-4pm at Cannock Chase Visitor Centre, Marquis Drive
5:30 - 7:30pm Pye Green Community Centre

Please call in and see us.

The consultation questionnaire can be completed anytime at
https://ethos.govocal.com/.../pro.../chase-road-consultation until the 19th July. See less



Cannock Chase Special Area of Conservation Partnership
3 July at 08:00 ·

Chase Road Consultation - Friday 3rd July

The consultation team will running a drop-in session at Cannock Chase Visitor Centre, Marquis Drive today 11am-12:30.

There will be a guided walk this afternoon 2-4pm

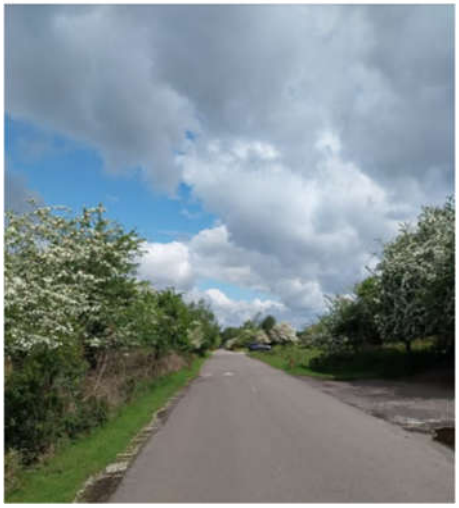
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There is no seating on the route and the closest public toilet is in Milford. Please check the weather forcast and dress accordingly, you may wish to bring a drink.

Please register for the walks via the links below:
Friday 3rd July, 2-4pm https://ethos.govocal.com/.../e5748a9d-d15d-47be-b48a...

Tomorrow, Saturday 4th July, the guided walk will take place 1-3pm. Please register here
https://ethos.govocal.com/.../1fe13c3f-36ae-4c8b-bf6d...

The consultation questionnaire can be completed anytime at
https://ethos.govocal.com/.../pro.../chase-road-consultation until the 19th July. See less



Cannock Chase Special Area of Conservation Partnership
5 July at 08:00 ·

Chase Road Consultation

Today (Sunday 5th July) is the final opportunity to speak directly to the consultation team.

Come and see them at Cannock Chase Visitor Centre, Marquis Drive 11am - 12:30.

The consultation questionnaire can be completed anytime at https://ethos.govocal.com/.../pro.../chase-road-consultation until the 19th July. See less



Cannock Chase Special Area of Conservation Partnership
6 July at 08:00 ·

Chase Road Consultation

Thank you to everyone who attended one of our consultation sessions last week. There is still time to complete the consultation questionnaire at https://ethos.govocal.com/.../chase-road-consultationuntil Sunday 19th July. See less



Cannock Chase Special Area of Conservation Partnership
12 July at 08:00 ·

Chase Road Consultation

There is one more week to have your say on the future management of motor vehicles along Chase Road, Cannock Chase.

Complete the survey here https://ethos.govocal.com/.../pro.../chase-road-consultation open until Sunday 19th July.

Thank you to everyone who has already contributed See less



Cannock Chase Special Area of Conservation Partnership
18 July at 08:00 ·

Chase Road Consultation

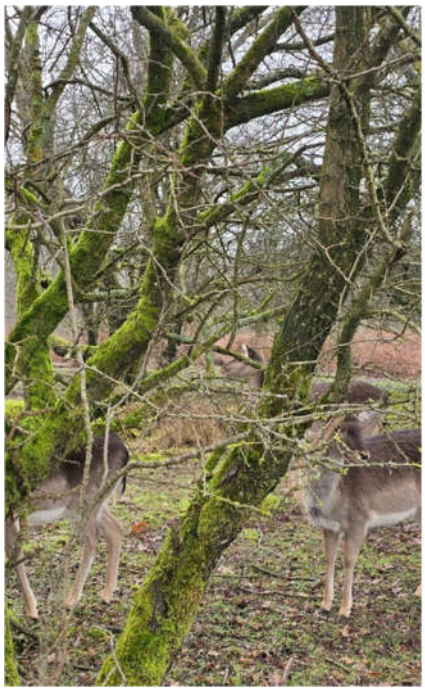
There is one more day to have your say on the future management of motor vehicles along Chase Road, Cannock Chase via the online survey https://ethos.govocal.com/.../pro.../chase-road-consultation which closes tomorrow Sunday 19th July.

Thank you to everyone who has contributed. See less



APPENDIX F – WEBINAR SLIDES FROM 18 JUNE 2026





AGENDA FOR WEBINAR

1. Project overview
2. Long list of options
3. Short listing of options
4. Prioritised options
5. Option scoring
6. Potential delivery costs
7. Public consultation
8. Question & Answers



OVERVIEW OF PROJECT PROCESS

Develop vision & objectives	Identify suitable assessment criteria	Prioritise criteria based on need	Produce long-list of options
Establish a clear strategic direction aligned with statutory duties and project outcomes.	Define criteria to assess options consistently against key environmental and operational factors.	Apply weightings to reflect the relative importance of each assessment criterion.	Identify a wide range of potential interventions for initial consideration.



OVERVIEW OF PROJECT PROCESS

Option sifting to shortlist deliverable proposals	Option integration to create packages	Appraisal of option packages	Consideration of cost
Screen options to remove those that are unfeasible, ineffective or misaligned with objectives.	Combine complementary measures into coherent and deliverable option packages.	Assess shortlisted packages against weighted criteria to identify relative performance.	Evaluate indicative delivery and operational costs to inform overall decision-making.

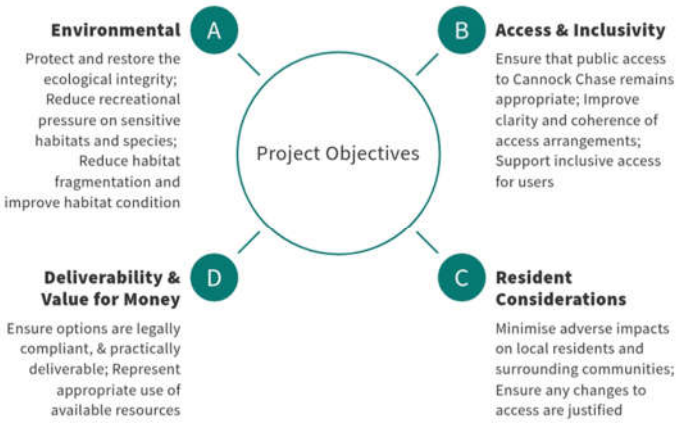
PROJECT VISION

To establish a sustainable and effective approach to managing vehicle access along Chase Road that:

- Protects and restores the ecological integrity of Cannock Chase Special Area of Conservation;

- Conserves and enhances the natural beauty and special qualities of the Cannock Chase National Landscape;

- Supports appropriate and well-managed public access to Cannock Chase as a whole.



LONG-LIST OF OPTIONS

1. Do Nothing (Baseline)
2. No motor vehicle access along the full bridleway
3. Motor vehicle access retained to key parking areas
4. Seasonal motor vehicle access
5. Blue Badge only access
6. One-way operation
7. Car park rationalisation / verge protection
8. Controlled access zones



LONG-LIST OF OPTIONS

9. Time of day restrictions
10. Permit based access
11. Parking capacity reduction only
12. Behaviour change and support
13. Quiet Lane / active travel priority
14. Traffic calming only option
15. Access fee / conservation charge
16. Park & Stroll model



OPTION SIFTING & REFINING



Structured qualitative screening, not scoring:
Options were reviewed through a transparent filtering process to identify fundamental constraints, rather than being ranked or scored at this stage.

Tested against key feasibility criteria:
Each option was assessed for legal/regulatory compliance, alignment with project objectives, and compatibility with the statutory framework.

Assessed for practicality and proportionality:
Options were reviewed to ensure they are realistic to deliver within the physical constraints of Chase Road and represent a balanced response to the issues identified.

Early consideration of deliverability risks:
High-level checks on implementation complexity, operational requirements and funding risk ensured only credible options progressed to detailed appraisal.





SHORT-LISTED OPTIONS

- Option 2 – No motor vehicle access along the full bridleway
- Option 3 – Motor vehicle access retained to key parking areas
- Option 4 – Seasonal motor vehicle access
- Option 7 – Car Park Rationalisation / Verge Protection
- Option 13 – Quiet Lane / Active Travel Priority
- Option 16 – Park & Stroll Model



No motor vehicle access along the full bridleway
Public motor vehicle access would not be available along the full length of the bridleway between Brocton Nurseries to the north and Camp Road to the south, while walking, cycling and horse riding access would remain available at all times alongside authorised operational vehicle access.

Motor vehicle access retained to key car parks
Public motor vehicle access would remain available to key parking areas at either end of the bridleway, while the central section between Chase Vista car park and Chase Road Corner car park would only be accessible to authorised operational vehicles. Walking, cycling and horse riding access would remain available at all times.

Seasonal motor vehicle access - Mar-Sep
Public motor vehicle access would be available between October and February only. Between March and September, the full length of the bridleway would operate without public motor vehicle access, while walking, cycling and horse riding access would remain available at all times alongside authorised operational vehicle access.

Extended Seasonal motor vehicle access Feb-Oct
Public motor vehicle access would only be available between November and January. For the remainder of the year, the bridleway would operate without public motor vehicle access, while walking, cycling and horse riding access would remain available at all times alongside authorised operational vehicle access.

NO MOTOR VEHICLE ACCESS

Supporting Measures

Removal and Restoration of Roadside Parking

Redistribution of Parking Provision

Park & Stroll Approach

Wayfinding and Communication

Spatial Extent and Functional Logic



ACCESS RETAINED TO KEY CAR PARKS

Supporting Measures

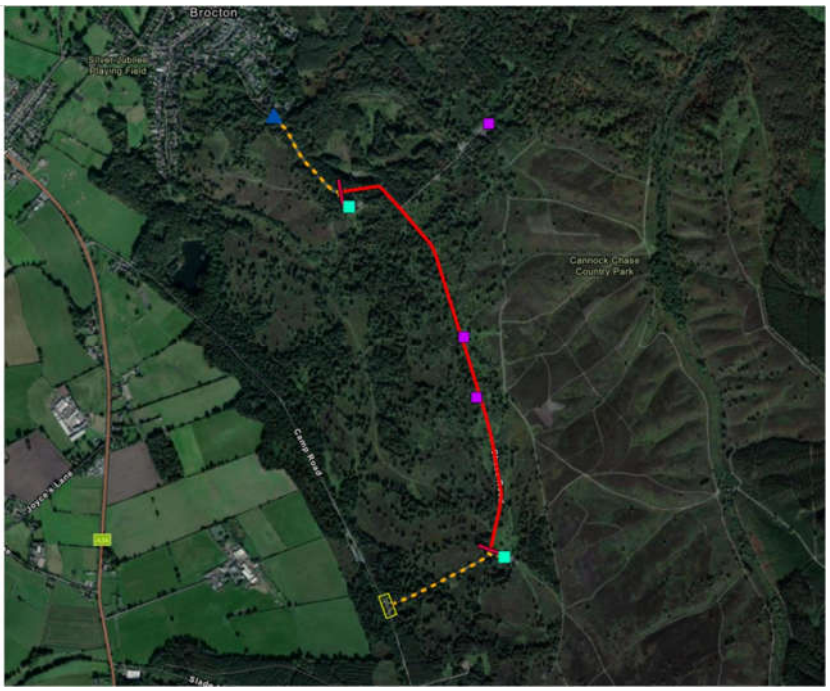
Removal and Restoration of Roadside Parking

Redistribution of Parking Provision

Park & Stroll Approach

Wayfinding and Communication

Spatial Extent and Functional Logic



SEASONAL ACCESS

Supporting Measures

Seasonal access control

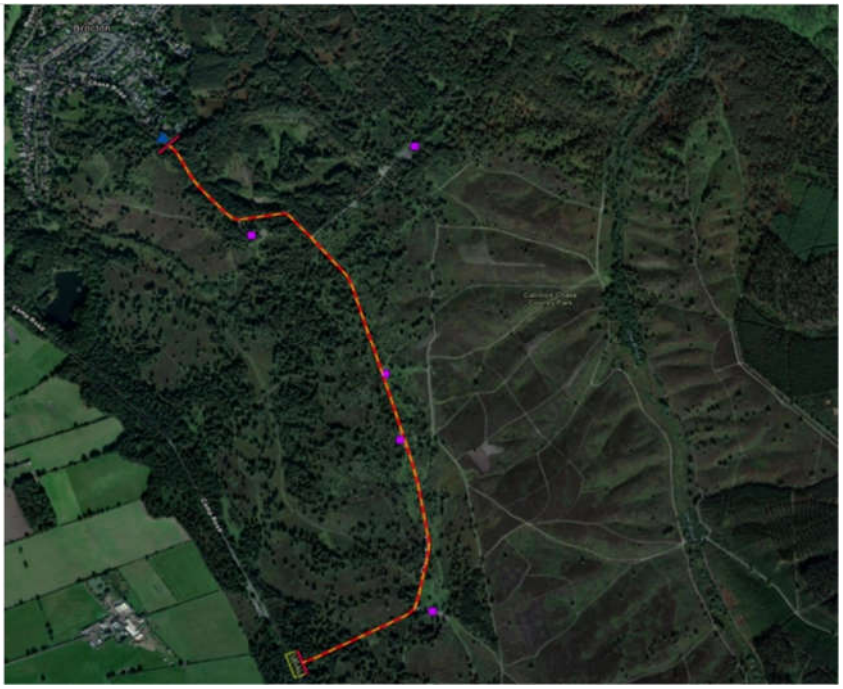
Verge protection along corridor

Redistribution of Parking Provision

Park & Stroll Approach

Communication & Ecological messaging

Spatial Extent and Functional Logic



COMPARATIVE SUMMARY OF OPTIONS

	No Motor Vehicle Access	Access Retained to Key Car Parks	Seasonal Access (Oct-Feb)	Seasonal Access (Nov-Jan)
Habitat & Species Benefit (HAB)	5	3	3	4
Visitor Access & Inclusivity (ACC)	1	2	3	2
Landscape & Heritage Impact (LAN)	5	3	3	4
Impact on Residents (RES)	1	2	2	2
Financial Cost & Sustainability (FIN)	2	3	1	1
Deliverability & Practicality (DEL)	3	3	3	3
Stakeholder & Public Acceptability (SOC)	2	2	2	2
Strategic Alignment (STR)	5	4	4	4
Total	350	300	295	320

POTENTIAL DELIVERY COSTS

- £600,000 — Total package cost
- £25,000 — Statutory processes
- £100,000 — Ecology costs
- £150,000 — Car park costs
- £75,000 — Verge protection
- £50,000 — Misc



KEY CONSULTATION EVENTS

- **6 week public consultation**
- **Week long informal consultation drop-in events - W/C 29 June**
- **Guided walk along Chase Road to experience environment**
- **2x online webinar to provide project overview and answer questions**
- **Consultation survey to allow stakeholders to provide feedback on preferred options**

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