



Inspiring  
Healthy  
Lifestyles



# ‘Creative Chase’

Hednesford Town Council – October 2024

# Inspiring Healthy Lifestyles

- Manage the leisure and cultural services for Cannock Chase Council
- Community Team in the heart of the District
- Regularly undertake commissions using art and creative approaches
- Advisory for local groups e.g Cannock Chase Arts Council/ CHAPS
- Support groups to use arts and creativity in their work



# Project Examples

- Creative Corners – LEP
- Wimblebury Mount – Heath Hayes Parish Council
- Chase Creatures Augmented Reality Trail – SAC Partnership
- [Chase Tales Trail](#) - Chase Heritage Trail

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THE WORLD IS YOUR CANVAS  
A CREATIVE CORNERS PROJECT



# What do you want to achieve?

- Increase in town centre footfall
- Improve residents health and wellbeing
- Promote access to Cannock Chase
- Celebration of Hednesford
- Community involvement and ownership
- Budget/ timescales/ limitations



# Option 1 - Town Centre Art Trail

- Create artworks in temporary locations in town
- Community groups work with commissioned artist
- QR Code Collection Challenge
- Cannock Chase Can app – local rewards
- Project management required



## Option 2 - Wayfinding Project

- Sport England, IHL & Staffs County Council project
- Encouraging local residents to access Marquis Drive/ Toc-H
- Dedicated rest stop for Hednesford Town Council
- Part of wider project with risk management, commissioning process and agreements in place



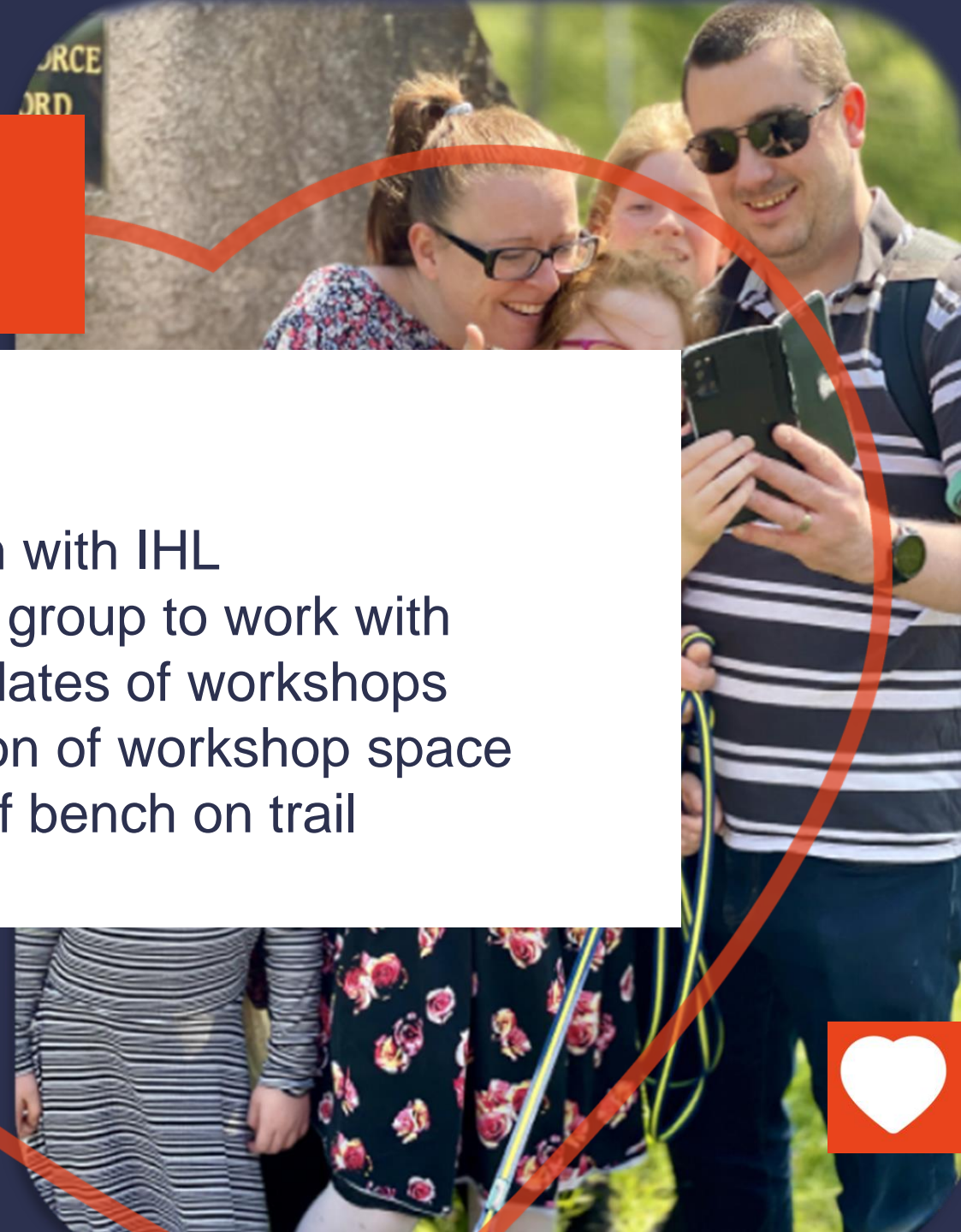
# Next Steps

## Option 1

- Identify project lead/ budget
- Confirm community groups
- Confirm temporary spaces
- Develop and distribute artist brief
- Commence project delivery

## Option 2

- Confirm with IHL
- Identify group to work with
- Agree dates of workshops
- Provision of workshop space
- Siting of bench on trail



# What is IHL's Role?

## Option 1

- Advise on process
- Distribute brief
- Support interviews/ make recommendations
- Advise on risk management

## Option 2

- Appoint and contract artist
- Co-ordinate artist to deliver community workshop
- Liaise with land manager to site artworks
- Work with SCC and Sports England





# Thank You & Questions

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