



Please ask for: Joanna Hunt

E-mail: joannahunt@cannockchasedc.gov.uk

8 September 2026

Dear Councillor,

Licensing Sub-Committee

10:00am on Wednesday 16 September 2026

Meeting to be held in the Council Chamber, Civic Centre, Cannock

You are invited to attend this meeting for consideration of the matters itemised in the following Agenda.

Yours sincerely,

T. Clegg
Chief Executive

To: Councillors:

Deakin, S.
Freeman, M.
Parkes, J.
Elson, J. (Reserve)

Agenda

Part 1

1. Appointment of Chair

2. Apologies and Reconstitution of Membership

The Council will only allow licensing decisions to be taken by a minimum of three Councillors.

In the event of one Member being unable to attend, their place will be substituted by another Member taken from the membership of the full Licensing and Public Protection Committee.

In the event of this substitution taking place, all parties will be informed of the change of membership at the beginning of the hearing.

3. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

To declare any personal, pecuniary, or disclosable pecuniary interests in accordance with the Code of Conduct and any possible contraventions under Section 106 of the Local Government Finance Act 1992.

4. Licensing Act 2003 - Application for a Premises Licence: Forestry England Cannock Chase Winter Events

Report of the Head of Regulatory Services (Enclosure 4.1 - 4.281).

Cannock Chase Council

Licensing Sub-Committee

Procedure to be used for a Premises Licence Application Submitted under the Licensing Act 2003

Procedure for the Hearing

1. The Chair shall introduce the Members of the Sub-Committee and supporting staff.
2. All other parties present shall introduce themselves.
3. The Chair shall outline the procedure to be followed at the hearing and also make reference to the fact that each party has an equal amount of time within which to present their case and may set down limits for this.
4. The Officer representing the Licensing Authority shall present a report on the matter to be heard.
5. Any objectors to the application shall have the opportunity to ask questions of the Officer of the Licensing Authority.
6. The Applicant (or their representative) shall have the opportunity to ask questions of the Officer from the Licensing Authority.
7. Members of the Sub-Committee may ask questions of the Officer of the Licensing Authority.
8. *(Where the Officer of the Licensing Authority is legally represented, the legal representative may ask questions of clarification of the Officer of the Licensing Authority.)*
9. The Applicant (or their representative) shall put their case in respect of the matter and may call witnesses.
10. Any objectors to the application shall have the opportunity to ask questions of the Applicant (or their representative).
11. Members of the Sub-Committee may ask questions of clarification of the Applicant (or their representative) and any witnesses called.
12. **Anyone making representations** in respect of the application shall put their case in respect of the matter in the presence of the Officer representing the Licensing Authority and the Applicant and may call witnesses.
13. The Applicant (or their representative) may ask questions of clarification of anyone making representations and any witnesses called.

14. Members of the Sub-Committee may ask questions of clarification of anyone making representations and any witnesses called.
15. The Officer of the Licensing Authority shall have the opportunity to sum up their case if they so wish.
16. The Applicant (or their representative) shall have the opportunity to sum up their case if they so wish.
17. Any objectors to the application shall have the opportunity to sum up their respective cases if they so wish.
18. Members of the Sub-Committee shall deliberate in private, accompanied by the Council's Legal Advisor and the Secretary to the Sub-Committee, only recalling the other parties or their representatives to clarify points of uncertainty on evidence or submissions already given.

If it is necessary to recall any party, all parties are to return, notwithstanding that only one party may be concerned with the points giving rise to doubt.

19. At the conclusion of their deliberations, the Chair of the Sub-Committee may inform the Applicant (or their representative) of the decision of the Sub-Committee, briefly explaining the reasons for the decision.
20. The Applicant shall be written to **within seven working days** (or as soon as practicable if this cannot be completed) with confirmation of the Sub-Committee's decision and reasons for that decision.
21. The Applicant or any objector may appeal to the Magistrates Court within 21 days of the decision being received if they are dissatisfied with the Sub-Committee's decision.

CANNOCK CHASE DISTRICT COUNCIL

LICENSING SUB COMMITTEE

WEDNESDAY 16TH SEPTEMBER 2026 AT 10.00HRS

REPORT OF THE HEAD OF REGULATORY SERVICES

LICENSING ACT 2003

APPLICATION FOR A PREMISES LICENCE

ILLUMINATED TRAIL, CANNOCK CHASE FOREST, EVENT SITE,

BIRCHES VALLEY, RUGELEY

1. Reason for Hearing

- 1.1 To consider an Application for a Premises Licence for Cannock Chase Forest, Event Site, Birches Valley, Birches Valley, Rugeley. The application has been made by Forestry England.
- 1.2 This application has not been granted under Officers' delegated powers because representations have been received from members of the public on the basis that they are concerned that the Licensing Objectives may be compromised if the premises licence application were granted. These are relevant representations and the Council, as the Licensing Authority, must therefore hold a hearing to consider the representations made.

2. Detail

Name and Address of Premises.	Cannock Chase Forest, Event Site, Birches Valley, Rugeley, WS15 2UQ
Applicant Details Registered Address.	Forestry England The Business Centre, Croxton Road, Thetford, Norfolk, IP24 1JD
Date of Application	23 rd July 2026
Fee Paid	Band A £100.00

Licensable Activities Applied For:	1. Sale By Retail of Alcohol Monday to Sunday 15:30hrs to 22:55hrs 2. Provision of Regulated Entertainment (Recorded Music) Monday to Sunday 15:30hrs to 23:00hrs 3. Provision of Regulated Entertainment (Provision of Films) Monday to Sunday 15:30hrs to 23:00hrs
Hours of Premises to be Open to the Public	Monday to Sunday 07:30hrs to 23:00hrs
Licence Start Date:	1 st October 2026
Responsible Authority Representations:	The Applicant has agreed additional licence conditions with Staffordshire Police should any Premises Licence be granted.
Representations from other persons	76 representations were received from other persons.

3. Matters for consideration

- 3.1 On 23rd July 2026 the Licensing Unit received an application from Forestry England for a Premises Licence under the Licensing Act 2003.

The documents relating to the application are attached to this report as Annex 1.

- 3.2 At Part 5 of the application that makes reference to the operating schedule, the applicant describes the premises as follows:

“Cannock Chase Forest is a sprawling 2,612-hectare site situated within a Special Area of Conservation (SAC). It features a popular visitor centre, extensive family and mountain biking trails, walking routes, and diverse wildlife including herds of fallow and red deer. The Forest is open 364 days of the year and receives over 2.5 million visitors every year.”

- 3.3 The application was duly advertised as required by law and the Council's Licensing Unit received 75 representations to the grant of the Premises Licence (as applied for) during the 28-day consultation period. The representations raised concerns relating to licensing objectives not being met and are attached to this report as Annex 2.
- 3.4 During the application process the applicant has agreed to conditions requested by Staffordshire Police be applied to any licence that might be granted. These conditions are attached to this report as Annex 3.
- 3.5 On 7th August 2026 Forestry England held presentations with local residents of Slitting Mill in relation to the proposed Cannock Chase Forest Illuminated Trail. The presentation referred to how the event would be managed and is attached to the report as Annex 4.
- 3.6 An application for Planning Permission for Birches Valley Forest Centre has been submitted to the Council by Culture Creative Limited on 26th July 2027. This relates to the Illuminated Forest Trail:

The Description of The Proposal (on that application)

“Installation of a temporary, time limited light trail for the winter of 2026/2027.

This will include lighting installations, static and moving displays and thematic soundscapes, supported by event infrastructure to include temporary power, toilet and back of house facilities”.

- 3.7 It should be noted that although mention is made in some of the 75 representations in relation to traffic and ecological issues, these are not Licensing Objectives. The Licensing Act 2003 s.182 guidance specifically states we should avoid duplication with other existing legislative regimes.

“For some premises, it is possible that no measures will be appropriate to promote one or more of the licensing objectives, for example, because they are adequately covered by other existing legislation. It is however important that all operating schedules should be precise and clear about the consideration given to the licensing objectives and any measures that are proposed to promote them.”

Matters not covered for by the Licensing Objectives would be considered for in the planning permission application which has regard for the surrounding road network and ecological concerns.

- 3.8 On 21st August 2026, the Licensing Unit received an email from Forestry England advising that following discussions and consultations, they wished to reduce the hours on the application for

recorded music and alcohol sales to 22:30hrs. A copy of that correspondence is attached to this report as Annex 5.

- 3.9 Forestry England has also advised the Licensing Unit that secure parking will be provided free of charge on site for all those attending the events. This should help negate any offsite parking issues.

4 Previous Consideration

- 4.1 Forestry England also holds Premises Licence No. CCDC/PREM/24/539. That licence was issued on 16th December 2024 for the Pingle Slade concert area of the site, which is adjacent to the Illuminated Trail forest location. This licence authorises annually on a maximum of 8 days (June to August) live amplified music events that can be attended by up to 9,999 on each given day on the Pingle Slade area. Alcohol sales, recorded music, late night refreshment and other regulated entertainment are also covered by the licence. A copy of the summary of this licence is attached as Annex 6.

5 Human Rights Act 1998 Implications

- 5.1 Article 6 of the Act provides that where a person's civil rights and obligations are being determined, the person is entitled to a "fair trial". The Council complies with Article 6 in that it gives the person the opportunity to state their case, will make a decision within a reasonable period of time and will give reasons for its decision.
- 5.2 The Article also provides for the issue to be determined by an independent tribunal. The right of appeal to the Magistrates' Court against the Council's decision fulfils this.
- 5.3 The Council observes the rules of natural justice, and its procedures are consistent with Article 6 of the Human Rights Act 1998.

6. Legal Implications

- 6.1 This matter concerns an application for a premises licence under s.17 of the Licensing Act 2003 ("the Act").
- 6.2 As relevant representations have been made in respect of this application and no agreement has been reached between the parties that a hearing is not required, the licensing authority must hold a hearing to consider the representations made (s.18 (3)(a) of the Act).
- 6.3 The Licensing Sub Committee must have regard to the representations linked to the Licensing Objectives and take such steps, if any, as it considers necessary for the promotion of the Licensing Objectives (s.18(3)(b) of the Act).
- 6.4 In accordance with s.18(4) of the Act, the steps that can be taken by the Licensing Sub Committee in dealing with this application are limited to:
- (a) grant the premises licence, together with such modification of the conditions of the licence as considered appropriate for the promotion of the Licensing Objectives;
 - (b) rejection of the whole or part of the application.

6.5 The Licensing Sub Committee must only consider relevant representations which for the purposes of this application:

- (a) are about the likely effect of the grant of the application on the promotion of the licensing objectives.
- (b) are made by an interested party or responsible authority;
- (c) have not been withdrawn; and
- (d) are not frivolous or vexatious if made by other persons.

6.6 The Applicant and other persons who made relevant representations in relation to the application have a right of appeal to the Magistrates Court should they disagree with the Licensing Sub Committee's decision.

7. Financial Implications

7.1 Fees for a premises licence are payable upon application. They are not refundable should the application be refused.

7.2 Should the application be refused or be granted subject to conditions; the Applicant has a right of appeal to the Magistrates' Court. Should the application be granted, with or without conditions, then equally, the responsible authority and any other persons having made relevant representations, have a right of appeal to the Magistrates Court against the decision.

7.3 All appeals carry financial costs, and the Court can set whatever order it deems fit with regards to the payment of costs. The Court is, however, less likely to award costs against the Council if it is satisfied that the Council had acted honestly, reasonably and properly and on grounds which appear to be sound.

8 Determination

8.1 Members are asked to determine whether the application for a Premises Licence in respect of Cannock Chase Event Site, can be granted, having due regard to the 4 Licensing Objectives, Cannock Chase Council's Licensing Policy and Guidance issued by the Secretary of State under s.182 of the Licensing Act 2003.

The 4 Licensing Objectives are:

- The Prevention of Crime & Disorder
- Ensuring Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

9 Annexes

9.1 The documents relating to the application are attached as:

Annex 1 - Premises Licence Application

Annex 2 – Representations

Annex 3 – Conditions agreed with Staffordshire Police

Annex 4 – Forestry England Presentation to Residents of Slitting Mill

Annex 5 – Correspondence from Forestry England to reduce hours applied for.

Annex 6 – Copy of Premises Licence Summary / Plan for Pingle Slade Concert Area

10 Background Papers

10.1 Files available in Licensing Section.



Cannock Chase
Application for a premises licence
Licensing Act 2003

For help contact
licensingunit@cannockchasedc.gov.uk
 Telephone: 01543 464504

* required information

Section 1 of 21		
You can save the form at any time and resume it later. You do not need to be logged in when you resume.		
System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	Forestry England Cannock Chase Winter Events	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.
Are you an agent acting on behalf of the applicant?		Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.
☐ Yes ☒ No		
Applicant Details		
* First name	Sarah	
* Family name	Taylor	
* E-mail	sarah.taylor@forestryengland.uk	
Main telephone number	07379 062 495	Include country code.
Other telephone number		
☐ Indicate here if you would prefer not to be contacted by telephone		
Are you:		
☒ Applying as a business or organisation, including as a sole trader ☐ Applying as an individual		A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.
Applicant Business		
Is your business registered in the UK with Companies House?	☐ Yes ☒ No	Note: completing the Applicant Business section is optional in this form.
Is your business registered outside the UK?	☐ Yes ☒ No	
Business name	Forestry England	If your business is registered, use its registered name.
VAT number	GB 888830561	Put "none" if you are not registered for VAT.
Legal status	Public Body	

<i>Continued from previous page...</i>		
Your position in the business	Events Manager (National)	
Home country	United Kingdom	The country where the headquarters of your business is located.
Business Address		If you have one, this should be your official address - that is an address required of you by law for receiving communications.
Building number or name	Forestry England, The Business Centre	
Street	Croxtan Road	
District		
City or town	Thetford	
County or administrative area	Norfolk	
Postcode	IP24 1JD	
Country	United Kingdom	
Section 2 of 21		
PREMISES DETAILS		
I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.		
Premises Address		
Are you able to provide a postal address, OS map reference or description of the premises?		
☒ Address ☐ OS map reference ☐ Description		
Postal Address Of Premises		
Building number or name	Cannock Chase Forest, Event Site	
Street	Birches Valley	
District		
City or town	Rugeley	
County or administrative area	Staffordshire	
Postcode	WS15 2UQ	
Country	United Kingdom	
Further Details		
Telephone number	0300 068 0400	
Non-domestic rateable value of premises (£)		

Section 3 of 21	
APPLICATION DETAILS	
In what capacity are you applying for the premises licence?	
☒ An individual or individuals ☐ A limited company / limited liability partnership ☐ A partnership (other than limited liability) ☐ An unincorporated association ☐ Other (for example a statutory corporation) ☐ A recognised club ☐ A charity ☐ The proprietor of an educational establishment ☐ A health service body ☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England ☐ The chief officer of police of a police force in England and Wales	
Confirm The Following	
☒ I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities ☐ I am making the application pursuant to a statutory function ☐ I am making the application pursuant to a function discharged by virtue of His Majesty's prerogative	
Section 4 of 21	
INDIVIDUAL APPLICANT DETAILS	
Applicant Name	
Is the name the same as (or similar to) the details given in section one?	
☒ Yes ☐ No	
First name	Sarah
Family name	Taylor
Is the applicant 18 years of age or older?	
☒ Yes ☐ No	
If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.	

*Continued from previous page...***Current Residential Address**

Is the address the same as (or similar to) the address given in section one?

☐ Yes☒ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name	53
Street	Woodlands Park Road
District	Bournville
City or town	Birmingham
County or administrative area	
Postcode	B13 0QP
Country	United Kingdom

Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

☒ Yes☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail	sarah.taylor@forestryengland.uk
Telephone number	07379 062 495
Other telephone number	
* Date of birth	25 / 06 / 1992 dd mm yyyy
* Nationality	British
Right to work share code	

Documents that demonstrate entitlement to work in the UK

Right to work share code if not submitting scanned documents

Section 5 of 21**OPERATING SCHEDULE**

When do you want the premises licence to start?	01 / 10 / 2026
	dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end	/ /
	dd mm yyyy

Provide a general description of the premises

Continued from previous page...

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

Cannock Chase Forest is a sprawling 2,612-hectare site situated within a Special Area of Conservation (SAC). It features a popular visitor centre, extensive family and mountain biking trails, walking routes, and diverse wildlife including herds of fallow and red deer. The Forest is open 364 days of the year and receives over 2.5 million visitors every year.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

Section 6 of 21**PROVISION OF PLAYS**

[See guidance on regulated entertainment](#)

Will you be providing plays?

☐ Yes

☒ No

Section 7 of 21**PROVISION OF FILMS**

[See guidance on regulated entertainment](#)

Will you be providing films?

☒ Yes

☐ No

Standard Days And Timings**MONDAY**

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Continued from previous page...

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

Will the exhibition of films take place indoors or outdoors or both?

☐ Indoors ☒ Outdoors ☐ Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

A programme of outdoor film screenings may be held between October and January. All screenings will be ticketed events with age restrictions in place as per the British Board of Film age rating. Music and sound from the screening will be sensitively amplified for the benefit of the audience.

State any seasonal variations for the exhibition of film

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A - Autumn/Winter months only. No screenings will be shown on Christmas Day.

Non standard timings. Where the premises will be used for the exhibition of film at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A - No screenings will be held outside the standard timings.

Section 8 of 21

PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will you be providing indoor sporting events?

☐ Yes ☒ No

Section 9 of 21

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

Continued from previous page...

[See guidance on regulated entertainment](#)

Will you be providing boxing or wrestling entertainments?

☐ Yes ☒ No

Section 10 of 21

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will you be providing live music?

☐ Yes ☒ No

Section 11 of 21

PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Will you be providing recorded music?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start End

Start End

TUESDAY

Start End

Start End

WEDNESDAY

Start End

Start End

THURSDAY

Start End

Start End

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

<i>Continued from previous page...</i>	
SUNDAY	
Start 15:30	End 23:00
Start	End
Will the playing of recorded music take place indoors or outdoors or both? ☐ Indoors ☐ Outdoors ☒ Both	
Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.	
State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.	
Incidental sound scape and music as accompaniment. Amplified recorded music will be played during events for background and atmospheric purposes. For example, walk in music for film screenings or appropriate seasonal songs throughout walking trails.	
State any seasonal variations for playing recorded music For example (but not exclusively) where the activity will occur on additional days during the summer months.	
N/A - No recorded music will be played on Christmas Day.	
Non-standard timings. Where the premises will be used for the playing of recorded music at different times from those listed in the column on the left, list below For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.	
N/A - No recorded music will be played outside the standard timings.	
Section 12 of 21	
PROVISION OF PERFORMANCES OF DANCE	
See guidance on regulated entertainment Will you be providing performances of dance? ☐ Yes ☒ No	
Section 13 of 21	
PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE	
See guidance on regulated entertainment Will you be providing anything similar to live music, recorded music or performances of dance? ☐ Yes ☒ No	
Section 14 of 21	
LATE NIGHT REFRESHMENT	
Will you be providing late night refreshment?	

<i>Continued from previous page...</i>	
Section 15 of 21	
SUPPLY OF ALCOHOL	
Will you be selling or supplying alcohol? ☒ Yes ☐ No Standard Days And Timings MONDAY Start 15:30 End 22:55 Start End TUESDAY Start 15:30 End 22:55 Start End WEDNESDAY Start 15:30 End 22:55 Start End THURSDAY Start 15:30 End 22:55 Start End FRIDAY Start 15:30 End 22:55 Start End SATURDAY Start 15:30 End 22:55 Start End SUNDAY Start 15:30 End 22:55 Start End Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.	
Will the sale of alcohol be for consumption: ☒ On the premises ☐ Off the premises ☐ Both If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.	
State any seasonal variations For example (but not exclusively) where the activity will occur on additional days during the summer months. N/A - No alcohol sales will take place on Christmas Day.	

<i>Continued from previous page...</i>	
Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.	
State the name and details of the individual whom you wish to specify on the licence as premises supervisor Name First name Sarah Family name Taylor Date of birth 25 / 06 / 1992 dd mm yyyy Enter the contact's address Building number or name 53 Street Woodlands Park Road District City or town Birmingham County or administrative area Postcode B30 1HA Country United Kingdom Personal Licence number (if known) 175669 Issuing licensing authority (if known) Birmingham City Council	
PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT	
How will the consent form of the proposed designated premises supervisor be supplied to the authority? ☐ Electronically, by the proposed designated premises supervisor ☒ As an attachment to this application	

<i>Continued from previous page...</i>	
Reference number for consent form (if known)	If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.
Section 16 of 21	
ADULT ENTERTAINMENT	
Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.	
Any films classified by British Board of Film Classification (BBFC) around age suitability will be upheld with appropriate ID checks. For all event tickets, under 16s must be accompanied by a parent/guardian (16 or over).	
Section 17 of 21	
HOURS PREMISES ARE OPEN TO THE PUBLIC	
Standard Days And Timings	
MONDAY Start 07:30 End 23:00 Start End	Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
TUESDAY Start 07:30 End 23:00 Start End	
WEDNESDAY Start 07:30 End 23:00 Start End	
THURSDAY Start 07:30 End 23:00 Start End	
FRIDAY Start 07:30 End 23:00 Start End	
SATURDAY Start 07:30 End 23:00 Start End	

<i>Continued from previous page...</i>	
SUNDAY	
Start 07:30	End 23:00
Start	End
State any seasonal variations	
For example (but not exclusively) where the activity will occur on additional days during the summer months.	
We are an open forest, with the following advertised public opening times: Open every day except Christmas Day. Monthly opening times are as follows: January - 7:30am to 5:00pm February - 7:30am to 6:00pm March - 7:30am to 6:00pm April - 7:30am to 8:00pm May - 7:30am to 9:00pm June - 7:30am to 9:00pm July - 7:30am to 9:00pm August - 7:30am to 9:00pm September - 7:30am to 8:00pm October - 7:30am to 7:00pm November - 7:30am to 5:00pm December - 7:30am to 5:00pm	
Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below	
For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.	
For ticketed events, we may remain open until 23:00.	
Section 18 of 21	
LICENSING OBJECTIVES	
Describe the steps you intend to take to promote the four licensing objectives:	
a) General – all four licensing objectives (b,c,d,e)	
List here steps you will take to promote all four licensing objectives together.	
- The Forestry England event programme at Cannock Chase will focus on family oriented, seasonal events which will not exceed a capacity of 4999. - Events will be ticketed with customers requested to purchase tickets in advance. - Where required ticketed time slots will be applied to manage on site capacity figures and to minimize wait times at the on site public facilities e.g. toilets, car parking, food and drink units. - An Event Management Plan will be produced for submission to Cannock Chase District Council in advance of the event. This will include operational planning information e.g. Event Timings, Site Layout, Traffic Management Plan, Noise Management Plan and any other relevant information with regards to the Licensing Objectives and safe operation of the event. - Local Residents and Authorities will be notified in advance of any licensable events taking place on the premises and provided with an appropriate on site contact number. - The Event layout will take into consideration the existing facilities on site and ensure that where necessary additional toilet and drinking water facilities are incorporated into the design.	

<i>Continued from previous page...</i> - Challenge 25 will be in operation at all alcohol points of sale, and enforced by trained staff. - All temporary food and drink units will be identified on the event layout and submitted to Cannock Chase District Council in advance of the event start date.
b) The prevention of crime and disorder - Cannock Chase events are designed to attract a low risk, family audience profile. - Car Park Management teams will be in place to oversee the car park operation and monitor for any vehicle crime. - The event will have fixed entry and exit points from the premises manned by Trained Stewards/SIA staff. - Where required, ticket and ID verification checks will be in place at the point of entry. - Forestry England retains the right to refuse entry to the premises as part of the Terms and Conditions of entry. - Where required by the event, Trained Stewards/SIA staff will be deployed to monitor visitor activity throughout the premises. - Working staff available to assist visitors will wear easily identifiable uniform. - The named DPS or their nominated personal licence holder will be on site for each event day to oversee alcohol sales from all units. - The event design will ensure there are appropriate light levels in place throughout the premises.
c) Public safety The Event Management team will agree the event capacity in advance of tickets going on sale for the event. In all instances this will not exceed 4999. - Where applicable, ticketed time slots will be applied to the event to manage capacity figures on site. - The Event layout will include sufficient entry/exit points to allow for safe ingress and egress in the event of an emergency. - Safety Information signage will be placed for visitors throughout the premises where required e.g. uneven surfaces, non permitted items, emergency exit routes. - Any special effects will be advised to visitors in advance e.g. strobes, laser or smoke machines. - A suitably trained First Aider or Medical staff will be on site throughout the event open period. - Key management and visitor facing staff will be radio holders for communication purposes and in the event of an emergency. - In the event of a power failure Emergency lighting will be installed throughout the event site.
d) The prevention of public nuisance - Sound levels will be set at pre determined levels as identified in the Noise Management Plan, and monitored throughout the event. - Ticket holders and/or staff will be requested to leave the premises quietly at the end of the event and/or shift. - The event design will take into consideration neighbouring noise sensitive premises. - Litter picking will take place throughout the event site. - Where required, the event design will include additional temporary Toilet facilities in appropriate locations. - Local residents and businesses will be advised of the event programme in advance and provided with an appropriate on site contact number for the duration of the event. - History of previous complaints and local feedback will be considered as part of the event planning process.
e) The protection of children from harm - All screening events will be ticketed and have age restrictions in place as per the British Board of Film age rating. - For events with an age restriction in place, age ID verification checks will take place at the point of entry to the premises by trained SIA and/or Forestry England staff. - No child under the age of 16 will be permitted access to the premises without a parent/guardian (over 16). - A Lost/Found Child & Vulnerable Adults policy will be in operation throughout the event period. - The Challenge 25 policy will be in operation at all points of sale of alcohol. - Key Management and visitor facing staff will be radio holders for communication purposes and in the event of an emergency.
Section 19 of 21
NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK

Continued from previous page...

Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

Continued from previous page...

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
 - evidence of the applicant's own identity – such as a passport,
 - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
 - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
 - (i) working e.g. employment contract, wage slips, letter from the employer,
 - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
 - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
 - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

Original documents must not be sent to licensing authorities. If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

Continued from previous page...

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

Home Office online right to work checking service

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

Section 20 of 21**NOTES ON REGULATED ENTERTAINMENT**

Continued from previous page...

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08:00 and 23:00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08:00 and 23:00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
 - o a performance of unamplified live music between 08:00 and 23:00 on any day, on any premises.
 - o a performance of amplified live music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08:00 and 23:00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o a performance of amplified live music between 08:00 and 23:00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - o any playing of recorded music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o any playing of recorded music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o any playing of recorded music between 08:00 and 23:00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

Section 21 of 21

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm or www.cannockchasedc.gov.uk.

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £8700	£315.00
Band D - £87001 to £12500	£450.00*
Band E - £125001 and over	£635.00*

In addition to the application fee, a multiplier will be applied to town and city centre pubs (those in Bands D and E), where they are exclusively or primarily in the business of selling alcohol.

Band D £900

Band E £1,905

Band D - £87001 to £12500	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00

ANNEX 1

<i>Continued from previous page...</i>	
Capacity 30000-39000	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00
* Fee amount (£)	100.00
DECLARATION	
- I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application. - I have sent copies of this application and the plan to the responsible authorities and others where applicable - I understand that I must now advertise my application ☒ Ticking this box indicates you have read and understood the above declaration This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?" * Full name Sarah Rachael Taylor * Capacity Forestry England - Events Manager (National) (DPS) * Date 22 / 07 / 2026 dd mm yyyy Add another signatory Once you're finished you need to do the following: 1. Save this form to your computer by clicking file/save as... 2. Go back to https://www.gov.uk/apply-for-a-licence/premises-licence/cannock-chase/apply-1 to upload this file and continue with your application. Don't forget to make sure you have all your supporting documentation to hand. IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED	



From [REDACTED]

Sent: 12 August 2026 08:30

To: LicensingUnit <LicensingUnit@cannockchasedc.gov.uk>

Subject: Subject: URGENT – Completed and Signed Representation Form – Ref 115660 – Cannock Chase Forest

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Licensing Team,

Further to my previous correspondence below and my request for acknowledgement, please find attached my completed and electronically signed Licensing Act 2003 Representation Form in relation to the premises licence application for Cannock Chase Forest, reference **115660**.

The attached PDF includes the completed Council form and the continuation pages setting out the full evidence supporting my representation and the safeguards and licence conditions I ask the Licensing Authority to consider.

This form is submitted before the statutory deadline to **formalise, consolidate and supplement** the representations I have already submitted by email. It is not intended to withdraw, replace or narrow any of my earlier correspondence. I respectfully ask that my original representation, subsequent update and the attached completed form are all read and considered together.

As I have not yet received confirmation that my earlier emails have been formally recorded, and I am away for the next week, I would be grateful if you could please confirm by return that:

1. The attached signed form has been received and is readable;
2. My representation has been recorded as valid under reference 115660;
3. My earlier correspondence and this completed form will be considered together; and
4. No further form or action is required from me before the statutory deadline.

I understand that the deadline communicated by the Licensing Team is **20 August 2026**, and this completed form is being submitted in advance of that date.

I would be grateful for a brief acknowledgement as soon as possible.

Kind regards,

[REDACTED]

ANNEX 2



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		
Name of Premises about which you are making a representation	Cannock Chase Forest Birches Valley Visitor Centre	
Address of Premises about which you are making a representation	Cannock Chase Forest, Birches Valley Rugeley, Staffordshire, WS15 2UQ	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

No separate representation under this objective. Please see the continuation pages within this document.

The Prevention of Public Nuisance

Please see the continuation pages within this document.

ANNEX 2

Public Safety

Please see the continuation pages within this document.

Protection of Children from Harm

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	12 August 2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Cannock Chase District Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

CONTINUATION SHEET

Representation under the Licensing Act 2003

Applicant / premises	Cannock Chase Forest / Birches Valley Visitor Centre
Representor	
Address	
Council reference	115660
Status	A person living in the vicinity of the premises

1. Position and outcome sought

I do not object in principle to a responsibly managed, family-focused illuminated trail at Cannock Chase. However, I object to the premises licence being granted in the broad terms currently advertised unless its scope is clearly narrowed and appropriate, enforceable conditions are imposed.

My representation relates principally to the prevention of public nuisance and public safety. I live in the row of properties immediately beside the Birches Valley entrance/exit shown on the organisers' site plan. The impact on my household is therefore direct rather than theoretical.

2. Breadth and apparent ongoing scope of the application

The statutory notice seeks permission every day for the supply of alcohol from 15:30 to 22:55, recorded music and films from 15:30 to 23:00, and opening hours from 07:30 to 23:00. The notice does not state an expiry date or say that those permissions are limited to the proposed 2026/27 illuminated trail.

Residents have principally been consulted about a particular seasonal family event. If the licence would create an ongoing entitlement to use these broad hours and activities beyond that event, the application is materially wider than the proposal explained to residents. I ask the Licensing Authority to clarify the intended duration and scope and, if the event is the justification for the application, to ensure the licence is expressly limited to defined event dates, hours and operating arrangements.

In particular, it is unclear why opening from 07:30 and licensable activities until almost 23:00 are required when the public event described to residents begins in the late afternoon and is intended to finish earlier. Broad permissions should not be granted merely as operational flexibility where they could later be used in a way not assessed during this consultation.

3. Scale, duration and cumulative impact

The Culture Creative / Forestry England presentation dated 7 August 2026 identifies a maximum capacity of 3,400 visitors per night. It describes build activity from 28 September to 21 October, a resident preview on 22 October, public operation from 23 October to 3 January, a possible extension from 4 to 24 January, and dismantling potentially continuing until 31 January. It also proposes seven operating evenings per week in October and December and five per week in November.

This is not a short or occasional event. If the extension proceeds, event-related activity could be present at Birches Valley for more than four months. A traffic, parking, noise, litter, light-spill or access problem that might be tolerable once can become a significant public nuisance when repeated across dozens of evenings.

The cumulative impact on the nearest homes must therefore be assessed in its own right, rather than treating each operating evening as an isolated event.

4. Compressed consultation and incomplete safeguards

The direct resident letter was dated 24 July and reached households during the following week. The first detailed residents' meeting took place on 7 August, with the representation deadline falling less than two weeks later. At that meeting, the detailed Noise Management Plan was still described as work "to be undertaken".

I recognise that consultation procedure is not, by itself, a licensing objective. I raise the chronology because plans central to preventing public nuisance were not finalised while residents were required to make their formal representations. The Licensing Authority should not have to rely on informal assurances or documents completed only after the representation period has closed.

The resident preview is scheduled for 22 October and public opening for the following day. That leaves virtually no breathing room to identify, assess and correct operational problems before full public use begins. For an event of this length, safeguards should be agreed before opening and an early formal review should be built into the arrangements.

5. Direct evidence from previous events at the same location

My concerns are informed by recent first-hand experience of Forest Live events at Birches Valley, not by general opposition to events.

ANNEX 2

Cannock Chase District Council - Licensing Act 2003

During those events, residents experienced road controls beginning earlier than the time communicated; my wife was redirected at approximately 15:40 despite the stated closure time being 16:00; vehicles parked outside our property and used our private driveway to turn; people waited and talked loudly outside the properties late at night; and litter was left around the residential frontage, including on our driveway. In previous years cones had been placed proactively outside affected properties, but this did not happen on the most recent occasion.

These experiences demonstrate why traffic management, residential access, stewarding and litter clearance should be secured in advance and not left to residents to request reactively after problems arise. A long-running event magnifies the consequence of any repeated weakness in those arrangements.

6. Traffic, displacement parking and residential access

The residents' presentation states that up to 920 vehicles may require parking on an event evening, that all visitor and production vehicles will use the main Birches Valley entrance/exit, and that no additional parking restrictions or Temporary Traffic Regulation Orders are currently considered necessary. It also states that significant congestion is not anticipated.

That conclusion needs to be tested against the existing reality. Birches Valley can already become extremely busy on ordinary weekends and Bank Holidays, with queues at the entrance, vehicles turning near homes and roadside parking beyond the visitor centre. The event adds a concentrated evening flow on top of normal forest use.

Event parking is also being sold separately from admission. It is reasonably foreseeable that some visitors may seek free parking elsewhere and walk to the event. The resulting displacement parking could affect Birches Valley, Slitting Mill and surrounding roads, while increasing pedestrian noise, litter and people passing or waiting near homes.

Our row is immediately beside the proposed exit. Residents must be able to enter and leave freely and without unreasonable delay throughout the event, including during peak arrival and departure periods. This must cover not only residents' own vehicles but ordinary visitors such as grandparents dropping children home at around 17:00, family and friends, deliveries, tradespeople and taxis.

At the residents' meeting I proposed a clearly identifiable resident windscreen badge or vehicle pass. This is a simple practical measure, but it must be supported by a system allowing legitimate visitors to residential properties through without repeated challenge or redirection.

7. Visitor dispersal, noise, litter and light pollution

The information provided to residents has not been consistent about the end of the evening. The original letter stated that the site would be clear by 22:00, the presentation stated 22:30, and the licence application seeks recorded music and films until 23:00 and alcohol until 22:55. Forestry England has separately indicated an intended last alcohol sale of 22:00. These differences should be resolved through clear licence conditions, not left as non-binding intentions.

"Site clear" must not be interpreted only as clearing Forestry England's internal event area. The residential frontage immediately beside the exit may still experience people waiting for lifts, talking, walking to off-site vehicles, dropping litter or using driveways to turn. Stewarding and litter-picking should remain in place around the immediate entrance/exit and neighbouring properties until visitors have actually dispersed.

The organisers have said audio will be low-level and ambient, carefully positioned and monitored, with no amplified live performances. However, the detailed Noise Management Plan was not yet complete. The closest homes should be expressly identified as noise-sensitive receptors, with baseline readings, defined limits, monitoring locations, a clear complaints/escalation procedure and an obligation to take immediate corrective action.

The deck also describes high-impact installations and architectural lighting to trees. Light spill towards homes and the cumulative effect of repeated night-time illumination should be assessed and controlled as part of preventing public nuisance.

8. Public safety and wildlife movements

Living beside the entrance, we regularly observe deer crossing around Birches Valley and the surrounding roads at night. This is normal, repeated wildlife movement rather than an occasional sighting.

The combination of increased vehicle movements after dark, unfamiliar drivers, pedestrians and deer crossing near the entrance creates a foreseeable road-safety issue. I ask that the traffic and event risk assessments expressly address wildlife crossings, speed management, lighting, driver warnings and the positioning of stewards.

I appreciate that wider ecological effects may also be considered through planning and environmental processes. For licensing purposes, however, light spill, night-time traffic and the risk created where wildlife crosses the event access route are directly relevant to public nuisance and public safety.

9. Conditions and safeguards requested

I ask the Licensing Authority to consider securing the following matters through enforceable conditions rather than relying solely on future operational plans or verbal assurances:

- Clear limitation of the licence to defined event dates, activities and hours, or equivalent wording preventing an unrestricted year-round use of the advertised permissions without further scrutiny.

ANNEX 2

Cannock Chase District Council - Licensing Act 2003

- Licensable activity to cease at the operating times presented to residents, including a clearly defined alcohol last-sale time and audio cut-off, with no routine use of the later 22:55/23:00 hours.
- A final Noise Management Plan approved by the relevant Council officers before public opening, including baseline readings and monitoring at the nearest residential properties, defined limits, complaint escalation and immediate corrective action.
- No amplified live performances, fireworks, lasers or pyrotechnics, consistent with the event described to residents; any haze to be controlled as represented.
- A final Traffic Management Plan that guarantees free and reasonably unobstructed residential access at all times, includes resident vehicle passes/badges, accommodates legitimate visitors, and prevents traffic-management staff from turning residents away.
- Proactive protection of the residential frontage through appropriate signs, cones, barriers and steward deployment where necessary. Residents should not bear responsibility for requesting basic traffic mitigation each evening.
- Clear booking and pre-event messaging that official parking must be used and that parking in surrounding residential areas is inappropriate, together with active monitoring of displacement parking and a rapid contingency response if it occurs.
- Stewarding at the entrance/exit and immediate residential approaches until visitors have dispersed, together with litter sweeps covering the neighbouring frontage and not stopping at the site boundary.
- A dedicated residents' telephone line answered by event control throughout build, live operation and dismantling periods, plus a named liaison contact for the immediately neighbouring households.
- An operational review with neighbouring residents after the first week of public opening, with a documented mechanism for prompt changes to traffic, access, noise, parking, litter or dispersal arrangements; and a post-event review before any repeat event.
- Appropriate assessment and mitigation of deer/wildlife movements and associated road-safety risks around the Birches Valley entrance after dark.

10. Other licensing objectives

Prevention of crime and disorder: I am not advancing a separate alcohol-led objection under this objective. The organisers have described the event as family-focused with limited alcohol consumption. I nevertheless expect the agreed alcohol management, security, dispersal and complaint arrangements to be reflected in the operating schedule and conditions.

Protection of children from harm: I am not advancing a separate representation under this objective. My concerns as a resident with young children are principally captured under public nuisance and public safety.

11. Conclusion

I want the illuminated trail to be successful and well managed. My objection is not to the concept; it is to granting broad, apparently open-ended permissions without the detailed and enforceable safeguards required by the event's scale, duration and exceptional proximity to residential properties.

If the scope is properly narrowed and the safeguards above are secured, many of the foreseeable impacts can be managed. If they cannot be secured, I ask that the application be refused in its current form.

Please treat this continuation sheet as forming part of my completed representation form and as supplementing, not withdrawing or replacing, my earlier emails. Please also notify me of any licensing hearing and provide copies of any proposed conditions or amended operating schedule before the application is determined.

Documents and information relied upon

- Statutory blue premises-licence notice displayed at Birches Valley.
- Forestry England resident letter dated 24 July 2026.
- Culture Creative / Forestry England residents' presentation dated 7 August 2026.
- My contemporaneous correspondence and first-hand account concerning recent Forest Live events at Birches Valley.

Representor: [REDACTED]

Date: 12 August 2026

[REDACTED]

From: [REDACTED]
Sent: 10 August 2026 20:12
To: customerrelations; LicensingUnit
Cc: [REDACTED]
Subject: Subject: Further Supplementary Information – Cannock Chase Forest Illuminated Trail
Attachments: Residents Deck-07.08.26.pdf

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Licensing Team,

Further to my original representation and subsequent update, I have now had the opportunity to review the presentation provided following the residents' meeting on 7 August. I have enclosed the slide deck below.

I do not wish to repeat the points already made, but I would be grateful if three further matters arising directly from the presentation could be noted as part of my representation.

Firstly, the presentation identifies a maximum event capacity of **3,400 people per night**, with the traffic-management information referring to parking demand of up to **920 vehicles per event evening**. These figures reinforce my existing concerns regarding the scale of the proposal and the importance of ensuring that traffic, displacement parking, residential access and visitor dispersal arrangements are sufficiently robust.

Secondly, I had previously understood from the residents' letter that the event would operate until 3 January 2027. The presentation additionally identifies a **potential extension from 4 January to 24 January**, with dismantling potentially continuing until **31 January 2027**. This makes my previous comments regarding cumulative impact and the need for early operational review particularly relevant.

Thirdly, the presentation gives a **22:30 site-clear time**, whereas the earlier information provided to residents stated that the site would be clear by 22:00. I would welcome clarification as to which is the intended operating arrangement.

I also note that the presentation describes the detailed Noise Management Plan as still **"to be undertaken"**, including baseline readings and agreement with the Local Authority regarding the location of noise-sensitive residences. Given the proximity of neighbouring homes and the approaching end of the representation period, I would welcome clarification as to when this work will be completed and whether it will be available to residents and the Licensing Authority before determination of the application.

Residents Deck-07.08.26.pdf

I would be grateful if this email could simply be treated as **supplementary information to my existing representation**, rather than replacing anything previously submitted.

Thank you again for your consideration.



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On 8 Aug 2026, at 15:00, M Read wrote:

Dear Licensing Team,

Further to my previous representation regarding the premises licence application for the proposed Cannock Chase Forest Illuminated Trail, I attended the residents' meeting held by Forestry England and Culture Creative on 7 August.

The meeting provided useful additional information and answered some of the factual questions contained in my original correspondence. However, having now heard the proposals in greater detail, I continue to have concerns about the **scale and cumulative impact of the event, the compressed consultation timetable, residential access, traffic and displacement parking, visitor dispersal, noise management and the potential impact on the surrounding environment.**

I would therefore be grateful if this email could be treated as an **update to and continuation of my original representation**, rather than replacing or withdrawing it.

Scale, duration and consultation timetable

The proposed event is due to operate from **23 October 2026 until 3 January 2027**, on a substantial number of evenings during that period.

For neighbouring residents, this is materially different from an occasional event or a small number of concert nights. It potentially represents a sustained change to the environment around our homes for approximately ten weeks.

The cumulative nature of that impact is important. A problem involving traffic, access, noise, parking, litter or visitor dispersal on one evening may be relatively minor; the same problem recurring over a substantial number of evenings could have a significantly greater effect on residential amenity.

ANNEX 2

I am also concerned about the very limited timetable residents have effectively been given to understand and respond to a proposal of this scale.

The residents' notification letter was dated **24 July** and was received during the following week. The residents' meeting—the first opportunity to hear the proposals explained in detail, see the plans and question Forestry England and Culture Creative directly—did not take place until **7 August**.

The statutory deadline for representations is **21 August**.

Residents therefore had less than one month from receiving direct notification to the end of the representation period and, more significantly, only **14 days following the residents' meeting** to consider the additional information provided and determine whether further representations are necessary.

At the meeting, some important operational matters also appeared still to be under development, including the detailed Noise Management Plan.

I appreciate that the statutory notification requirements may have been complied with. My concern is whether residents have had a **meaningful practical opportunity to assess the proposal when potentially relevant information remains outstanding as the statutory deadline approaches**.

I would ask the Licensing Authority to take this into account when considering the application and, where appropriate, whether important safeguards should be secured through licence conditions rather than being dependent solely upon operational plans finalised after the representation period has closed.

Resident preview and public opening

Residents have been invited to a complimentary preview on **22 October**, with the event opening to the general public **the following day, 23 October**.

The preview is welcome. However, if it reveals unforeseen problems with traffic flows, residential access, parking, pedestrian dispersal, noise or other arrangements, there appears to be extremely little breathing room to assess those issues and implement meaningful changes before full public operation begins.

Given that the event could then continue until 3 January, I believe there should be a clear mechanism for rapid operational changes and an **early review with neighbouring residents after the first week or two of public operation**, rather than waiting until the end of the event.

Traffic, parking and displacement

The meeting explained the proposed timed arrival arrangements and the substantial parking capacity available on Forestry England land.

However, Birches Valley can already become extremely busy on ordinary weekends and Bank Holidays. Residents regularly experience significant traffic entering and leaving the visitor centre, vehicles turning near residential properties and visitors parking along surrounding roads.

ANNEX 2

The existence of sufficient theoretical parking capacity within the site does not therefore entirely address my concern about the additional traffic generated by the event.

In particular, residents were advised that event parking will be **charged separately from admission**. It seems reasonably foreseeable that some visitors may seek free parking elsewhere rather than purchasing official parking.

I would therefore ask whether the transport assessment has specifically considered **displacement parking resulting from the separate parking charge**, including the potential consequential increase in pedestrian movements, noise and litter within Birches Valley, Slitting Mill and surrounding roads.

Residential access

There are seven residential properties immediately adjacent to Birches Valley Visitor Centre, including my own, and our row is situated beside the proposed event exit.

We need to be able to continue ordinary residential life throughout the event.

This means not only residents entering and leaving in their own vehicles, but grandparents dropping children home, family and friends visiting, deliveries, tradespeople and other legitimate residential traffic—including during peak event periods.

I would therefore welcome a clear commitment that residents and legitimate visitors will have **free and reasonably unobstructed access to these properties at all times**.

At the residents' meeting I suggested providing the immediately neighbouring households with a clearly identifiable **resident windscreen badge or vehicle pass**, allowing traffic-management staff to recognise resident vehicles immediately and reducing the risk of residents being stopped or redirected when accessing their homes.

I believe this would be a simple and proportionate mitigation, alongside appropriate arrangements for legitimate residential visitors who would not possess such a pass.

Visitor dispersal and residential amenity

We were advised that the event is expected to finish at approximately 21:30 with the site clear by 22:00.

However, clearing the Forestry England site does not necessarily mean that the impact upon neighbouring properties has ended.

Previous events have resulted in people waiting nearby for lifts, increased pedestrian activity, noise, litter and vehicles using private driveways to turn.

Given the proximity of our properties to the proposed exit, I would welcome confirmation that appropriate stewarding and management will extend to visitor dispersal around neighbouring residential areas and that litter-clearing arrangements will cover areas immediately surrounding affected properties rather than stopping at the event boundary.

ANNEX 2

Noise management

The information presented regarding the proposed low-level ambient sound and measures intended to limit sound spill was useful.

However, the detailed **Noise Management Plan appeared still to be in development.**

Given the proximity of neighbouring properties, I would ask that these homes are specifically treated as noise-sensitive receptors, with appropriate baseline measurements and monitoring arrangements.

I would also welcome the completed Noise Management Plan, or an appropriate summary, being made available to neighbouring residents.

There also remains a difference between the operating arrangements presented to residents and the hours sought through the licence. Residents were advised that the event is expected to finish at 21:30 and the site to be clear by 22:00, whereas the application seeks recorded music and films until **23:00** and the supply of alcohol until **22:55**.

I would therefore welcome clarification as to why those later licensed hours are required and whether there is any intention for licensable activities to continue beyond the operating times presented to residents.

Ecological and wildlife considerations

Ecological concerns were also raised by residents at the meeting.

Living immediately beside Birches Valley, we regularly observe **deer crossing around the visitor centre entrance and surrounding roads at night.**

The event will introduce additional artificial lighting, pedestrian activity, vehicle movements and sound into this environment repeatedly over an extended period.

I do not presume that this will necessarily result in ecological harm, but I would welcome clarification as to what ecological assessment has been undertaken and whether the cumulative effect on deer and other nocturnal wildlife—including established wildlife movements around Birches Valley—has been specifically considered.

The interaction between increased vehicle movements after dark and deer regularly crossing around the entrance also appears worthy of consideration from both an ecological and road-safety perspective.

Conclusion

I remain supportive in principle of a responsibly managed illuminated trail. The residents' meeting answered a number of my original questions and provided useful clarification about the proposal.

ANNEX 2

However, my remaining concerns relate to the **scale, duration and cumulative effect of the event and whether the proposed safeguards are sufficiently developed and robust before the statutory consultation closes.**

The combination of residents receiving direct notification less than one month before the **21 August** deadline, the detailed residents' meeting occurring only **14 days before that deadline**, some operational plans apparently remaining in development, the **22 October resident preview being followed immediately by public opening on 23 October**, and the event then potentially continuing until **3 January** gives me genuine concern about the limited opportunity both to scrutinise the arrangements beforehand and to learn from any problems before full operation begins.

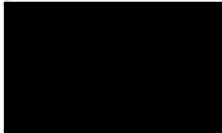
I would therefore ask the Licensing Authority to consider whether appropriate and enforceable conditions are required in relation to residential access, traffic and parking management, visitor dispersal, noise management, litter clearance and resident contact arrangements.

I would also strongly support an early operational review involving Forestry England, Culture Creative and neighbouring residents during the first one or two weeks of operation, allowing any unforeseen problems to be identified and addressed promptly.

Please treat this correspondence as an **update to and continuation of my original representation.**

I would be grateful if you could acknowledge receipt and confirm that both my original representation and this update will be taken into account when the application is considered.

Yours faithfully,



Sent from my iPhone

On 7 Aug 2026, at 12:35,  wrote:

Dear Michelle,

Thank you for sending through the residents' letter. I have now received the hard copy as well, and I will be attending the residents' meeting today at 2:30pm.

ANNEX 2

The letter is helpful and answers a number of the questions I raised in my original email, particularly around the proposed operating dates and times, parking arrangements and the resident preview event.

There are still a number of points I would like to understand in more detail, which I will raise at the meeting today. In particular, these relate to the proposed noise and sound arrangements; the difference between the 22:00 site-clear time and the premises licence hours extending to 23:00; the arrangements for alcohol; resident access and traffic management; visitor dispersal; stewarding; litter management; and whether residents will have a direct event-control contact during operating evenings.

Given that the event is proposed to operate over a period of more than two months, I would also like to discuss whether Forestry England and Culture Creative could put in place a small practical support arrangement specifically for the seven households immediately neighbouring Birches Valley.

I am not suggesting financial compensation. Rather, I am thinking about practical measures such as guaranteed resident access, recognition of resident vehicles by traffic-management staff, proactive measures to prevent event traffic affecting the properties, a dedicated event-control number, a named liaison contact, litter sweeps around the residential area and direct communication with residents throughout the event.

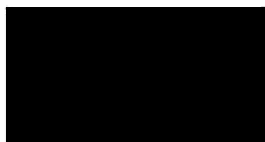
I would also welcome an early review with the immediately neighbouring residents after the first week or two of operation. Given the length of the proposed event, this would provide an opportunity to identify and resolve any unforeseen issues with noise, traffic, parking or visitor dispersal while the event is still underway, rather than waiting until January.

I appreciate the complimentary residents' preview outlined in the letter and think this is a very positive gesture.

As I said in my original email, I am supportive of well-managed events at Cannock Chase and am approaching today's meeting constructively. My main aim is to ensure that the small number of households living immediately beside Birches Valley are properly considered within the operational arrangements from the outset.

I have copied Carly into this email given the contact details provided in the residents' letter, and I look forward to discussing these points further this afternoon.

Kind regards,



Sent from my iPhone

ANNEX 2

On 28 Jul 2026, at 16:44, customerrelations wrote:

Dear [REDACTED]

Thank you for taking the time to contact us and share your concerns.

Please find attached a copy of the letter that was sent to local residents on Friday 24 July, providing further information about the proposed illuminated trail event and the associated premises licence application. If you have not yet received your copy, please accept our apologies. We hope the information included in the letter will help to answer some of the questions you have raised. However, if you have any further queries or would like to discuss the proposals in more detail, we would encourage you to attend the residents' meeting on 7 August at the Cannock Chase Forest Training Centre, details of which are included in the attached letter.

We appreciate your interest in the proposal and welcome the opportunity to engage with local residents as part of the consultation process.

Should you require any further assistance, please do let us know.

Kind Regards

Michelle Keeling (She/ her)

Ticketing Manager

National Office, Thetford

Forestry England

0300 0680400

customerrelations@forestryengland.uk

www.forestryengland.uk

From: [REDACTED]

Sent: 27 July 2026 10:26

To: licensingunit@cannockchasedc.gov.uk

Cc: customerrelations

<customerrelations@forestryengland.uk>; info-cannock

<info-cannock@forestryengland.uk>

Subject: Representation – Premises Licence Application – Cannock Chase Forest Illuminated Trail (Birches Valley)

This Message originated outside your organisation.

Dear Licensing Team,

ANNEX 2

I am writing as a resident living in close proximity to the Birches Valley Visitor Centre regarding the above premises licence application submitted by Forestry England.

I would like to begin by making clear that I am **not opposed** to well-managed events at Cannock Chase. I have lived here since January 2021 and recognise that events such as this can benefit the local economy and provide enjoyable experiences for visitors and local residents alike.

However, I am disappointed that, to the best of my knowledge, none of the seven neighbouring households closest to the proposed event site received any direct written notification of this application. We only became aware of it because a neighbour happened to notice the blue site notice whilst walking his dog (see image attached below).

Given the potential impact on the small number of properties immediately adjacent to the event, it is disappointing that local residents were not proactively informed. The deadline for representations is **21 August 2026**, leaving very little time for residents to understand the proposal and provide meaningful feedback.

My concern is therefore not the principle of the event itself, but the lack of engagement with those who are most likely to be affected and the limited information currently available.

Before I can decide whether to support or object to the application, I would be grateful for clarification on the following points.

1. Noise, alcohol and late-evening activity

The application seeks permission for the supply of alcohol until **22:55** and for recorded music and films until **23:00**, seven days a week.

As a household with young children, I would appreciate clarification on the following:

- Will amplified music be played outdoors throughout the evening?
- Where will alcohol be sold and consumed?
- What measures will be implemented to minimise noise affecting nearby residential properties?

- Has a Noise Impact Assessment or acoustic assessment been undertaken? If so, could you please provide a copy or advise where it may be viewed?
- Will the event involve fireworks, pyrotechnics, lasers, smoke effects or any other special effects that could affect nearby residents?

2. Event details

I would also appreciate further information about the event itself, including:

- On what dates will the illuminated trail operate?
- Over what overall period will the event run?
- Will it operate every evening during that period, or only on selected dates?
- What daily opening hours are proposed?
- What visitor numbers are anticipated?

3. Access, traffic and event management

Following previous Forest Live events, nearby residents experienced a number of issues, including:

- litter being left outside residential properties;
- people walking past homes late in the evening shouting and causing disturbance;
- vehicles using private driveways to turn around; and
- significant congestion around Birches Valley.

I would therefore be grateful if you could clarify:

- Whether any road closures or access restrictions are proposed.
- How unrestricted access to residents' properties will be maintained throughout the event.
- What parking and traffic management arrangements will be in place.
- What stewarding and security arrangements will be provided.
- What measures Forestry England will implement to ensure visitors respect neighbouring properties and that the issues experienced during previous events are not repeated.
- Whether there will be a dedicated contact number or event control point for local residents to report concerns whilst the event is taking place.

ANNEX 2

As nearby residents, we are not simply members of the wider public attending the event; we are the people who will experience its effects every evening whilst it operates. I therefore hope our concerns will be given appropriate weight when considering how the event should be managed and whether any licence conditions are necessary to protect the amenity of neighbouring homes.

I support activities that are responsibly managed and that appropriately balance public enjoyment with the interests of those living nearby. At present, however, I do not feel residents have been given sufficient information or adequate opportunity to engage before the consultation period expires.

If the information requested above cannot be provided before **21 August 2026**, I respectfully ask that this email is treated as an interim representation. I also ask that the Licensing Authority takes into account the limited opportunity afforded to nearby residents to understand and comment on the application when determining whether the licence should be granted and, if so, what conditions should be attached to it.

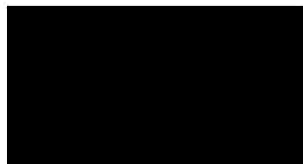
Should the application ultimately be granted, I would respectfully ask that consideration is given to licence conditions that appropriately protect neighbouring residents, including effective noise management, unobstructed resident access, appropriate traffic control, adequate stewarding, prompt litter clearance and a clear point of contact for residents during the event.

For ease of reference, I have attached a photograph of the site notice to which this representation relates.

I have copied Forestry England into this email so that the applicant is aware of these concerns directly and has the opportunity to respond to the practical questions relating to noise, traffic management, resident access and event stewardship.

I look forward to your response.

Yours faithfully,



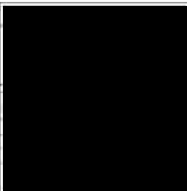


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This email has been scanned for viruses and malware.

The Licensing Act 2003 Representation form for 'Interested Person/Body'

Your Name/ Company Name	
Full Postal Address	
Post Code	
Telephone number	
Email address	

Name of premises you are making a representation about	Forestry England Cannock Chase Forest
Address of premises you are making a representation about	Forestry England Cannock Chase Forest, Birches Valley, Rugeley, Staffordshire, WS15 2UQ
Name of body you represent (please tick one)	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of public nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of children from harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering Representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

Your representation, including your name and address will be supplied to the applicant, and will be made public in any report agenda that may be produced. Your signature and email address will not be publicised.

The Prevention of Crime and Disorder

I want to raise concerns about the license request as a resident living next to the site, particularly in relation to disorder and anti-social behavior as follows:

- Alcohol-related anti-social behavior
- Vulnerability of individuals leaving the premises late at night, into dark, unlit, unpaved surroundings
- There is no public transport available directly to Birches Valley and an expectation that attendees will arrive by car so by having an alcohol licence this is promoting the public to drink drive.

The Prevention of Public Nuisance

I wish to note my objection to the proposed licenses on the following grounds under this licensing objective:

- Noise disturbance from amplified music and departing patrons / vehicles
- Increased traffic and late-night vehicle movements with a history of disturbance after events including shouting, car horns, etc.
- Anti-social and dangerous parking – this is already a dangerous issue impacting local residents as many forest visitors choose to park on the side of the road to avoid parking charges and is causing numerous near miss accidents.
- Littering not only within the venue, but on the roads leading to it.

ANNEX 2

Public Safety

Some concerns about how these licenses could impact Public Safety are:

- Insufficient capacity for emergency access or crowd control, attendees will be crowded within a fenced off area which could limit safe emergency evacuation and will push people out into unlit/unsafe areas.
- Closure of public rights of way during events, forcing dog walkers onto unpaved roads or deeper into remote areas of the forest which are not safe which will have a direct impact on my safety to walk my dog as a lone female after work.

Protection of Children from Harm

Cannock Chase Forest is designed to be a family friendly nature orientated location, the granting of this license could directly put children in danger due to:

- Consumption of alcohol near to and at multiple children's play areas/event
- Potential for poor supervision from intoxicated parents, with exposure to drunken and inappropriate behaviour
- Children departing from the venue in vehicles with potential drunk drivers

Print Name	[REDACTED]
Signed	[REDACTED]
Date	20/08/2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations sent after that date cannot be considered.

Please return this form with any additional sheets to:

licensingunit@cannockchasedc.gov.uk

Or by post to:

The Licensing Unit, Cannock Chase District Council, PO Box 28, Beecroft Road, Cannock, Staffordshire, WS11 1BG.

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

ANNEX 2

To: Licensing Unit, Cannock Chase District Council
Email: licensingunit@cannockchasedc.gov.uk

Date: 15th August 2026
SUBJECT: Premises Licence Application Objection

Dear Licensing Team,

I am writing to formally submit an objection to the application for the licensable activities proposed at Birches Valley. This includes supply of alcohol, provision of recorded music and provision of films.

My property directly borders the event site, with my boundary sitting a mere 20 metres from the operational footprint. I am objecting to this license application on the grounds of the Prevention of Crime and Disorder, Public Safety, and the Prevention of Public Nuisance and the Protection of Children from Harm.

The scale and commercial intensity of this event are entirely inappropriate for a residential village of this size and an AONB.

The event is planned to run for 4 months, operating 7 days a week (October and December) and 5 days in November until 22:30 each evening. It is projected to draw an immense footfall of 3,400 people per day. Operating a high-capacity, alcohol-serving commercial venue until late evening, positioned just 20 metres from residential property, will create an intolerable level of constant public noise and general disturbance. Additionally, although the event ends at 22:30 this does not include the time it will take for the 1000+ vehicles to vacate car parks and move through the village and forest roads. Residents will have no respite from the disruption for at least a third of the year adding to the disruption already caused by Forest Live.

The event plans for nearly 1,000 cars per day, forcing traffic straight through the narrow, unlit lanes of Slitting Mill village. Because the event is charging for on-site parking, there will be extensive parking illegally, hazardously, and inconsiderately on residential verges and narrow rural roads to avoid fees.

Adding the sale of alcohol to an environment characterized by bottlenecked traffic, frustrated motorists, dark rural lanes and the highest stretch of road on Cannock Chase for dear deaths due to traffic collision, and a massive influx of unfamiliar visitors creates a severe Public Safety and Crime and Disorder hazard.

The combination of alcohol consumption and high-volume evening traffic exiting the site until 22:30 significantly elevates the likelihood of anti-social behaviour, blocked emergency vehicle access, verbal altercations over parking, and dangerous driving conditions through a rural village.

ANNEX 2

A sustained 4-month commercial and entertainment enterprise fundamentally alters the quiet, peaceful nature of the AONB. Patrons leaving the site late into the evening after consuming alcohol will inevitably spill out into surrounding areas, threatening local tranquillity, property boundaries, and wildlife.

Given the acute proximity of my home and the severe infrastructure strain on Slitting Mill village already, if granted this licence under these conditions will cause profound public nuisance and safety risks and possible fatalities.

I strongly urge the Licensing Authority to reject this application outright.

The hugely elevated volume of traffic will be starting at "peak rush hour" for the village. It is a well used cut through and between 4pm and 6pm Monday to Friday is currently the busiest period. This already puts Slitting Mill children at risk walking home from The Hart School. The event traffic will significantly increase the chances of a vehicle/child accident.

Additionally, it has clearly been stated that the target audience are families travelling from a wide radius and extended distances from the event.

All of the above risks will apply to children who are visiting the event. The opening times as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times.

The selling of alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably put at risk by it on their homeward journeys.

Considering all of the above, **I strongly urge the Licensing Authority to reject this application outright.**

Please keep me informed of any upcoming Licensing Sub-Committee hearings regarding this application.

Yours faithfully,

[Redacted Signature]

Mobile: [Redacted]

From: [REDACTED]
 Sent: 18 August 2026 22:38
 To: LicensingUnit
 Subject: Re: Representation
 Attachments: representation-form-CCDC.docx

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Evening Matt.

I am struggling to convert my file and can't access the document shared. Respectful of my initial objection and the deadline, I would hope you can accept my initial document which I have copied below again as a formal recognition of the objection.

If I have to hand deliver I could do this if needed, but I hope this can be adopted formally via email.

Pls confirm and thanks very much for support. [REDACTED]

[REDACTED] Boundary for proposed forestry event is 175m from my property boundary.
 August 8th 2026.

SUBJECT: Premises Licence Application OBJECTION : Forestry Event, Slitting Mill / Cannock Chase

Dear Licensing Team,

I am writing to formally submit an objection to the application for a premises licence allowing the sale of alcohol at the proposed long-term illumination and lighting event. My property directly borders the event site, with my boundary sitting a mere 20 metres from the footprint designated for this prolonged event.

I am objecting to this license application on the grounds of The Prevention of Public Nuisance, Public Safety, and The Prevention of Crime and Disorder.

The scale and commercial intensity of this event are entirely inappropriate for a residential and protected AONB (National Landscape) setting, and introducing the sale of alcohol into this dynamic significantly escalates the risk to the local community:

1. The Prevention of Public Nuisance (Footfall, Noise, and Proximity):

The event is stated to run for 4 months, operating 5 to 7 days a week until 22.30 each evening. It is projected to draw an immense footfall of 3,400 people per day. Operating a high-capacity, alcohol-serving commercial venue until late evening, positioned closely to many residential property, will create an intolerable level of constant public noise, light pollution, and general disturbance. Residents will have no respite from the disruption for a third of the year.

2. Public Safety and Crime & Disorder (Traffic, Parking, and Alcohol):

ANNEX 2

The event plans for nearly 1,000 cars per day, forcing traffic straight through the narrow, unlit lanes of Slitting Mill village. Because the event is charging for on-site parking, there is an overwhelming risk that drivers will opt to park illegally, hazardously, and inconsiderately on residential verges and narrow rural roads to avoid fees. Adding the sale of alcohol to an environment characterized by bottlenecked traffic, frustrated motorists, dark rural lanes, and a massive influx of unfamiliar visitors creates a severe Public Safety and Crime and Disorder hazard. The combination of alcohol consumption and high-volume evening traffic exiting the site until 22.30 significantly elevates the likelihood of anti-social behavior, blocked emergency vehicle access, verbal altercations over parking, and dangerous driving conditions through a residential village.

3. Incompatibility with a Protected Rural Setting:

A sustained 4-month commercial drinking and entertainment enterprise fundamentally alters the quiet, peaceful nature of the AONB. Patrons leaving the site late into the evening after consuming alcohol will inevitably spill out into surrounding areas, threatening local tranquility, property boundaries, and wildlife.

Given the acute proximity of my home (175m) and the severe infrastructure strain on Slitting Mill village, granting a license for the sale of alcohol under these conditions will cause profound public nuisance and safety risks.

I strongly urge the Licensing Authority to reject this application, or at minimum, require a severe curtailment of hours, strict traffic management contingencies, and robust measures to prevent alcohol leaving the designated zone.

I really appreciate you taking the time to consider this objection and would respectfully request keeping me informed of any upcoming Licensing Sub-Committee hearings regarding this application.

Yours faithfully,

[Redacted signature]

Sent from my iPad

On 18 Aug 2026, at 09:13, LicensingUnit wrote:

Hi,

Unfortunately, we are unable to open the attachment you have sent us.

Could you modify it to a .docx file type or alternatively, fill in the attached form and return it to us?

Many Thanks,

Matt

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Licensing Unit
Cannock Chase Council|Civic Centre|Beecroft Road|Cannock|WS11 1BG
000|licensingunit@cannockchasedc.gov.uk|www.cannockchasedc.gov.uk

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From: [REDACTED]
Sent: 17 August 2026 20:09
To: LicensingUnit
Subject: Representation
CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Evening
In support of my previous representation dated August 8th , pls see attached to be considered versus the licensing application .

Pls would you keep me informed of next steps .
Thank you
[REDACTED]

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Sent from my iPhone

Telephone [REDACTED]

E-mail [REDACTED]

Joint Representation Opposing the Premises Licence Application – Cannock Chase Illuminated Trail 2026

Residents of Stonehouse Road, Rugeley

Date: 17/08/2026

To: Licensing Team Cannock Chase District Council. E-mail: licensingunit@cannockchasedc.gov.uk

Subject: Joint Representation Opposing the Premises Licence Application – *Cannock Chase Illuminated Trail 2026*

Dear Licensing Team,

We, the undersigned residents of **Stonehouse Road, Rugeley**, submit this joint representation objecting to the premises licence application for the proposed *Cannock Chase Illuminated Trail 2026*. We would like to further register our disappointment that the organisers felt it unnecessary to have the good grace to contact us directly for our views early on, instead of forcing through the proposal as a *fait accompli*.

Our objection is made under the Licensing Act 2003 and relates directly to the following licensing objectives:

1. Prevention of Public Nuisance

Stonehouse Road is a quiet residential street that already experiences seasonal pressure from Cannock Chase visitors. The proposed event — operating **daily or near-daily for up to 14 weeks**, with visitor pulses until **20:00** and full clearance not until **22:30** — will significantly increase noise, disturbance and evening activity. We already bear the brunt of heavy commercial activity during the summer concerts: why can't other areas of the Chase take their turn?

Specific impact on Stonehouse Road

- Visitors frequently use Stonehouse Road as a **cut-through** to access the Chase.

ANNEX 2

- Sat-nav systems routinely route traffic through Stonehouse Road when Brindley Heath Road or Marquis Drive are busy.
- Noise from vehicles, conversations, and late-evening movements will carry clearly to homes on Stonehouse Road, especially in winter when sound travels further.

Long-term fear, panic and disruption to wildlife and habitats

Stonehouse Road borders areas of woodland and open habitat used by deer, bats, owls and other sensitive species. The event introduces:

- Continuous artificial lighting, soundscapes and ambient audio
- Haze effects
- High nightly footfall with repeated human presence deep into the evening

These factors create **fear, panic and displacement** among wildlife that regularly move across and around Stonehouse Road. Long-term disturbance over 14 weeks risks:

- Habitat abandonment
- Disrupted feeding and breeding cycles
- Elevated stress responses and permanent behavioural changes

No ecological impact assessment has been provided, leaving residents and the licensing authority unable to assess the severity of these risks.

2. Public Safety

The event anticipates thousands of visitors per night, moving through a 1.15 km trail in darkness. The documentation does not demonstrate how emergency access, evacuation or medical response will be safely managed.

Short-term danger from increased traffic (Stonehouse Road specific)

The applicant forecasts up to **920 vehicles per evening**. Stonehouse Road is particularly vulnerable because:

- It is a **narrow residential road** with limited passing space.
- It has **no capacity** for sustained high-volume night-time traffic.
- Children, dog walkers and cyclists regularly use the road.
- Winter darkness and poor visibility increase collision risk.
- Visitors unfamiliar with the area often turn into Stonehouse Road when following sat-nav directions.

This creates immediate safety concerns for residents, especially during peak arrival and departure times.

3. Prevention of Crime and Disorder

ANNEX 2

The licence application seeks permission for alcohol sales. Alcohol availability at a large-scale night-time event increases risk of:

- Disorderly behaviour
- Vehicle-related incidents
- Anti-social behaviour in surrounding residential areas

Stonehouse Road already experiences occasional night-time trespass from Chase visitors; increased footfall and alcohol consumption will exacerbate this.

No detailed alcohol management plan has been provided.

4. Protection of Children from Harm

Stonehouse Road is home to families with young children. The combination of:

- Increased traffic
- Night-time visitor movements
- Reduced visibility
- Haze effects
- Sound installations
- Temporary fencing

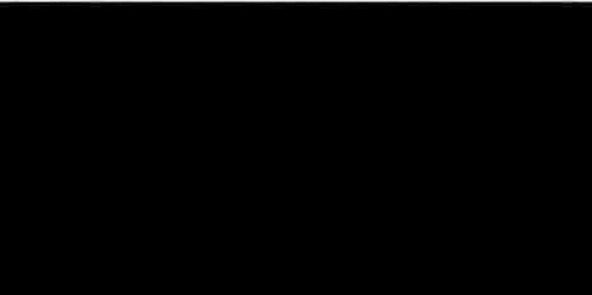
creates risks for children both at the event and in surrounding residential areas. No safeguarding plan has been provided.

Conclusion

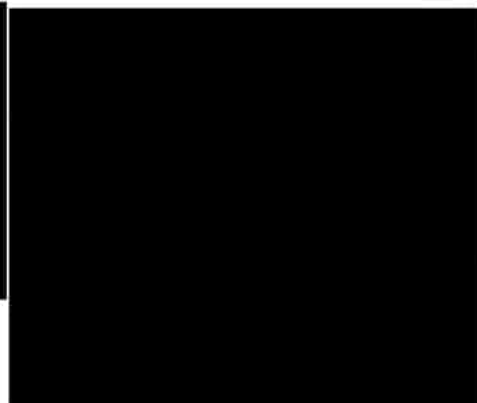
Based on the information provided, we believe the proposed event **fails to adequately protect all four licensing objectives**. The scale, duration and intensity of the operation represent a significant and ongoing impact on Stonehouse Road residents, local wildlife, road safety and visitor wellbeing. This event has previously taken place at Shugborough: far away from the residents, and so in that case far more appropriate. This current application for Cannock Chase is not equable and is entirely unsuitable.

We therefore request that Cannock Chase District Council **refuse this premises licence application**.

PLEASE CONFIRM YOUR RECEIPT OF THIS SUBMISSION



Yours faithfully, Residents of Stonehouse Road, Rugeley



From: [REDACTED]
Sent: 09 August 2026 12:15
To: LicensingUnit
Subject: Re: Objection to sale of alcohol/music/hours

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Dear Sir,

We are writing to make a formal representation, and objection to the approval regarding the following application and detailed below:

1. Supply of Alcohol; Every day-15.30-22.30
2. Films Recorded Music; Everyday 15.30-23.00
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Our objections are based are on the grounds of Public Safety, Public Nuisance and Crime and Disorder and environmental impact, in a designated area of Outstanding Natural Beauty.

ANNEX 2

Public Safety

Slitting Mill is a significant arterial junction and access point for Cannock Chase. The traffic coming through the village has intensified in recent years, and there are already significant bottle necks and parking infringements being regularly committed near to and centered around the Horns Pub in particular. People already double park along the pavements and verges and on blind corners, obstructing pavements and necessitating both visitors and residents to walk in the road into head-on, fast-moving traffic on a dangerous corner. Near misses are on the increase, together with the exhibiting of aggressive and confrontational incidents and behaviours - which is no longer just limited to busy periods such as weekends, holidays and Forest Event live events.

Many roads in the village are very narrow, and on-street parking (fully or partially) will disrupt and impact the access not only for locals but also to utility and emergency vehicles such as police, fire, ambulance and other services. It is our view that an event of this scale (3,400 people daily over a 4-month period) in a village of circa 400 inhabitants and residents is extremely dangerous and will exacerbate this problem further, presenting significant risks to residents, families, and children in the local area from road traffic accidents and related incidents

Public Nuisance/Crime and Disorder

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many organisers and people will opt to get taxis or buses. Historically and inevitably these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the centre of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous.

What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present an unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people congregating a small village. This village is already

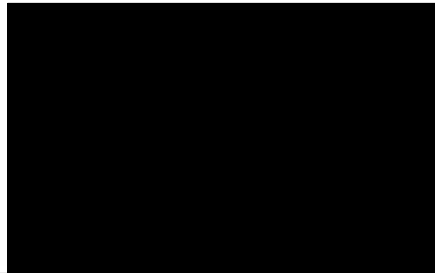
ANNEX 2

bottlenecked, and the proposal runs the risk of blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, and dangerous driving on unlit and narrow rural lanes.

Environmental Context

Cannock Chase is a designated area of Outstanding Natural Beauty, a home to many protected animal species, and a place for the public to roam and enjoy having contact with nature. Nature therefore makes it a point of visiting areas eg/ in the winter period and within the hours of darkness, particularly significant numbers of deer will singly and collectively access the fields around the Horns Pool to feed and drink. Operating a high intensity light and sound show, introducing the extended daily sale of alcohol, and restricting access to the a significant area of the chase is in our view a breach of statutory duties and is potentially unlawful.

We are grateful for your kind consideration of the points we have raised in our objection.



Please be aware the @mcht.nhs.uk email address is an accredited secure email address, and is used by the Trust instead of @nhs.net. In order to transfer PID information between organisations a secure email connection is required and in order to achieve this standard, trusts are required to become accredited by NHS Digital, and submit evidence each year to remain secure email providers. Both MCHFT and Microsoft O365 as a platform have been accredited to the secure email standard for health and care and both have passed the required clinical safety elements (SCCI 0160 and SCC0129) and achieved the ISB1596/SCCI1596 accreditation. A copy of this conformance statement is located on the NHS Digital website on the link below to evidence to other trusts that we are a secure provider <https://digital.nhs.uk/services/nhsmail/the-secure-email-standard>. For further information please contact Secure.Email@mcht.nhs.uk, or the Information Governance Team at Information.Governance@mcht.nhs.uk If you have received this e-mail in error, please notify the sender and delete the e-mail and all attachments immediately. This e-mail (including any attachments) may contain confidential and/or privileged information. If you are not the intended recipient, any reliance on, use, disclosure, dissemination, distribution or copying of this e-mail or attachments is strictly prohibited. Mid Cheshire Hospitals NHS Foundation Trust has checked for viruses but the contents of an attachment may still contain software viruses, which could damage your computer system. Mid Cheshire Hospitals NHS Foundation Trust does not accept liability for any damage you sustain as a result of a virus introduced by this e-mail or any attachment and you are advised to use up-to-date virus checking software. E-mail transmission cannot be guaranteed to be secure or error free. This e-mail is not intended, nor should it be taken to create any legal relations, contractual or otherwise. Any views or opinions expressed within this e-mail or attachment are solely those of the sender, and do not necessarily represent those of Mid Cheshire Hospitals NHS Foundation Trust, unless otherwise

ANNEX 2

From: [REDACTED]
Sent: 09 August 2026 12:29
To: LicensingUnit
Cc: Slitting Mill Village; Denise Whitehouse
Subject: Proposed Premises Licence For the Forestry England Event Birches Valley, Rugeley

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To Whom it May Concern

Having attended the proposal meeting / presentation for the Forestry England Event partnered with Sony Entertainment to be carried out within the Cannock Chase AONB at the Birches Valley Center Rugeley, I would like to present my objection to the Event on behalf of myself and my Wife Lynne on the following grounds.

- 1/ Ecological Impact
- 2/ Environmental Impact
- 3/ Sociological Impact

On first attending the presentation I thought this could be a good event to bring in funds for Forestry England and the local community, however as the details of the event was explained multiple alarm bells started ringing.

The event itself was to run for a minimum of 3 months and if successful extend a further month accounting to one third of a calendar year.

With the event opening at 15:30 until 22:00 with a licence request until 23:00 and an expected attendance of 50 vehicles per 15 minute slot both entering and leaving the site for the duration plus all the vehicles and personage required to both man and operate the event coupled with the existing visitors attending the site we are looking at 400 vehicles plus per hour both entering and leaving the site per hour for anything from 6.5 hours to 7.5 hours per day from 3 to 4 month duration. This equates to over 1300 to 1500 additional vehicle movements per day on top of the normal activity within the area.

The proposal stated that the ticket price would not include parking and this is where more alarm bells rang, each vehicle attending would be expected to pay the site charges of £8 and will undoubtedly lead to vehicles parking on the roads around the area causing additional issues for local residents and pedestrians as seen when the Forest Live events are held, as alcohol will be sold there is the additional risk of unruly behaviour and public nuisance as seen by the residents of Post Office Lane who will only be at best 100m away from the trail. The Footpaths of which there are few within the village and non leading out of the village along Slitting Mill Road are very narrow and routinely blocked by vehicles parking on them and preventing pedestrians walking on them and being forced to walk on the road especially around the junction of Post Office Lane and Slitting Mill Road leading out past the Horns Pub to the Fire Access Road to the Forest on Slitting Mill Road.

1/ Ecological Impact the area is a designated area of outstanding natural beauty, the area proposed for the event has a high bat population (observed by all the residents in the area) and October is a critical month for them to feed before they hibernate for the winter, throughout the area there are

ANNEX 2

Adders proven by the fact they even venture into our gardens on a regular basis and finally migratory deer that move through the area especially during the hours of darkness. All these creatures will be impacted by the light pollution, increased footfall and rubbish that will undoubtedly be scattered around. The fact that Forest England have stated that an ecological survey has been carried out by their own people (self policing has never worked in any industry) they are bound to say that little or no impact will occur (if the event was to go ahead we have calculated that this event could generate around £5 million for the Forestry England and Sony Entertainment) so please excuse my cynicism on self governing. The Funds raised by the event will be going into the general coffers of the Forestry England and Sony Entertainment "**and shared around the country**" so in truth as told by the Forestry England representative very little coming into the Birches Valley Center and nothing to the locality.

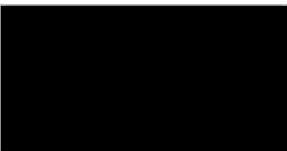
2/ Environmental Impact Undoubtedly some people will deviate from the route causing additional damage to the fauna within the area that has already suffered from the long period of dry weather we have had this year, the unpaved roads where a lot of people will try to park free of charge will suffer even more erosion.

3/ There will be significant upheaval for the residents of Slitting Mill and Birches Valley Road with the additional vehicle movements (especially the poor people who live next door to the entry and exit for the event with over 400 additional vehicle movements per hour up to 23:00. Although Forestry England and Sony have said they will try to mitigate the impact with the staged 15 minute slots there will still be a massive impact. The residents of the village will see an already congested area within the village further stretched by vehicles passing through the village and also parking therein. We are still likely to both see the light pollution and the noise generated from the event for 3 to 4 months continuously regardless of the measures put in place to mitigate them

Once again I must stress that we are strongly opposed for this event to take place especially over the length of time proposed.

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Best Regards



Mobile: [REDACTED] Email: [REDACTED]

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From: [REDACTED]
Sent: 09 August 2026 19:00
To: LicensingUnit
Subject: Formal Objection – Proposed Immersive Light Trail Experience Cannock Chase

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Dear Sir/Madam,

Formal Objection – Proposed Immersive Light Trail Experience Cannock Chase

I am writing to formally object to the proposed Immersive Light Trail Experience and to request that the event does not proceed.

While I appreciate that Forestry England is seeking to provide new visitor experiences, I do not believe this proposal is appropriate for this location. The combination of extensive artificial lighting, late-night activity, amplified music, alcohol, increased traffic and visitor numbers would have an unacceptable impact on the natural environment, local wildlife and the residents of the surrounding village.

In my view, these impacts cannot simply be mitigated through additional conditions or management measures. The fundamental issue is whether an event of this nature and scale is appropriate in this sensitive rural location. I believe it is not.

Impact on wildlife and the natural environment

Cannock Chase is an important and sensitive natural environment supporting a wide range of wildlife, including bats, adders, deer, badgers, foxes, birds and a variety of reptiles, amphibians and invertebrates. The Chase is particularly important for species that depend upon its heathland, woodland and open habitats.

Of particular concern is the potential impact on adders, one of Britain's native snake species and a characteristic species of Cannock Chase. Adders rely on undisturbed heathland and open areas and are sensitive to disturbance and changes to their habitat. Increased footfall, artificial lighting, noise and activity during the evening could potentially disrupt wildlife using areas that would ordinarily be relatively quiet and undisturbed.

The proposed immersive light trail would introduce extensive artificial lighting, increased visitor numbers, noise and human activity into the environment after dark. This is particularly concerning for nocturnal species such as bats and badgers, while the increased footfall and associated activity could also disturb other species living within and around the event area.

Cannock Chase is valued precisely because of its natural character and biodiversity. Introducing a large-scale, illuminated commercial attraction into this environment for an extended period risks changing that character and disturbing the wildlife that the area is intended to protect.

The proposal also appears difficult to reconcile with the **Cannock Chase National Landscape's** commitment to protecting "Dark Skies". Darkness is itself an important part of the natural environment and is essential to many species.

Given the sensitivity of the location, I would question whether the potential impacts can genuinely be mitigated through conditions. The better approach would be not to introduce the event into this sensitive environment in the first place.

ANNEX 2

A significant change from what residents were told

There is also considerable concern regarding the information originally provided to local residents.

The letter sent to residents stated that the experience would finish at 21:30 and the site would be clear by 22:00. It now appears that applications have been made for music and alcohol licensing until 23:00.

This is a significant departure from what residents were originally led to expect. It potentially extends the period of lighting, noise, visitor activity and traffic by a further hour beyond the stated site clearance time.

If the proposal has materially changed since residents were initially informed, this further undermines confidence in the consultation process.

The fact that alcohol and music are now being proposed until 23:00 also reinforces the concern that this is becoming much more than a simple light trail. It is developing into a substantial evening entertainment event.

Unacceptable impact on the local village

The surrounding village and its roads are simply not equipped to accommodate the additional traffic which I understand to be up to 1500 cars daily, along with associated visitor numbers that an event of this scale would generate over an extended period.

There are particular concerns regarding parking provision. As sufficient dedicated free parking is not available, visitors are likely to seek parking within the surrounding village and residential areas, creating congestion, inconvenience and potentially obstructing access for residents and emergency vehicles.

We have already experienced considerable disruption from Forestry England's summer music festivals. On a personal level, items including a traffic cone, beer cans and a smoothie drink landing on my greenhouse have been thrown over our garden fence.

Against that background, the prospect of a further three months of significant visitor activity, particularly during the evenings, is extremely concerning.

It is unreasonable for the local community to be expected to absorb the consequences of inadequate free parking, traffic management, noise and visitor behaviour simply to facilitate a commercial attraction.

Noise, music and alcohol

The proposed licensing arrangements for music and alcohol until 23:00 are particularly concerning.

The combination of amplified music, alcohol consumption, large numbers of visitors, vehicle movements and illuminated areas would inevitably extend the period of disturbance experienced by residents.

I also question why alcohol is necessary for this event at all. This is proposed as an immersive experience within a natural environment; the sale of alcohol appears unnecessary and risks changing the character of the event from a visitor experience into an evening entertainment venue.

The cumulative effect of these activities cannot be considered in isolation. It is the combination of lighting, noise, music, alcohol, traffic and visitor numbers that makes the proposal inappropriate for this location.

The event should not proceed

ANNEX 2

Taking all of these issues together, I do not believe that this proposal is compatible with the character, environmental sensitivity or residential setting of the area.

This is not simply a question of whether conditions can be imposed to reduce individual impacts. The concern is the fundamental suitability of a large-scale, illuminated, late-evening commercial event in this location.

I therefore respectfully request that the relevant authorities refuse the proposal and associated licensing and music applications, rather than seeking to manage or condition an event which I believe should not take place.

In particular, I ask that the following matters are given full consideration:

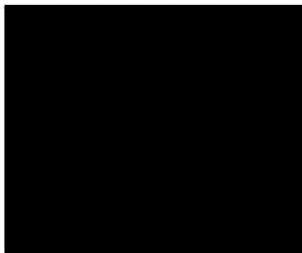
1. The potential irreversible or significant disturbance to adders, bats and other wildlife.
2. Whether such a development is genuinely compatible with Forestry England's responsibility to protect the natural environment and the special character of Cannock Chase.
3. The impact of artificial lighting on the dark skies and character of Cannock Chase.
4. The discrepancy between the original commitment that the site would be clear by 22:00 and the proposed licensing until 23:00.
5. The lack of adequate free parking provision and the consequential impact on the surrounding village.
6. The additional traffic and congestion that the event would generate.
7. The potential for unacceptable noise and disturbance from music and increased visitor activity.
8. The unnecessary inclusion of alcohol sales and the associated impact on the nature and duration of the event.
9. The cumulative impact on local residents, particularly in light of the disruption already experienced from Forestry England's summer events.

I fully recognise Forestry England's role in providing opportunities for people to enjoy the countryside. However, that responsibility must be balanced against the need to protect the environment and respect the communities that live alongside these sites.

In my view, the balance cannot be achieved in this case. The environmental, residential, traffic and amenity impacts are simply too significant, and I therefore strongly object to the proposal and believe the Immersive Light Trail Experience should not go ahead.

I ask that this objection is formally recorded and that the proposal and associated licensing applications are refused.

Yours faithfully,



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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		

Name of Premises about which you are making a representation	Forestry England									
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley									
Name of body you represent (please tick one): <table style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 80%;">1. A person living in the vicinity of the Premises</td> <td style="text-align: right;">☒</td> </tr> <tr> <td>2. A body representing persons who live in the vicinity of the Premises</td> <td style="text-align: right;">☐</td> </tr> <tr> <td>3. A person involved in a business in the vicinity of the Premises</td> <td style="text-align: right;">☐</td> </tr> <tr> <td>4. A body representing persons involved in businesses in the vicinity of the Premises</td> <td style="text-align: right;">☐</td> </tr> </table>			1. A person living in the vicinity of the Premises	☒	2. A body representing persons who live in the vicinity of the Premises	☐	3. A person involved in a business in the vicinity of the Premises	☐	4. A body representing persons involved in businesses in the vicinity of the Premises	☐
1. A person living in the vicinity of the Premises	☒									
2. A body representing persons who live in the vicinity of the Premises	☐									
3. A person involved in a business in the vicinity of the Premises	☐									
4. A body representing persons involved in businesses in the vicinity of the Premises	☐									

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

Public Safety

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	
Signed	
Date	

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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The Licensing Act 2003
Representation Form for 'Interested Person/Body'

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley

Name of body you represent (please tick one):

1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be deemed valid, a representation must relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

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Protection of Children from Harm

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Print Name	[REDACTED]
Signed	[REDACTED]
Date	11/08/2026

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Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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From: [REDACTED]
Sent: 12 August 2026 16:54
To: LicensingUnit
Subject: Application for a premises licence under Section 17 of the Licensing Act 2003

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Application made by Sarah Taylor
For Forestry England, Cannock Chase Forest, Birches Valley WS15 2UQ

Effect from 21st August 2026

1. Supply Alcohol EVERYDAY from 15.30hrs to 22.55hrs
2. Films and Recorded music EVERYDAY 15.30hrs to 23.00hrs
3. Proposed opening hours EVERYDAY 07.30 to 23.00hrs

Dear Sir/Madam,

I would like to express my concerns about this license being approved and object not only to the scale of the license but also to the fact it appears to be a permanent license and not just for the duration of the proposed Illuminations Event from Oct 23rd 2026 to 4th January 2027. An Alcohol license for an AONB really doesn't support the conservation and protection of this area. It is totally contradictory and unnecessary.

This event, running over more than 3 months, will cause daily traffic congestion through local residential areas and roads namely Slitting Mill, Etching Hill, Shooting Butts Road, Stafford Brook Road, Penkridge Bank Road and Birches Valley. This has been a proven problem as all events held at Birches Valley have this knock on effect with the Forest Live Concerts being the most disruptive and intrusive to locals. Everyone has to tolerate these for 4 to 5 days which is significantly easier than for the proposed 3 to 4 months of the proposed Illuminations event. The increased traffic on narrow chase roads and in local residential areas increases the risk of accidents for other car users, pedestrians, cyclists, children and horse riders who all use these areas. Most people will be attending the proposed event via car so in the interests of everyone's SAFETY surely a license to supply alcohol is inappropriate and unsafe.

The Noise and Light pollution will create a public nuisance for all local residents and for those more than 20 metres away as well! I own land along Shooting Butts Road and the noise certainly from the concerts is INTRUSIVE even this far away. I can only presume this proposed event will create the same level of noise which would be a real annoyance if occurring EVERYDAY for 3 to 4 MONTHS.

Along with this, the amount of litter, cans and bottles left by event attendees increases the level of NUISANCE to local residents and land owners. This is a proven fact as it occurs every year after the Forest Live concerts and as locals we end up having to remove and dispose of it as the forestry only clear directly around the car parks and concert site. The sale of alcohol only encourages people to be less respectful of the AONB and its local residents.

Although parking is provided by Forestry England this does not stop people parking inappropriately so

ANNEX 2

that they can attend these events without a parking charge. The marked increase in traffic can only escalate this problem with even more thoughtless parking, gateways blocked and reduced access to premises and livestock.

I hope that the Licensing Authority will reject this application in the greater interests of protecting this very special AONB and its residents.

Or, at least, strictly curtail the hours and duration of the license and put measures in place to protect the local residents premises and sanity!!

Please keep me informed regarding the application.

Yours faithfully and in hope,

[Redacted signature block]

Tel no. [Redacted]



Virus-free. www.avast.com

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This message has been checked by Libraesva ESG and is found to be clean.
[Report as bad/spam](#)
[Blocklist sender](#)

[REDACTED]

From: [REDACTED]
Sent: 13 August 2026 12:50
To: LicensingUnit
Subject: OBJECTION for Application for a premises licence

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

To Whom it May Concern,

OBJECTION TO BELOW APPLICATION:

**Application made by Sarah Taylor
For Forestry England, Cannock Chase Forest, Birches Valley WS15 2UQ**

Effect from 21st August 2026

1. Supply Alcohol EVERYDAY from 15.30hrs to 22.55hrs
2. Films and Recorded music EVERYDAY 15.30hrs to 23.00hrs
3. Proposed opening hours EVERYDAY 07.30 to 23.00hrs

I would like to register my objection for An Alcohol license.

This is totally outside the requirements for such an area of outstanding natural beauty - **this does NOT support the conservation and protection of this area.**

Protecting the wellbeing of wildlife and the forest is more important than providing alcohol to visitors.

Unfortunately this area already attracts people you have no consideration to the above, litter is a constant problem around the visitor areas in the forest.

Alcohol just increases the risk of anti-social behaviour and in my opinion attracts the wrong sort of people to this area.

There is already a nice cafe area for refreshments which is perfectly adequate in a forest environment.

Please let me know the outcome of this application.

Many thanks,

[REDACTED]

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This message has been checked by Librasys ESG and is found to be clean.
[Report as bad/spam](#)
[Blocklist sender](#)

[REDACTED]

From: [REDACTED]
Sent: 14 August 2026 09:18
To: Environmental Health
Subject: Fwd: Forestry Application by Sarah Taylor / Forest lighting

Follow Up Flag: Follow up
Flag Status: Flagged

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Hi there

Im extremely concerned about the Forestrys application for the lighting shows and fair ground activities they are proposing in a recent application. I would like to know if there is any thing the EPA can do to assist preventing this in the interests of the environment and the local area?

kind regards

[REDACTED]

Sent from my iPad

Begin forwarded message:

From: [REDACTED]
Date: 14 August 2026 at 09:15:09 BST
To: LicensingUnit@cannockchasedc.gov.uk
Subject: Forestry Application by Sarah Taylor / Forest lighting

To whom it may concern,

I would like to express my deepest concern and objection to the proposed activities on the Forestry site very close to where we live -

[REDACTED]

My Family and I (5 of us here) have numerous concerns and reasons for why this event should not be taking place on Cannock Chase. Its enough that the Concerts are happening, and they have expanded considerably bringing considerable noise and disturbance to the area. But now this is a step too far and will pave the way to even more absurd ideas to form in the coming years.

The traffic issues are already problematic.

People insist on parking on verges, many are now destroyed and unsightly.

Litter is every where and getting worse - these sorts of events bring even more to the area.

Noise. Our home and surroundings are very quiet, we have had the EPA here previously where they conducted noise tests and advised no amplified music should be played near by - we let it be with the concerts but I will be contacting them about this matter as

ANNEX 2

it is not on.

How can they sane minded suggest this? While they are meant to be preserving and protecting the area and its wildlife?

The deer accidents will sky rocket, its extremely poorly thought out and could ultimately be fatal. They will be spooked in the evenings when they are used to roaming around freely, come on its absolutely nuts.

Please acknowledge this complaint.

Regards



Sent from my iPad

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This message has been checked by Libraesva ESG and is found to be clean.

[Report as bad/spam](#)

[Blocklist sender](#)



**The Licensing Act 2003
Representation Form for 'Interested Person/Body'**

Your Name /
Company Name
Full Postal Address

Post Code
Telephone Number
Email Address

C C D C
PV 17 AUG 2026
POST ROOM

Name of Premises about
which you are making a
representation

FORESTRY ENGLAND

Address of Premises
about which you are
making a representation

CANNOCK CHASE FOREST
BIRCHES VALLEY

Name of body you represent (please tick one):

- | | |
|---|-------------------------------------|
| 1. A person living in the vicinity of the Premises | ☒ |
| 2. A body representing persons who live in the vicinity of the Premises | ☐ |
| 3. A person involved in a business in the vicinity of the Premises | ☐ |
| 4. A body representing persons involved in businesses in the vicinity of the Premises | ☐ |

CANNOCK CHASE COUNCIL
ENVIRONMENTAL HEALTH

17 AUG 2026

RECEIVED

ANNEX 2

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits. ☐ ☐

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

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Disorder** Public safety - The sale of alcohol over a long period will result in visitors inevitably arriving by car/taxi parking and picking up in the village to avoid charges. The safety of our community is at risk due to the winding narrow roads and parking on pavements as it does now.

**Th
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isance** Prevention of public nuisance - The additional road traffic over a sustained period along with the sale of alcohol will cause a danger and a public nuisance in our village as it does during busy times now. Serving alcohol will cause a greater amount of noise and public nuisance.

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	Pr otecti on of Childr en from Harm I un de rst an
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d that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name

Signed

Date

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CCDC
DN 17 AUG 2026
POST ROOM



**The Licensing Act 2003
Representation Form for 'Interested Person/Body'**

Your Name /
Company Name

Full Postal Address

Post Code

Telephone Number

Email Address

Name of Premises about
which you are making a
representation

FURRESTRY ENGLAND

Address of Premises
about which you are
making a representation

CANNOCK CHASE FOREST
BIRCHES VALLEY

Name of body you represent (please tick one):

- | | |
|---|--------------------------|
| 1. A person living in the vicinity of the Premises | ☐ |
| 2. A body representing persons who live in the vicinity of the Premises | ☐ |
| 3. A person involved in a business in the vicinity of the Premises | ☐ |
| 4. A body representing persons involved in businesses in the vicinity of the Premises | ☐ |

CANNOCK CHASE COUNCIL
ENVIRONMENTAL HEALTH

17 AUG 2026

RECEIVED

ANNEX 2

Licensing Objectives

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Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits. ☐ ☐

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

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Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

Prevention of Crime and Disorder
The sale of alcohol over a long period will result in visitors inevitably arriving by car/taxi parking and picking up in the village to avoid charges. The safety of our community is at risk due to the winding narrow roads and parking on pavements as it does now.

Prevention of Public Nuisance - The additional football over a sustained period along with the sale of alcohol will cause a danger and a public nuisance in our village as it does during busy times now. Serving alcohol will cause a great amount of noise, public nuisance and danger to residents.

isance

☐

Public Safety

	Pr ote cti on of Childr en from Harm I un de rst an
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d that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name

Signed

Date

13th August 2026

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[REDACTED]

From: [REDACTED]
Sent: 15 August 2026 11:21
To: LicensingUnit
Subject: Light Experiences Trail

Follow Up Flag: Follow up
Flag Status: Flagged

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Sir/ Madam

Cannock Chase Light Trail

I wish to record my objection to the granting of a licence for the above named event. The event comes on the back of the Chase Summer Concerts, which were problematic to local residents, particularly those living on or around Post Office Lane in Slitting Mill.

Whilst those concerts attract larger numbers than are anticipated for the lights "show", this event is due to run for over 10 weeks with set -up and run-down at either end.

In June we experienced major disruption to our village, but had comfort in knowing that it would soon be over. This can not be said for the new proposal.

With alcohol and beverages involved, it is most likely that drop-off and pick-up will again crowd our village and hamper our travel, in addition to the Christmas tree sale that happens in Birches Valley at the same time.

As mentioned earlier, the Chase concerts were riddled with noisy disturbances, arguments and a massive traffic increase (along with road-side urinating). I complained at the time to Chase Forestry and was assured it would be investigated before any future events.

This is a very unwise proposal, with permissions applied without consultation to locals, and we object.

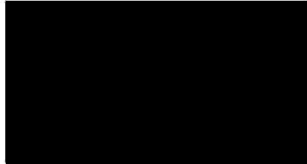
[REDACTED]

Thank you



Proposed Licensing Objection Letter

To: Licensing Unit, Cannock Chase District Council



16th August 2026

SUBJECT: RE: Premises Licence Application Objection

Dear Licensing Team,

I am writing to formally submit an objection to the application for the licensable activities proposed at Birches Valley. This includes supply of alcohol, provision of recorded music and provision of films.

I am objecting to this license application on the grounds of the Prevention of Crime and Disorder, Public Safety, and the Prevention of Public Nuisance and the Protection of Children from Harm.

My property is approximately 1 mile from the location and I walk my dog twice a day on the area of which the illuminated trail is proposed.

Everyday, I witness a huge range of wildlife on this site – Deer ,birdlife, mammals and reptiles. These would be totally displaced by the new trail.

Furthermore, the surrounding roads are used by horse riders (many stables are located in Shooting Butts Road) who already face the danger of traffic, several have been dismounted in the last few months.

The scale and commercial intensity of this event are entirely inappropriate for a residential village of this size.

The event is planned to run for 4 months, operating 7 days a week (October and December) and 5 days in November until 22:30 each evening. It is projected to draw an immense footfall of 3,400 people per day. Operating a high-capacity, alcohol-serving commercial venue until late evening, positioned just 20 metres from residential property, will create an intolerable level of constant public noise and general disturbance. Additionally, although the event ends at 22:30 this does not include the time it will take for the 1000+ vehicles to vacate car parks and move through the village and forest roads. Residents will have no respite from the disruption for at least a third of the year adding to the disruption already caused by Forest Live.

The event plans for nearly 1,000 cars per day, forcing traffic straight through the narrow, unlit lanes of Slitting Mill village. Because the event is charging for on-site parking, there will be

ANNEX 2

extensive parking illegally, hazardously, and inconsiderately on residential verges and narrow rural roads to avoid fees.

Adding the sale of alcohol to an environment characterized by bottlenecked traffic, frustrated motorists, dark rural lanes and the highest stretch of road on Cannock Chase for dear deaths due to traffic collision, and a massive influx of unfamiliar visitors creates a severe Public Safety and Crime and Disorder hazard.

The combination of alcohol consumption and high-volume evening traffic exiting the site until 22:30 significantly elevates the likelihood of anti-social behaviour, blocked emergency vehicle access, verbal altercations over parking, and dangerous driving conditions through a rural village.

A sustained 4-month commercial and entertainment enterprise fundamentally alters the quiet, peaceful nature of the AONB. Patrons leaving the site late into the evening after consuming alcohol will inevitably spill out into surrounding areas, threatening local tranquillity, property boundaries, and wildlife.

Given the acute proximity of my home and the severe infrastructure strain on Slitting Mill village already, if granted this licence under these conditions will cause profound public nuisance and safety risks and possible fatalities.

I strongly urge the Licensing Authority to reject this application outright.

The hugely elevated volume of traffic will be starting at "peak rush hour" for the village. It is a well used cut through and between 4pm and 6pm Monday to Friday is currently the busiest period. This already puts Slitting Mill children at risk walking home from The Hart School. The event traffic will significantly increase the chances of a vehicle/child accident.

Additionally, it has clearly been stated that the target audience are families travelling from a wide radius and extended distances from the event.

All of the above risks will apply to children who are visiting the event. The opening times as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times.

The selling of alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably put at risk by it on their homeward journeys.

Considering all of the above, **I strongly urge the Licensing Authority to reject this application outright.**

Please keep me informed of any upcoming Licensing Sub-Committee hearings regarding this application.

Yours faithfully,

A large black rectangular redaction box covering the signature and name of the sender.

ANNEX 2

To: Licensing Unit, Cannock Chase District Council
Email: licensingunit@cannockchasedc.gov.uk



Date: 15th August 2026
SUBJECT: Premises Licence Application Objection

Dear Licensing Team,

I am writing to formally submit an objection to the application for the licensable activities proposed at Birches Valley. This includes supply of alcohol, provision of recorded music and provision of films.

My property directly borders the event site, with my boundary sitting approximately 20 metres from the operational footprint. I am objecting to this license application on the grounds of the Prevention of Crime and Disorder, Public Safety, and the Prevention of Public Nuisance and the Protection of Children from Harm.

The size and commercial concentration of this event are entirely unsuitable for a residential village of this size and in an area identified as being AONB.

The event is planned to run for 4 months. From October to December this will be for 7 days a week and in November 5 days each week. The event is scheduled to finish 22:30 each evening. It is estimated to draw a vast footfall of 3,400 people per day. Operating a high-capacity, alcohol-serving commercial venue until late evening, positioned just 20 metres from residential properties, will produce an unbearable level of constant public noise and general disturbance. It is also worth noting that although the event ends at 22:30, this does not take into account the additional time it will take for the several hundred vehicles to vacate car parks and move through a small village and forest roads. This is an informed opinion based on the disruption caused by Forest Live.

The event plans for nearly 1,000 cars per day, forcing traffic straight through the narrow, unlit lanes of Slitting Mill village. Because the event is not inclusive of parking, there will be widespread parking outside the event, some of which will be illegal, dangerous, and inconsiderate for residents. Parking on verges and narrow rural roads to avoid fees, with no one to oversee or prevent this, one can assume that this will invariably place an additional strain on Staffordshire Police Force.

Adding the sale of alcohol to an environment characterized by bottlenecked traffic, frustrated motorists, and dark rural lanes, one can only imagine the imminent accidents. Let's not forget, that the number of deer killed in the roads which encompass Slitting Mill are responsible for 150-200 accidents each year. These proposed events coincide with the Seasonal Spike of deer collisions during the rutting season from September to December. For those drivers, unfamiliar with the roads, I believe those numbers will increase dramatically. The proposed events will undoubtedly create a severe Public Safety and Crime and Disorder hazard.

The combination of alcohol consumption and high-volume evening traffic exiting the site until 22:30 significantly elevates the likelihood of anti-social behaviour, blocked emergency vehicle access, verbal altercations over parking, and dangerous driving conditions through a rural village.

Furthermore, a sustained 4-month commercial and entertainment enterprise will fundamentally alter an area renowned for its, peaceful, calm undisturbed 'Natural Beauty'. Patrons leaving the site late into the evening, after consuming alcohol, will inevitably spill out into surrounding areas, intimidating residents, the local tranquillity, property boundaries, and wildlife.

Given the acute proximity of my home and the severe infrastructure strain on Slitting Mill village already, if granted this licence under these conditions will cause profound public nuisance and safety risks and possible fatalities. Therefore, I strongly urge the Licensing Authority to reject this application outright.

The vastly elevated volume of traffic will be starting at "peak rush hour" for the village. It is a well used cut through and between 4pm and 6pm. Monday to Friday is currently the busiest period. This already puts Slitting Mill children at risk walking home from The Hart School. The event traffic will significantly increase the chances of a vehicle/child accident.

Additionally, it has clearly been stated that the target audience are families travelling from a wide radius and extended distances from the event. The A460 turning off Hednesford Road into Slitting Mill is renowned as a particularly dangerous junction, never more so than in the Autumn and Winter months. All of the above risks will apply to children who are visiting the event. The selling of alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably put at risk by it on their homeward journeys.

Considering all of the above, **I strongly urge the Licensing Authority to reject this application outright.**

Please keep me informed of any upcoming Licensing Sub-Committee hearings regarding this application.

Yours faithfully,

A black rectangular box used to redact the signature of the sender.

ANNEX 2

[REDACTED]

From: [REDACTED]
Sent: 16 August 2026 21:27
To: LicensingUnit
Subject: licensing representation form for interested person/body
Attachments: cannock chase appeal p 2.pdf; 2026-08-16_211624 p5.pdf; Document_2026-08-16_211505 p4.pdf; cannock chase appeal.pdf; cannock chase appeal p 3.pdf

Follow Up Flag: Follow up
Flag Status: Completed

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

Please find enclosed a 5 page representation form, please could you also acknowledge you have received it please

Yours faithfully
[REDACTED]

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13/08/2026, 21:58

The Licensing Act 2003 Representation Form for 'Interested Person/Body' | Cannock Chase District Council - Citizen

The Licensing Act 2003 Representation Form for 'Interested Person/Body'

[Back](#)

Please check your responses below to ensure they are accurate before continuing with this form.

Premises details	
Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	
Address line 1	Lady Hill,
Address line 2	birches valley
Town	RUGELEY
Postcode	ws152uq

[← Update details](#)

Name of body you represent	A person living in the vicinity of the Premises
----------------------------	---

13/08/2026, 21:58

The Licensing Act 2003 Representation Form for 'Interested Person/Body' | Cannock Chase District Council - Citizen

[← Update details](#)

Licensing Objectives	
Objectives	Public Safety, Prevention of Public Nuisance
Public safety	I am writing to formally register my concerns regarding the proposed alcohol licence for the forest area, specifically the requested hours of 15:30 to 22:55 for four months of the year. My primary concern is the significant negative impact this commercial activity will have on public safety, particularly for vulnerable users such as lone women walking dogs or cycling in the area. Forest paths are isolated, inherently unlit, and lack the natural surveillance found in urban spaces. Introducing alcohol consumption into this environment creates distinct safety risks: Increased Vulnerability: Lone women frequently use these trails during late afternoon and evening hours. Introducing individuals under the influence of alcohol into a secluded landscape significantly increases the risk of harassment, anti-social behaviour, and physical confrontation. Compromised Escape Routes: Forest tracks offer limited exit points. A cyclist or pedestrian confronted by intoxicated individuals may find themselves

13/08/2026, 21:58

The Licensing Act 2003 Representation Form for 'Interested Person/Body' | Cannock Chase District Council - Citizen

	cornered or forced off-trail into dangerous, unfamiliar terrain. Impaired Emergency Response: The dense, off-road nature of the forest makes it exceptionally difficult for emergency services to locate or reach someone in distress quickly. Diminished Natural Sanctuary: Forcing local residents to navigate groups drinking alcohol destroys the sense of security required to safely exercise and recreate alone. The late closing time of 22:55 means patrons will be leaving the area in total darkness, further elevating the potential for accidents, confrontation, and distress to regular trail users. I strongly urge the committee to consider the unique geography of this site and prioritize the safety of solo female recreational users by refusing this licence.
Prevent public nuisance	as a local resident to formally register my objection to the current time-limited alcohol licence application for the site mentioned above. The applicant is seeking permission to sell alcohol for four months of the year. but may also want to add more avents , I strongly believe that granting this licence will directly cause a severe public nuisance and negatively impact on the daily lives of local village residents. My specific concerns regarding public nuisance are

13/08/2026, 21:58

The Licensing Act 2003 Representation Form for 'Interested Person/Body' | Cannock Chase District Council - Citizen

detailed below:

Unacceptable Noise Pollution: The sale of alcohol over a continuous four-month period will inevitably lead to loud outdoor chatter, shouting, and amplified music of which we already have to endure in the month of June. In a quiet village setting, sound travels exceptionally well, disrupting the peace of nearby households, interrupting sleep, and preventing residents from enjoying their own gardens. **Anti-Social Behaviour:** Alcohol consumption frequently correlates with an increase in anti-social behaviour. Our village lacks the heavy policing or private security infrastructure found in larger towns to manage the fallout of intoxicated patrons leaving the premises late at night. **Littering and Environmental Damage:** Events of this duration generate significant waste. Residents will likely face an influx of discarded bottles, cans, glasses, and food packaging left in public spaces, hedgerows, and private properties, creating an eyesore and attracting vermin. **Light Pollution:** Operating an alcohol-led venture into the evening hours requires extensive artificial lighting. This will destroy the dark-sky character of our rural village and disturb local wildlife and residents whose bedrooms face the site. The cumulative effect of

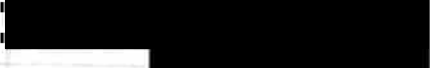
ANNEX 2

13/08/2026, 21:58

The Licensing Act 2003 Representation Form for 'Interested Person/Body' | Cannock Chase District Council - Citizen

these issues constitutes a major public nuisance. It threatens to significantly lower the quality of life for the people who live here permanently. Our village infrastructure is simply not equipped to absorb the disruption that a four-month alcohol licence would bring. I kindly urge the licensing committee to protect the well-being of the local community and refuse this application.

< Update details

I understand that my representation including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.	Yes
Print name	
Signed	
Date	2026-08-13 

< Update details

Submit

From: [REDACTED]
Sent: 17 August 2026 10:08
To: LicensingUnit
Subject: Formal Objections – Premises Licence and Proposed Illuminated Winter Trail, Birches Valley

Follow Up Flag: Follow up
Flag Status: Flagged

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PLEASE NOTE: This email is from an infrequent correspondent.

Dear Sir/Madam,

FORMAL OBJECTIONS – PROPOSED PREMISES LICENCE AND ILLUMINATED WINTER TRAIL, BIRCHES VALLEY, RUGELEY

I am writing to formally object to both the proposed **permanent premises licence for Cannock Chase Forest Centre, Birches Valley**, and the proposed **Illuminated Winter Trail**.

I live only a few doors from the Forestry England entrance and therefore experience the impact of visitors and events at Birches Valley directly. Local residents have also experienced significant disruption associated with previous events at the site.

I appreciate that the premises licence and the planning application are separate matters and are considered under different legislation. I have therefore set out my objections under the relevant headings below.

PART 1 – OBJECTION TO THE PERMANENT PREMISES LICENCE

I understand that the premises licence application seeks permission for:

- Supply of alcohol – every day, 15:30–22:55
- Provision of films – every day, 15:30–23:00
- Provision of music – every day, 15:30–23:00
- Extended opening hours – every day, 07:30–23:00

My objections to the premises licence relate specifically to the four licensing objectives.

Prevention of crime and disorder

ANNEX 2

I am concerned about the consequences of permitting the sale of alcohol at the Forest Centre until 22:55 on a permanent, year-round basis.

Birches Valley is a rural location with limited public transport options and surrounding roads which are not comparable with those serving a conventional town-centre licensed premises.

The combination of alcohol sales and late opening creates foreseeable concerns regarding:

- alcohol-related anti-social behaviour;
- disorder associated with intoxicated visitors;
- inappropriate behaviour affecting other visitors and local residents;
- individuals leaving the premises after consuming alcohol;
- the potential for people to drive after drinking; and
- the additional demands that incidents could place on police and emergency services.

I am not suggesting that these incidents will necessarily occur. My concern is whether the applicant has demonstrated that the premises can be operated in a way that adequately prevents and manages these foreseeable risks.

I would therefore ask the Licensing Authority to carefully consider the proposed staffing, management, security, CCTV, incident management and procedures for dealing with intoxicated or disorderly customers.

Public safety

The rural location of the Forest Centre presents particular challenges for public safety.

Extending the site's opening hours to 23:00 every day would result in increased numbers of people travelling to and from the premises during hours of darkness.

I am concerned about:

- increased pedestrian and vehicle movements after dark;
- interaction between pedestrians and vehicles;
- congestion during busy periods;
- vehicles stopping or parking in unsuitable locations;
- obstruction of residential access;
- emergency vehicle access;
- visitors leaving the site on foot in a rural environment; and
- the ability to safely manage people arriving and leaving at the same time.

There are already occasions when visitors to Birches Valley stop or park in ways which obstruct residential driveways. The proposed permanent extension of opening hours could increase the frequency of these problems.

Prevention of public nuisance

This is a particular concern given the proximity of residential properties to the site.

The proposed licence would permit opening until 23:00 every day, with music and films permitted until 23:00 and alcohol until 22:55.

ANNEX 2

This would make late-evening commercial activity a permanent possibility rather than an occasional exception.

My concern is not simply about noise from a particular event. It is the cumulative effect of people arriving, congregating and leaving the premises, together with associated vehicle movements and activity, potentially throughout the year.

This is particularly relevant because residential properties are located immediately adjacent to the access arrangements.

Existing visitor behaviour already includes people stopping and obstructing residential driveways. Increased evening activity could exacerbate this problem.

I therefore ask the Licensing Authority to consider the potential for:

- late-evening vehicle movements;
- traffic congestion and queuing;
- people congregating outside the premises;
- vehicle engines, doors and other activity associated with departures;
- inappropriate parking or stopping;
- obstruction of residential access; and
- litter and waste associated with increased visitor numbers.

Protection of children from harm

The Forest Centre is a family-oriented visitor destination, and children and families use the wider facilities at Birches Valley.

The proposed permanent availability of alcohol until 22:55 raises questions about how the premises will ensure that children remain protected from the potential consequences of alcohol consumption and inappropriate behaviour.

I would ask the Licensing Authority to establish what measures will be in place to:

- prevent the sale of alcohol to underage persons;
- prevent adults purchasing alcohol on behalf of children;
- manage intoxicated customers;
- deal with inappropriate behaviour in the presence of children; and
- ensure that children and families can continue to use the premises safely.

Previous experience at Birches Valley

Local residents have already experienced significant disruption associated with previous events at Birches Valley.

In my own experience, this has included traffic problems, inappropriate stopping and parking and disruption to residential access.

These experiences are relevant when considering whether the proposed management arrangements are likely to work effectively in practice.

ANNEX 2

I therefore ask the Licensing Authority to consider the applicant's ability to manage increased visitor numbers and whether sufficient measures are proposed to prevent similar problems occurring under a permanent licence.

Licensing conclusion

I recognise that Forestry England has a role in providing recreational opportunities at Cannock Chase Forest. However, I am concerned that granting a permanent premises licence allowing alcohol until 22:55, music and films until 23:00 and opening hours until 23:00 every day would significantly increase the potential for late-evening activity at Birches Valley.

Given the rural location, proximity of residential properties, existing traffic and parking problems and the potential for large numbers of visitors to arrive and leave after dark, I do not believe the application has demonstrated that the four licensing objectives can be adequately protected.

I therefore respectfully ask the Licensing Authority to **refuse the premises licence as submitted**, or, if it is minded to grant a licence, to impose robust and proportionate conditions addressing these concerns.

PART 2 – OBJECTION TO THE PROPOSED ILLUMINATED WINTER TRAIL

I also wish to formally object to the proposed Illuminated Winter Trail at Birches Valley.

My concerns regarding the planning proposal relate to its **scale, duration, traffic implications, residential impact, ecological consequences and cumulative effect on the surrounding area**.

Scale of the proposal

The proposed trail has a maximum capacity of **3,400 visitors per night**.

The proposed operating schedule is:

- **23–30 October 2026:** seven evenings per week;
- **1–30 November 2026:** five evenings per week, with Tuesday and Wednesday closed;
- **1–30 December 2026:** seven evenings per week;
- **1–3 January 2027:** Friday, Saturday and Sunday;
- **Potential extension: 4–24 January 2027,** with Tuesday and Wednesday closed.

This is not an occasional event taking place over a small number of evenings. It represents a substantial additional use of the site over several months.

Traffic and highway safety

We understand that the organisers anticipate **up to 50 vehicles arriving and up to 50 vehicles leaving within a 15-minute period during busy periods**.

ANNEX 2

We recognise that these are peak figures rather than a continuous traffic flow. However, this represents the potential for **up to 100 vehicle movements within 15 minutes** at peak times.

This is a significant concentration of traffic for the surrounding rural road network.

I am concerned about:

- congestion and queues;
- vehicles waiting or stopping on the public highway;
- inappropriate parking;
- vehicles turning around or seeking alternative routes;
- obstruction of residential driveways;
- risks to pedestrians, cyclists and other road users; and
- potential difficulties for emergency vehicles.

Given the maximum proposed capacity of 3,400 people per night, I ask the Council to establish how the stated vehicle figures have been calculated, including expected vehicle occupancy and the proportion of visitors expected to arrive by car.

Existing problems with residential access

There are already occasions when visitors to Birches Valley stop or park in ways which obstruct residential driveways.

This is particularly important because the proposed event exit shares the access arrangement with a neighbouring residential property.

The exit road would run parallel to this home, creating the potential for a high volume of vehicles to pass immediately alongside the property during peak departure periods.

I ask the Council to require clear and enforceable arrangements to ensure that the neighbouring property remains accessible at all times and that visitors cannot use residential access points for dropping off, waiting or turning.

Evening activity and residential amenity

I understand that Forestry England has stated that there will be **no light or noise spill from the actual show**.

My objection is therefore not based on light or noise escaping from the event itself.

My concern is the activity generated by the large number of visitors and vehicles.

Although the final event pulse is scheduled for 20:00, the site is not expected to be clear until **22:30**.

The impact on neighbouring properties therefore cannot simply be assessed on the basis that the event finishes at 20:00.

Vehicle movements, departures and associated activity could continue until considerably later, and this would occur repeatedly over several months.

Construction and dismantling

ANNEX 2

The full duration of the proposal should also be considered.

The stated programme includes:

- **Build:** 28 September–21 October 2026;
- **Preview:** 22 October 2026;
- **Public operation:** from 23 October 2026;
- **Potential extension:** until 24 January 2027;
- **Dismantling:** 4–10 January 2027, or potentially 25–31 January 2027 if the extension takes place.

The Council should therefore consider the impact of the entire operation, including construction, the event itself and dismantling, rather than considering only the individual evenings on which visitors attend.

Wildlife and the wider ecological area

I have particular concerns regarding wildlife.

I understand that Forestry England has undertaken an assessment using its own animal specialists. However, I believe the ecological impact should be considered beyond the immediate event site.

Wildlife does not recognise the boundary of Forestry England's land.

There are groups of deer in the surrounding area which regularly cross the roads during the evening. There is also significant other wildlife in the surrounding woodland and neighbouring areas.

The proposed increase in evening vehicle movements creates a potential additional risk of vehicle collisions with deer and other wildlife.

Increased traffic and headlights may also disturb wildlife using established movement routes through the wider area.

I therefore ask the Council to consider:

- deer crossing points;
- wildlife movement routes;
- the risk of wildlife/vehicle collisions;
- nocturnal wildlife;
- wildlife corridors and habitat connectivity;
- the effect of increased vehicle movements after dark; and
- impacts beyond the boundary of the event site.

I would also ask the Council to satisfy itself that the ecological assessment has properly considered these wider impacts and, where appropriate, seeks independent ecological advice.

Cannock Chase National Landscape

Birches Valley is located within the highly valued Cannock Chase landscape.

Cannock Chase is a **National Landscape**, recognised for its landscape character, scenic beauty, wildlife, recreational value and tranquillity.

ANNEX 2

The proposal would introduce a large-scale evening attraction, potentially accommodating up to 3,400 visitors per night, together with substantial additional vehicle movements over several months.

I am concerned that this represents a significant change to the normal character and intensity of use of this part of Cannock Chase.

The Council should carefully consider whether the scale, duration and intensity of the proposal are compatible with the special qualities of the National Landscape and whether the cumulative effects on the area have been adequately assessed.

Cumulative impact

I ask that the proposal is not considered in isolation.

Birches Valley already accommodates normal visitor traffic, recreational activities and organised events.

Residents have already experienced problems associated with visitor numbers and previous events, including traffic, parking and access issues.

The additional traffic and activity associated with the Winter Trail therefore needs to be considered **cumulatively with the existing use of the site.**

The fact that problems already occur with vehicles stopping and obstructing residential access is particularly relevant when assessing whether the existing infrastructure can accommodate the proposed increase in visitors.

Public rights of way

I also ask the Council to consider whether the operation of the event will affect public rights of way or established routes used by local residents, walkers and dog walkers.

If routes are restricted or redirected during the event, alternative routes should be safe, suitable and adequately managed, particularly during hours of darkness.

Any temporary restrictions should be clearly identified and their impact on local users properly assessed.

Information and assessment requested

Before determining the planning application, I respectfully ask the Council to ensure that sufficient information is available to assess:

- maximum and expected attendance;
- the basis for the traffic estimates;
- vehicle occupancy assumptions;
- peak arrival and departure periods;
- parking capacity;
- drop-off and taxi arrangements;
- arrangements to protect residential driveways;
- traffic and queue management;

- emergency access;
- the full construction and dismantling arrangements;
- impacts on wildlife beyond the event boundary;
- deer movement and crossing points;
- impacts on public rights of way;
- cumulative impacts with existing activities at Birches Valley; and
- the effect on the special qualities and tranquillity of Cannock Chase National Landscape.

Overall conclusion

I am not opposed to Forestry England providing recreational activities for visitors. My objection is specifically to the **scale, frequency, duration and location of these proposals** and the additional pressure they would place on the surrounding roads, neighbouring residents and the wider natural environment.

The proposed permanent premises licence would allow a significant expansion of late-evening commercial activity at Birches Valley, including alcohol until 22:55 and music and films until 23:00 every day.

The proposed Winter Trail would then introduce a further substantial evening attraction with a potential capacity of **3,400 visitors per night**, peak periods of **up to 50 vehicles arriving and 50 leaving within 15 minutes**, and regular operation from October through January.

Taken together with the normal use of the site and previous events, I believe the cumulative impact on the local community and the surrounding environment requires particularly careful consideration.

I am especially concerned about the impact on the residential property alongside the proposed exit, where problems with visitors obstructing access already occur.

I am also concerned that the ecological assessment needs to look beyond the event boundary and properly consider deer and other wildlife moving through the surrounding area, as well as the increased risk associated with additional evening traffic.

Given the sensitivity of the location within Cannock Chase National Landscape, I respectfully ask the relevant authorities to **refuse the premises licence as submitted and refuse the planning application for the Illuminated Winter Trail unless robust evidence demonstrates that the highway, residential, public safety, ecological and landscape impacts can be satisfactorily addressed.**

Please treat this email as my formal objection to **both the premises licence application and the proposed Illuminated Winter Trail**, and ensure that my objections are recorded against the relevant applications.

Yours faithfully,

[Redacted signature block]



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		
Name of Premises about which you are making a representation	Forestry England	
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

I am extremely concerned about the application on many fronts. The first is the serving of alcohol for such a extended period of time and having witnessing first hand so many intoxicated people exiting the recent music concerts I am very fearful that a repetition of such appalling anti-social behaviour will once again be inflicted on local residents. The scale of the event with an estimated 3000+ visitors per day and insufficient parking spaces available on site will once again result in inconsiderate and dangerous parking in the local vicinity. As the cost of parking is an additional fee, as per for the concerts, this will once again result in people being picked up and dropped off adding to the traffic mayhem I have seen recently with the concerts. My concern is also that some drivers maybe intoxicated put them and others at risk.

The Prevention of Public Nuisance

This is an area of outstanding natural beauty. These proposals are not consistent with the statutory duties, which are there to conserve wildlife, create a calm and quiet space for people to enjoy and to protect the environment. I cannot see how this proposal supports any of these. I have personally witnessed drunk people having a fight which was pretty intimidating especially when children were in the vicinity and witnessed to whole event. There was also a huge disturbance from the noise of people exiting the venue which was loud and rowdy which had a negative impact on the wellbeing of residents.

ANNEX 2

Public Safety

I have already highlighted my concern over the increased traffic, leading to irresponsible/inconsiderate parking in a very small village. In addition there is an increased risk of a collision with pedestrians exiting in the dark and to wildlife. I am also concerned that such increased traffic volume resulting in the potential for emergency services being unable to reach there destination in a timely fashion.

Protection of Children from Harm

It is very likely there will be a large percentage of the expected numbers visiting to be children. After experiencing the violence that took place from the music concerts the selling of alcohol obviously is a huge concern and a worrying thought moving forward.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	17/08/2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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David



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley Rugeley

Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
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Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

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The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

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Protection of Children from Harm

All the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bedtimes. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

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Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
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Post Code		
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ANNEX 2

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The Licensing Act 2003

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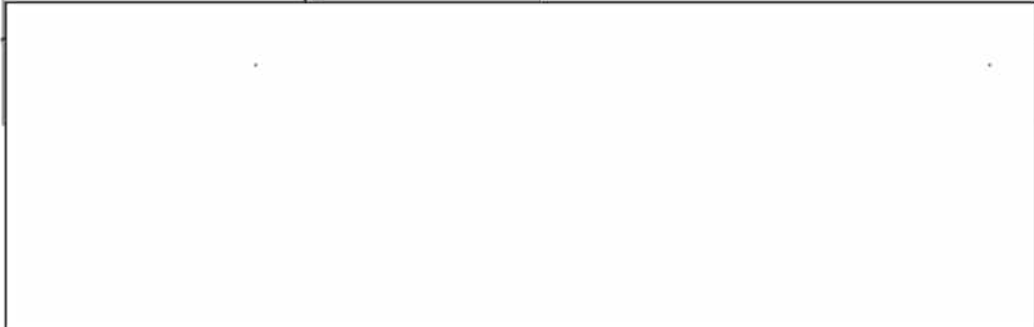
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Print Name	
Signed	
	

Dear Licensing Authority,

Re: Objection to Application for Premises Licence under Section 17 of the Licensing Act 2003 by Forestry England for Cannock Chase Forest Birches Valley Rugeley WS15 2UQ

I write on behalf of myself of [REDACTED] to formally set out representations in objection to the application for a premises licence made under section 17 of the Licensing Act 2003 in respect of the premises known as **Cannock Chase Forest Birches Valley Rugeley WS15 2UQ** ("the Premises"). This letter constitutes relevant representations for the purposes of section 18(6) of the Act and is submitted within the applicable consultation period.

I am an interested party with a direct interest in the outcome of this application, being a person who lives in the vicinity of the Premises and am therefore entitled to make representations in accordance with the statutory framework.

Under section 18(2) of the Licensing Act 2003, the relevant licensing authority is ordinarily required to grant a premises licence in accordance with the application, subject only to conditions consistent with the operating schedule and any mandatory conditions. However, where relevant representations are made, section 18(3) requires the authority to hold a hearing to consider those representations and, having regard to them, to take such steps as it considers appropriate for the promotion of the licensing objectives. Those steps include granting the licence subject to modified conditions, excluding licensable activities from the scope of the licence, or rejecting the application outright.

My representations are directed at the likely effect of the grant of this premises licence on the promotion of the licensing objectives as set out in section 4 of the Act, namely the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. It is my position that the grant of this licence, in the terms applied for, would have an adverse effect on one or more of those objectives for the reasons set out below.

In respect of the prevention of crime and disorder, the proposed hours of operation are extensive and the nature of the licensable activities (alcohol provision, films and music) and the location of the Premises in proximity to other licensed premises (The Horns Pub and The Chase Pub) will mean that routinely those of us who live in the village will be forced to endure large numbers of participants in the event walking through the village both during the day from apparently 7.30am until after 11pm at night, making excessive noise and littering, parking illegally and urinating in public places. We already experience this when the Forestry Commission run the event of Forest Live (which is limited to taking place over the course of a few days- usually 5 but with a longer period of build up whilst the stage is constructed). We frequently have people urinating against our back fence and are aware that our neighbours have seen people urinating opposite their houses on the route they take through the village to go home. The length of time the event is proposed for is far too lengthy and will interfere with our quiet enjoyment of our homes.

In respect of the prevention of public nuisance, we are concerned about noise disturbance to ourselves and neighbouring residents, increased foot traffic and associated anti-social behaviour, or the impact of late-night operations on the surrounding area. There are no litter bins on the chase only two actual bins in the village which are already used and filled weekly with ordinary residents use. Already we are plagued by weekend day time visitors who leave litter everywhere- I see increased evidence of litter every weekend when I walk my dog on the chase

ANNEX 2

and given the volume of people intended to use this planned licence far exceeds current use would expect this to grow exponentially. I appreciate that the Forestry Commission do litter pick each weekday morning but they do not litter pick on the outskirts of the woods where I walk. I am also led to understand that the Forest will be blocked off preventing usual dog walking and biking and hiking walking routes which will cause me a personal nuisance and interfere with my daily use. I am 46 years old, my maternal grandparents and my mother have all used the chase for dog walking, biking and hiking throughout our lifetimes and have no special agreement, licence or arrangement to do so- Nec vi nec clam nec precario "not by force, nor stealth, nor the license of the owner". It is a foundational concept in property law used to define open, peaceful, and independent use of land. I have a right as do other users not to be prevented from exercising a right of access I have exercised my whole life acquired by long use/ prescription in free use of the chase without being limited by access being blocked. The only time I have ever known the access be blocked was during Covid when people were discouraged for public safety. I do not agree to the blocking of routes which I currently use twice a day to walk my dog. Nor do I agree that my access should be limited or blocked over many months – I use the chase every day even in winter to walk my working spaniel and rely on the opportunity to freely change course to avoid other dog walkers and horse riders and people so we may all each enjoy the freedom of the space the Chase allows- blocking or restricting access will be a denial of this freedom.

In respect of public safety, there are in my view inadequate arrangements for crowd management, insufficient fire safety measures given the summer chaos we have seen with constant fires being started. People park in my road despite traffic cones being placed and I rarely see Forestry commission staff patrolling other than the litter picking on some but not all mornings- but they do this only in the Forest and not in the village so we are left to deal with the rubbish- weekend visitors have been leaving soiled nappies after changing a child due to no bins being available. The heritage trail is poorly lit and recently a jogger was mugged on the trail.

In respect of the protection of children from harm the proximity of the Premises to the Hart school or youth Leisure facilities on the chase- the mountain bike trails and the play park, the absence of adequate age verification measures in the operating schedule, or the nature of the entertainment proposed cause me to have concern that further anti social behaviour will occur. I am a local authority foster carer and my long term foster child uses the chase daily for mountain biking with his friends- his ease of access will be inhibited and prevent his free use which in turn will impact his mental health and quiet enjoyment of facilities he has personally used for over 4 years.

It is noted that the licensing authority has the power, following a hearing, to grant the licence subject to conditions modified to such extent as it considers appropriate for the promotion of the licensing objectives, to exclude certain licensable activities from the scope of the licence, or to reject the application in its entirety. I respectfully submits that, in the circumstances, the concerns identified above cannot adequately be addressed by the imposition of conditions alone, and that the application should be refused. In the alternative, should the authority be minded to grant the licence, I requests that the authority give careful consideration to imposing robust conditions addressing each of the concerns raised herein. Specifically limiting the period of the licence to a less burdensome period such as a one week only period not months on end and not from 7.30am till 11pm. We go to bed before this and our sleep will be disturbed if entertainment goes on till 22.55pm people will be walking past well in the night.

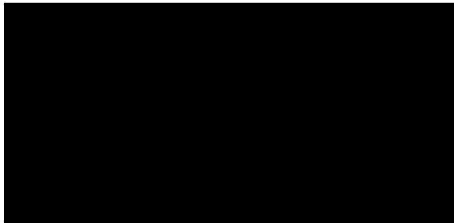
ANNEX 2

In addition I am of the view that this is a money making exercise with little regard for the people who live near the Chase- we had a Christmas event with small huts and food and this was poorly attended- but operated on a very limited basis and has not been repeated. There is also already nearby provision at Beacon Park Shughborough and National Arboretum so we do not need this in our area.

I reserve the right to attend and make oral representations at any hearing convened by the licensing committee to consider this application. We would be grateful if you could confirm receipt of these representations and provide details of the date, time, and venue of any hearing in due course.

Please do not hesitate to contact me should you require any further information in support of these representations.

Yours faithfully,





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ANNEX 2

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The events are planned to run for up to 7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. In my view allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. Already cars park on the pavement to avoid paying the Forestry parking charges leaving no choice but for people, buggies and dogs having to walk on what is now becoming a busy road. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

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Print Name	
Signed	
Date	17.8.26

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

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Name of body you represent (please tick one): <table style="width: 100%; margin-top: 10px;"> <tr> <td>1. A person living in the vicinity of the Premises</td> <td style="text-align: right;">☒</td> </tr> <tr> <td>2. A body representing persons who live in the vicinity of the Premises</td> <td style="text-align: right;">☐</td> </tr> <tr> <td>3. A person involved in a business in the vicinity of the Premises</td> <td style="text-align: right;">☐</td> </tr> <tr> <td>4. A body representing persons involved in businesses in the vicinity of the Premises</td> <td style="text-align: right;">☐</td> </tr> </table>		1. A person living in the vicinity of the Premises	☒	2. A body representing persons who live in the vicinity of the Premises	☐	3. A person involved in a business in the vicinity of the Premises	☐	4. A body representing persons involved in businesses in the vicinity of the Premises	☐
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The Licensing Act 2003 Representation form for 'Interested Person/Body'

Your Name/ Company Name	
Full Postal Address	
Post Code	
Telephone number	
Email address	

Name of premises you are making a representation about	Forestry England
Address of premises you are making a representation about	Birches Valley Visitor Centre is Birches Valley, Rugeley, Staffordshire, WS15 2UQ.
Name of body you represent (please tick one)	
1. A person living in the vicinity of the Premises	☒ ☐
2. A body representing persons who live in the vicinity of the Premises	☐
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The Prevention of Crime and Disorder

Having attended some of the concerts at this site and spoken to the security staff working there this year there has been a marked increase in disorder and anti-social behavior on the site which they told me was due to the amount of alcohol that was being sold at the venue.

I saw many fights break out during the concert nights and lots of the staff being verbally abused within the concert setting which is within the same site proposed for this event they are asking for this license for. So on that past factual information a further license should not be granted.

This license should not be granted, especially as it doesn't have a time period for elapse, as this could result in the same fore mentioned behavior being replicated.

This could result in a lot of disorder at the site at anytime of the day as it states proposed opening hours 7.30 – 23.00.

The Prevention of Public Nuisance

Light pollution,

would definitely be a public nuisance. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these.

Litter

The amount of litter that was left within the forest after the concert this year was awful an event of this length of time would definitely mean a whole host of unwanted litter being left by inconsiderate guests

Noise

We can clearly hear the concerts very loudly but they are one week a year so accept that they are good for the venue to raise funds to keep it accessible the rest of the year. I believe that 4 months of music and the visitor numbers each night for the proposed illumination trial would become a significant noise nuisance with no respite due to it running every night of the week.

It should definitely not be granted on the proposed film, recorded music being everyday 15.30 – 23.00 hrs.

How are we expected to sleep each night if the music is everyday till 11pm.

This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous.

What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. Believe me they are not quiet, especially when leaving the premises late at night especially when they are drunk I was verbally abused on numerous occasion when I ask politely that my drive was not blocked by someone's car because I needed to go out during the concert, but these proposals present a further heightened and unprecedented level of danger and challenge for a period of months.

ANNEX 2

Noxious smells/pollution

This is a AONB area where pollution should be low, this level of planned car access every night would increase the level of pollution to an unacceptable level. This cannot be good for public or the wildlife's health.

Public Safety

The village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic.

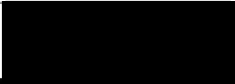
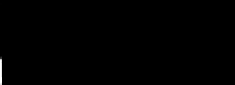
Protection of Children from Harm

The target audience for this events is families and they will be travelling to the venue in cars. Although it will not be everyone, by serving alcohol you are encouraging parent to have a drink ,then drive their children home. How can this be a good idea ?

Also it will be Winter as we know the amount of Deer killed within the roads that access this venue is really not acceptable as it is.

Although one drink is within the legal limit its been shown to distract a person attention and to drive at night from this venue, in the dark and wintry conditions would definitely put the children in the car a significant risk of being involved in a crash with a Deer.

You need your full wits about you to avoid them, I know living here how you need to be fully aware that they can jump out at you without warning.

Print Name	
Signed	
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[REDACTED]

From: [REDACTED]
Sent: 17 August 2026 22:08
To: LicensingUnit
Subject: Proposed light trail application

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Sir/Madam

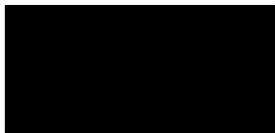
I would like to object to the proposal by Ms Sarah Taylor for there to be a light trail running through Birches Valley, Cannock Chase, for the months of October, November, December 2026 and January 2027.

I base my objection in a few areas:

There is a greater likelihood than ever of there being public disorder simply because of the length of time alcohol will be available, and the numbers likely to access it, and then require transportation. Like the Summer concerts, but on a sustained 3 month scale, the village will have it's daily routine ruined by countless visitors, who will park anywhere to avoid official payed sites. And there is unlikely to be any policing, again, as per Summer concerts.

We live off Post Office Lane and witnessed (and reported) numerous examples of disorder and public nuisance, with attendees being collected at all points west, again with no supervision. Cars parked all along PostOffice Lane, regardless of rules laid down, but not enforced by the FC. Locals known to me were threatened and had their gardens abused. This was reported to the FC

Our countryside, an AONB, is being severely compromised, as is the natural wildlife, in the name of a fast buck (excuse the pun). Wildlife will suffer because of disturbance, as will us villagers!



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ANNEX 2

Public Safety

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	
Signed	
Date	18/8/2026

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley

Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area outside of these days and times. The local residents witnessed a fight in one of the streets adjacent to the event walking egress. Alcohol can fuel such events and cannot be policed effectively in a small village. Parking and access restriction have been in place at every concert in the past and all parking should take place at the event. However, local residents have experienced abuse when challenging irresponsible parking. We want to avoid local residents being threatened for pointing out the error of the visitors' ways. Alcohol lifts inhibitions with a significant rise in noise levels at late hours causing a nuisance in the neighborhood. Slitting Mill is a small village with the events proposed being adjacent to the village. It is therefore my view that the selling of alcohol will fuel disorderly conduct, anti-social disorder and public order offences.

The Prevention of Public Nuisance

With the proposal to charge for parking at the events, parking charges can encourage avoidance and parking illegally and blocking the local streets. This type of behavior has been witnessed and experienced at the recent concerts. Parking on local roads or visitors electing to walk to the events can lead to a public nuisance and annoyance of the local residents. Visitors can also elect to use public transport to access and egress the events. This can lead to vehicles idling in the local roads increasing pollution and harm to local residents. Included is the risk of increased noise pollution levels fueled by alcohol, disturbing the local residents.

In addition, light and noise pollution will have an impact on the village residents and wildlife in an AONB. These factors create an absolute public nuisance made worse by adding alcohol into the equation.

The addition of alcohol will only give rise to a predictable public nuisance with the site being adjacent to the village with ingress and egress through the village.

ANNEX 2

Public Safety

The events proposed encroach on a small village with narrow roads surrounding it. The predicted numbers of visitors will cause a significant increase in traffic irrespective of any designated routes designed to direct traffic away from the village. Traffic speeding and parking are already issues of public safety in the village and the addition of 1000's of visitors 5 – 7 days a week and until 22.30 can only escalate these issues. Add alcohol into the mix and you have a disaster waiting to happen. It will only be a matter of time before there is a serious incident caused by the rapid increase in traffic with the addition of alcohol. The risk to public safety, residents and visitors alike is an unfortunate prediction.

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

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Print Name	[REDACTED]
Signed	[REDACTED]
Date	18/08/2026

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley Rugeley Staffordshire WS15 2UQ
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
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Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

1. Prevention of Crime and Disorder

Key Objections

- Zenith Asset Management is concerned that the combination of alcohol sales and a substantial increase in visitor numbers may place additional pressure on local infrastructure and increase the likelihood of antisocial behaviour both within the venue and in surrounding areas.
- The area already experiences parking disputes, inconsiderate parking and incidents of verbal abuse towards residents during periods of high visitor activity. There is concern that a significant increase in evening footfall may exacerbate these existing issues.
- The application does not appear to clearly demonstrate how incidents arising from alcohol consumption, visitor dispersal, parking disputes or congregation in surrounding areas will be effectively managed.
- We would welcome further detail regarding proposed security resources, CCTV coverage, incident recording procedures, staff training and liaison arrangements with local authorities and ALL emergency services.
 - Police dealing with antisocial behaviour
 - Fire dealing with the prevention of people starting forest fires through innocently dropping burning cigarettes.
 - Ambulance: to deal with the potential risks of road traffic accidents and casualties.
- Given the scale and frequency of the proposed operation, it is important that robust measures are in place to ensure that local communities and businesses do not experience an unacceptable increase in disorder-related issues.

2. Public Safety

Key Objections

- Zenith Asset Management's principal concern relates to public safety and the ability of the local road network to safely accommodate the anticipated increase in vehicle and pedestrian movements.
- The surrounding road infrastructure was not designed to support sustained evening event traffic on the scale proposed. The potential for congestion, obstruction and unsafe vehicle movements therefore requires careful assessment.
- Increased visitor traffic will likely increase the risk of roads becoming obstructed, particularly at peak arrival and departure times.
- Particular concern exists regarding access for emergency vehicles. Any reduction in the ability of ambulance, fire or police services to access the area promptly could have serious consequences for residents, visitors and local businesses. Having been fearful of forest fires throughout the summer, we are aware of the importance of emergency vehicle access through the village and into the forest.
- Existing instances of pavement parking already create difficulties for pedestrians, wheelchair users and parents with pushchairs. Increased visitor demand is likely to worsen an existing safety issue and force vulnerable individuals closer to moving traffic.
- The area is regularly used by cyclists, horse riders, walkers, commuters and commercial road users. Higher traffic volumes will inevitably increase interactions between vehicles and vulnerable road users.
- The proposed events will operate during autumn and winter months, when darkness, rain, fog, snow and ice can significantly increase driving hazards. The combination of adverse weather, limited visibility and increased traffic volumes presents an additional safety concern.

ANNEX 2

- The surrounding roads are narrow, rural and largely unlit. We are not currently satisfied that sufficient evidence has been presented to demonstrate that the existing infrastructure can safely accommodate the proposed scale and frequency of activity.
- Further information should be provided regarding traffic management, parking management, taxi arrangements, visitor dispersal procedures and emergency access planning.
- Increased congestion may result in prolonged periods of stationary traffic, leading to additional vehicle emissions, air pollution and unnecessary engine idling within residential areas reducing the quality of air breathed impacting health.

3. Prevention of Public Nuisance

Key Objections

- The proposed operation represents a substantial intensification of activity within a predominantly rural environment and adjacent village community.
- Visitors are likely to arrive before advertised opening times and depart after the stated closing time, extending the overall impact beyond the hours specified within the application.
- We are concerned about the cumulative impact of vehicle movements, taxi activity, engine idling, car doors, conversations and general visitor dispersal late into the evening.
- The frequency of events, potentially operating on most evenings of the week, could result in a sustained level of disturbance that materially changes the character of the local area.
- Increased congestion may result in prolonged periods of stationary traffic, leading to additional vehicle emissions, air pollution and unnecessary engine idling within residential areas reducing the quality of air breathed impacting health.
- From a business perspective, recurring congestion may adversely affect local productivity through increased journey times, delays to employees, suppliers and service providers, and reduced efficiency of local transport networks.
- Additional traffic volumes may also result in increased noise pollution, reduced residential amenity and greater pressure on existing village infrastructure.
- Given the generally quiet nature of the surrounding area, even moderate increases in evening activity may have a disproportionate impact on nearby residents and businesses.

4. Protection of Children from Harm

Key Objections

- We are concerned that increased traffic volumes, congestion and inappropriate parking may create additional risks for children living in, visiting or travelling through the area.
- Children are particularly vulnerable where vehicles obstruct pavements, pedestrian routes and crossing points, potentially forcing families closer to moving traffic.
- The surrounding area is frequently used by families, cyclists and recreational visitors. Any increase in traffic density within an already constrained road network may elevate the risk of accidents involving children.
- The combination of large visitor numbers, alcohol sales, darkness and increased vehicle movements raises legitimate concerns regarding the safety of children attending events or travelling within the surrounding area.
- The application should clearly demonstrate that adequate safeguarding arrangements, lost-child procedures and family safety measures are in place and proportionate to the scale of the proposed operation.
- Consideration should also be given to the wider impacts of traffic congestion on school transport routes, family travel and general community safety.

Overall Corporate Position

Zenith Asset Management is concerned that the scale, frequency and duration of the proposed operation may place significant pressure on local infrastructure, create additional congestion, increase pollution and vehicle emissions, compromise public safety and adversely impact the amenity of residents and businesses.

In particular, we are concerned that a small rural village and its surrounding road network does not have the capacity to safely accommodate sustained evening activity involving substantial visitor numbers, alcohol sales and frequent event operations. This proposal would have a significantly negative impact on the area.

ANNEX 2

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Print Name	
Signed	
Date	17/08/2026

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Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley

Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
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Licensing Objectives

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Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

This licensing application refers to events planned to run for 5-7 days a week, until 22.30, with the sale of alcohol to 23.00 meaning visitors entering and exiting the area significantly outside these times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that some visitors will opt to get taxis or buses. Historically traffic accumulates in the middle of Slitting Mill, and the volume will also adversely affect traffic in Cannock and Rugeley town centres. These proposals will result in numbers of vehicles through the village and towns during rush hour, and well after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. Slitting Mill is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving manoeuvres, and driving or walking on unlit and narrow rural lanes. It is our view that the scale of the premises cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is my view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in a volume of entering and exiting traffic and people for which the roads were not built. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. Current levels of foul rubbish left in Slitting Mill by visiting public will only increase. This is an Area of Outstanding Natural Beauty, now designated National Landscapes, which brings additional responsibility to the applicants for public health and well-being. The area also has a Public Spaces Protection Order. These proposals are entirely contrary to these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for people to enjoy. It is my opinion that these proposals are in breach of statutory duties, as they include a sustained period of closure and restricted access to an area of the Chase close a residential area with public rights of way, and contrary to the CROW Act 2000.

The license granted earlier this year for eight concerts also included the right to show films. The current application extends those eight days to three hundred and sixty-five days, together with the provision of alcohol! It starts on 1st of October 2026, with no end date.

ANNEX 2

Public Safety

The plan is to charge for the designated parking. Some visitors will not want to pay for parking and will park illegally on nearby roads, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. The applicants do not marshal or control the nuisance in the vicinity, which their licenses require. They will not amend their ways for this new application. It is my view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, due to visitors to the forest and to the waterfalls below the Horns Pool and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lanes, without pavements. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which present danger to their life as well as that of drivers and passengers.

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It is being promoted as a family-friendly event, and alcohol has no place. It has been stated that a target audience is families travelling from inner cities and extended distances an hour or more from the event. The sale of alcohol on site will mean that many drivers, their families and other unrelated road users will be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. Similar problems will arise on the arrival, often during rush-hour. This will curtail their sleep and ability and readiness to function the following day especially weekdays. Upwards of 3000 visitors per night are expected – a good proportion of which will be children. Granting an alcohol licence for sales to drivers and parents would be in direct contradiction of protecting children travelling with them.

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Print Name	[REDACTED]
Signed	[REDACTED]
Date	18 th August 2026

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The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

ANNEX 2

Public Safety

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

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Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Cannock Chase District Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley
Name of body you represent (please tick one): 1. A person living in the vicinity of the Premises ☒ 2. A body representing persons who live in the vicinity of the Premises ☐ 3. A person involved in a business in the vicinity of the Premises ☐ 4. A body representing persons involved in businesses in the vicinity of the Premises ☐	

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

ANNEX 2

Public Safety

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Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	
Signed	
Date	18/08/2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
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Your Name / Company Name		
Full Postal Address		
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Name of Premises about which you are making a representation	Forestry England	
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

Licensing Objectives

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I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	18.8.2026

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Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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ANNEX 2

From: [REDACTED]
Sent: 18 August 2026 20:25
To: LicensingUnit
Subject: Forestry Application by Sarah Taylor/Forest Lighting

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

I am writing to raise concerns and to register my objections to the above proposed activities on the Cannock Chase Forestry site near to my home in Shooting Butts Road, Rugeley, WS15 2NE

I have many concerns and reasons why these events should not be allowed:

We (the local residents) already have to endure the Cannock Chase Concerts, which initially were for 2 nights each year but have now expanded to 5 with, I understand, plans for even more nights. They cause considerable noise and disruption to the residents of this area.

The traffic issue is a problem and causes congestion through some local residential areas. Some attendees at the concerts will not pay to park and therefore do not park in the designated car parks, they persist in blocking drive ways and parking along the grass verges, causing damage to said verges.

Litter is also a problem, and is thrown around the area. I have been assured by 'Forest Live' that litter would be collected following every event, but yet again, it may have been cleared from around the concert site and car parks but not from everywhere that is affected. Significant consideration is given to residents of Slitting Mill but there are many other residents who are affected i.e. the residents of Shooting Butts Road, Stonehouse Road, Stafford Brook Road and Chaseley Road who were again left to clear the debris left behind in their roads and gardens following the concerts.

We also now have to endure the nuisance from the 'pop up' camp site, which also appears to have expanded rapidly in both in size and the length of opening times (now from June to September) since planning permission was granted. This causes considerable noise and nuisance for local residents, with constant shouting, screaming and loud music sometimes into the early hours of the morning. It also presents a fire risk, as most visitors to the site use barbeque and naked flames to cook.

Cannock Chase is an area of outstanding **natural** beauty, **natural** being the key word, nothing in this proposal is natural. I find it difficult to believe that this proposal could even be considered due to the impact it would have on Cannock Chase and the wildlife that live within it. I thought Forestry England's aim was to preserve and protect the environment and its wildlife. The time of year proposed, October/November is an important time of year for the deer population - the rutting season. Road traffic accidents involving deer will undoubtedly increase dramatically and the increase in traffic could also cause accidents, injuries or even fatalities to road users, cyclists, horse riders, pedestrians and children.

The increase in traffic is problematic for the summer concerts which take place on the longest days of the year, with attendees arriving in daylight. Just imagine what the increase in traffic will be like on dark autumn and winter evenings for the proposed 'light shows'. I am not at all assured by the promise of a 'traffic management system' being in place, initially the 'traffic management system' for the concert traffic diverted traffic to use Penkridge Bank Road, which is a main road and avoided the use of the narrower residential lanes such as Stonehouse Road, Shooting Butts Road, Chaseley Road and Stafford Brook Road, but for the last two years all traffic has been diverted along Shooting Butts Road (which is a narrow lane barely wide enough for two cars and with no street lighting) I shudder to think what this increase in traffic will be like on dark nights.

A 'light event' has previously been held at Shugborough Hall, which is a far more appropriate and suitable venue, with access through non residential areas with ample parking which ensures attendees park in designated areas and causes no nuisance to anyone as it is within Shugborough Hall's grounds.

I am very concerned about the sale/supply of alcohol, everyday from 15:30 until 22:55 hours. An alcohol licence for an Area of Outstanding Natural Beauty does not support conservation or the protection of this area and is totally

ANNEX 2

unnecessary, it will encourage drink/driving on the areas roads, once again causing an increase in accidents. As most people will be attending the proposed events via car, in the interests of safety for everyone a licence to supply alcohol is both inappropriate and unsafe.

We are being encouraged by the government to save our local 'great British pubs', has consideration been given to our local pubs who are struggling to survive in these difficult times? Our local pub, The Horns in Slitting Mill, has a new proprietor who relies on visitors to Cannock Chase calling into his establishment for refreshments and meals following their walk on the Chase - what effect will this proposal have on the livelihood of his and other local businesses?

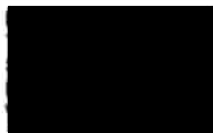
I sincerely hope that this application will be rejected, in the interests of preserving our very special Area Of Outstanding Natural Beauty - Cannock Chase.

Whoever suggested this proposal obviously is not a local resident and does not appreciate what a wonderful area of outstanding natural beauty we have. Please do not allow Cannock Chase to be ruined in this way.

I am also concerned that this proposal has been submitted at a time of year when the majority of residents are away on holiday due to their children's school holidays, I am also concerned by the lack of time in which to submit objections. The timing does not afford the residents currently on holiday time to raise their objections.

Please could you confirm receipt of this e mail?

Thank you



Telephone [REDACTED]

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[Report as bad/spam](#)
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From: websiteicm <noreply@staffordbc.gov.uk>
Sent: 18 August 2026 21:27
To: LicensingUnit
Subject: New Licensing Representation form submitted

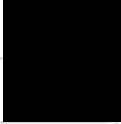
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 If in doubt contact the Service Desk

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Premises Licence Objections SBC

Case reference	1475-7918-8143-2975	
Title		
Forename		
Surname		
Mobile telephone Number		
Email address		
Contact address		
Address line 1		OAD
Town / City		
Postcode		
Country		
	100031646203	
Premises details		
Name of Premises about which you are making a representation	Forestry England	
Address of Premises about which you are making a representation		
Address line 1	Cannock Chase Forest	
Address line 2	BIRCHES VALLEY	
Address line 3	ETCHINGHILL	
Town	RUGELEY	
Postcode	WS15 2UQ	
Name of body you represent	A person living in the vicinity of the Premises	

ANNEX 2

Licensing Objectives	
Objectives	Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance, Protection of Children from Harm
Prevention of crime and disorder	The events are proposed to run 5-7 days a week until 22:30, with visitors arriving and leaving outside these hours. Charging for parking, alongside large-scale alcohol sales, is likely to increase reliance on taxis and buses, which historically congregate in the village centre. This would bring substantial additional vehicle and pedestrian traffic into the village before events and after 23:00. The resulting noise, disruption and congestion would be unprecedented and unsafe. The village already experiences regular bottlenecks, and increased traffic risks such as: vehicles mounting pavements, obstructing emergency access, parking disputes, neighbour-visitor altercations and unsafe manoeuvres. Increased use of narrow, unlit rural roads would inevitably increase the risk of blockages and accidents, directly impacting residents living near the site. Selling alcohol at this event increases this risk even further. I also consider the premises layout unsuitable for safe crowd management and insufficient to provide the CCTV coverage and security required for alcohol-led entertainment.
Public safety	Frequent late-running events, paid parking and alcohol sales would significantly increase traffic, taxis, illegal parking, noise and pedestrian activity in the village. It also raises concerns about congestion, obstruction of driveways and emergency access, parking-related altercations, dangerous driving on narrow unlit roads, and increased risks to both road users and wildlife.
Prevent public nuisance	Alcohol sales and high daily footfall would cause significant traffic, congestion, noise, antisocial behaviour and potential violence in the village, adversely affecting residents' wellbeing. It also raises concerns about light pollution and disturbance to wildlife, particularly given the site's protected environmental status and Public Spaces Protection Order. I consider the proposals incompatible with statutory duties to protect the environment, wildlife and public enjoyment of the area. I also object to prolonged closure and restricted access to public rights of way.
Protection of children from harm	Children would face increased risks from dangerous driving and road traffic accidents on dark, unlit roads. It also raises concerns that late opening hours and alcohol sales would expose families to prolonged late-night travel, potentially involving drivers who have consumed alcohol, while disrupting children's sleep, functioning, and school attendance, the following day.
I understand that my representation including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.	
Print name	
Signed	
Date	2026-08-18

The Licensing Act 2003 Representation form for 'Interested Person/Body'

Your Name/ Company Name		
Full Postal Address		
Post Code		
Telephone number		
Email address		

Name of premises you are making a representation about	Forestry England
Address of premises you are making a representation about	Birches Valley Visitor Centre is Birches Valley, Rugeley, Staffordshire, WS15 2UQ.
Name of body you represent (please tick one)	
1. A person living in the vicinity of the Premises	☒ ☐
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

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The Prevention of Crime and Disorder

Having attended some of the concerts at this site and spoken to the security staff working there this year there has been a marked increase in disorder and anti-social behavior on the site which they told me was due to the amount of alcohol that was being sold at the venue.

I saw many fights break out during the concert nights and lots of the staff being verbally abused within the concert setting which is within the same site proposed for this event they are asking for this license for. So on that past factual information a further license should not be granted.

This license should not be granted, especially as it doesn't have a time period for elapse, as this could result in the same fore mentioned behavior being replicated.
This could result in a lot of disorder at the site at anytime of the day as it states proposed opening hours 7.30 – 23.00.

The Prevention of Public Nuisance

Light pollution,

would definitely be a public nuisance. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these.

Litter

The amount of litter that was left within the forest after the concert this year was awful an event of this length of time would definitely mean a whole host of unwanted litter being left by inconsiderate guests

Noise

We can clearly hear the concerts very loudly but they are one week a year so accept that they are good for the venue to raise funds to keep it accessible the rest of the year. I believe that 4 months of music and the visitor numbers each night for the proposed illumination trial would become a significant noise nuisance with no respite due to it running every night of the week.

It should definitely not be granted on the proposed film, recorded music being everyday 15.30 – 23.00 hrs.

How are we expected to sleep each night if the music is everyday till 11pm.

This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous.

What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. Believe me they are not quiet, especially when leaving the premises late at night especially when they are drunk I was verbally abused on numerous occasion when I ask politely that my drive was not blocked by someone's car because I needed to go out during the concert, but these proposals present a further heightened and unprecedented level of danger and challenge for a period of months.

ANNEX 2

Noxious smells/pollution

This is a AONB area where pollution should be low, this level of planned car access every night would increase the level of pollution to an unacceptable level. This cannot be good for public or the wildlife's health.

Public Safety

The village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic.

Protection of Children from Harm

The target audience for this events is families and they will be travelling to the venue in cars. Although it will not be everyone, by serving alcohol you are encouraging parent to have a drink ,then drive their children home. How can this be a good idea ?

Also it will be Winter as we know the amount of Deer killed within the roads that access this venue is really not acceptable as it is.

Although one drink is within the legal limit its been shown to distract a person attention and to drive at night from this venue, in the dark and wintery conditions would definitely put the children in the car a significant risk of being involved in a crash with a Deer.

You need your full wits about you to avoid them, I know living here how you need to be fully aware that they can jump out at you without warning.

Print Name	
Signed	
Date	18/08/2026

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licensingunit@cannockchasedc.gov.uk

Or by post to:

The Licensing Unit, Cannock Chase District Council, PO Box 28, Beecroft Road, Cannock, Staffordshire, WS11 1BG.

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ANNEX 2

[REDACTED]

From: [REDACTED]
Sent: 19 August 2026 08:07
To: LicensingUnit
Subject: Objection to License application at Cannock Chase Forest.

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

I am objecting to the application of a license to sell alcohol at Cannock Chase Forest due to the disruption this is going to cause the villagers, this is going to be a daily occurrence for 3/4 months and is based too close to the village itself. [REDACTED]

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**The Licensing Act 2003
Representation Form for 'Interested Persons'**

Your Name /
Company Name
Full Postal Address
Post Code
Telephone Number
Email Address

Name of Premises about
which you are making a
representation
Address of Premises
about which you are
making a representation

Twesley Tughead
Cotstock Chase
Forest
Bierley Valley

Name of body you represent (please tick one)

1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be cleared valid, a representation must relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licensee cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, fighting and fire exits. □ □

Prevention of Public Nuisance - This can relate to noise and vibration, nuisance smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

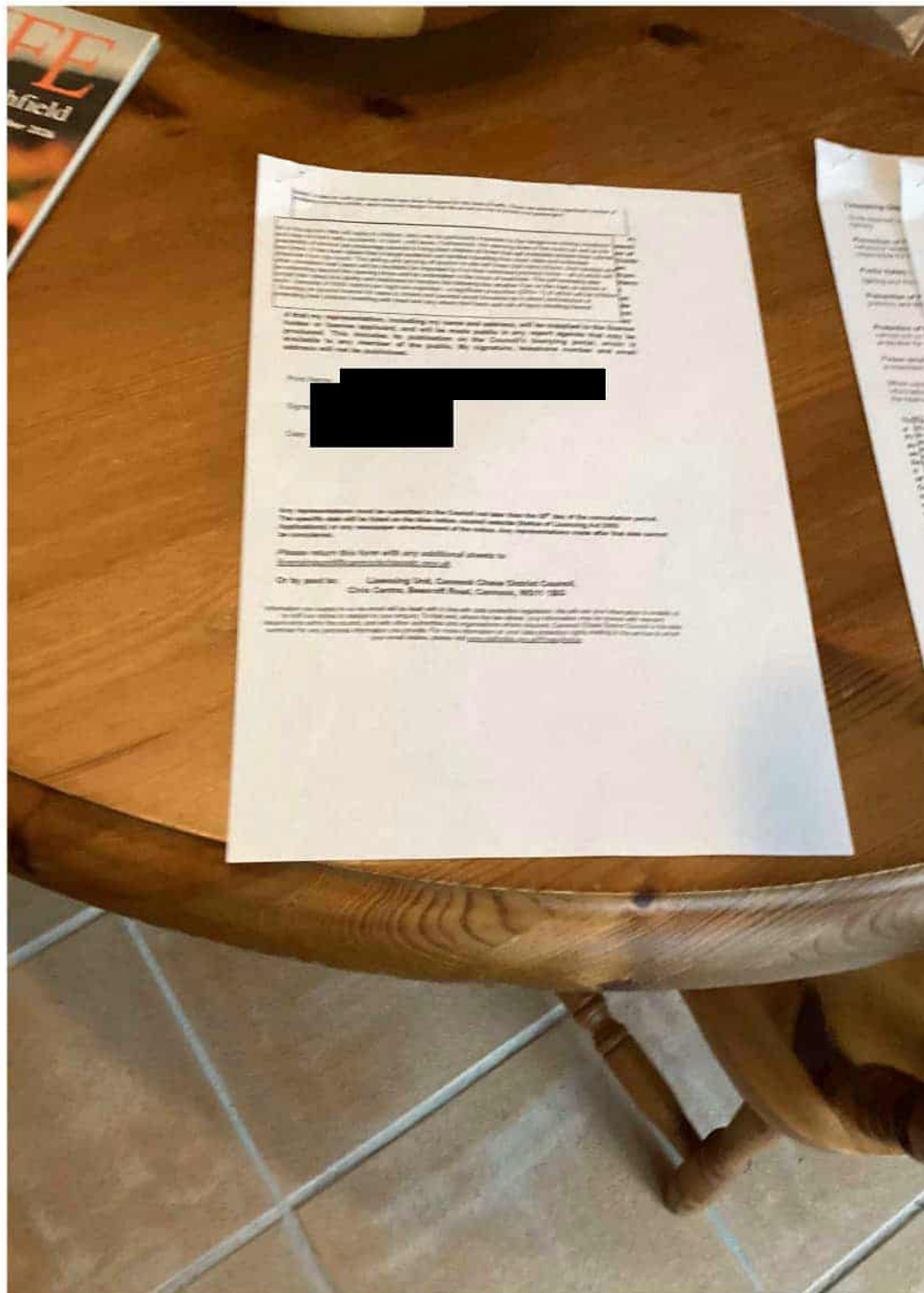
The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organisers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people arriving back into the centre of the village, well before the opening times and after 11 pm. This level of arrival back into the centre of the village, well before the opening times and after 11 pm, is unacceptable, and too hostile noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple of mounting and dismantling of pavements, blocking emergency vehicle access, verbal and physical of harassment over inconsiderate parking and parking disputes, dangerous driving manoeuvres, and driving on unit and narrow rural lanes. It is our view that the premises say out cannot support safe sound control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

Disorder

It is our view that allowing the sale of alcohol, with the planned levels of football daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of alterations and physical assault, the noise impact from the music and the noise of people departing, who may be heavily and intoxicated. A further issue is the light pollution, from extended opening and an illuminated scene. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar lights from the illuminated light show at Shugborough, every year. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

Nuisance

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the centre of the village, well before the opening times and after 11 pm. This level of hostile noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals prevent a



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CANNOCK CHASE COUNCIL
ENVIRONMENTAL HEALTH

19 AUG 2026

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name	[REDACTED]
Full Postal Address	[REDACTED]
Post Code	[REDACTED]
Telephone Number	[REDACTED]
Email Address	[REDACTED]
Name of Premises about which you are making a representation	FOREST ENGLAND
Address of Premises about which you are making a representation	CANNOCK CHASE Birches Valley
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder This relates to any crime, disorder or anti social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

Drunk and driving & Alcol- anti Social behaviour
With little Public Transport to the Forest Centre
No street lights with public walking in Roads
on a 60mph Road cause for accidents

The Prevention of Public Nuisance

Not good to have longer opening hours for local
Residence and when you live right Next Door
to these events- causing so much stress on
all the events.

ANNEX 2

Public Safety:

Cars leaving events and public walking on the Road which have been Drinking (No Street lights) No police Presents. at the events

Protection of Children from Harm

Not good For children with the amount of Cars arriving and Leaving events and Parents having a drink and driving

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	17-8-2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Cannock Chase District Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

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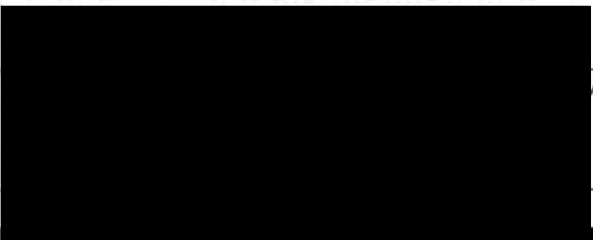
POST ROOM

CANNOCK CHASE COUNCIL
ENVIRONMENTAL HEALTH

19 AUG 2026

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	
Name of Premises about which you are making a representation	FORESTRY ENGLAND.
Address of Premises about which you are making a representation	BIRCHES VALLEY, CANNOCK CHASE.
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

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ANNEX 2

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Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

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The Prevention of Crime and Disorder

REALLY WORRIED ABOUT ALCOHOL BEING SERVED.
ALREADY HAVE PROBLEMS WITH DRUNKS AFTER THE CONCERTS
BEING LOUD AGGRESSIVE, EVEN ENTERING OUR PROPERTY
TO PEE. LITTER THROWN INTO GARDENS. ALSO A CHANCE
OF DRINK DRIVING OFF THE SITE.

The Prevention of Public Nuisance

AS ABOVE. LIVING NEXT DOOR TO THE SITE WE
GET THE BRUNT OF THE PROBLEMS CREATED BY EVENTS.
ALL THE CARS LEAVE THE SITE NEXT TO OUR DRIVE
WHICH MAKES IT NEAR IMPOSSIBLE TO LEAVE OUR HOUSE
IN THE EVES. THESE EVENTS WILL BE FOR MONTHS WHICH
WILL CAUSE A REAL NUISANCE AND TERRIBLE ANXIETY!
PEOPLE THAT DON'T WANT TO PAY WILL PARK ON
ROAD VERGES CAUSING A BIG NUISANCE.

ANNEX 2

Public Safety

WITH ALCOHOL AVAILABLE THERE'S MORE CHANCE OF BAD DRIVING, BAD BEHAVIOUR AND FIRES. GROUND VERY ROUGH IF LEAVING LIT AREA'S. DARK UNLIT COUNTRY ROADS BUT 60MPH LIMITS WHEN LEAVING. DRINK DRIVING COULD BE A PROBLEM. OVER 100 FOLLOW DEER TRY TO COME BACK AT NIGHT, ALL THE EXTRA EVENTS AND DISTURBANCE WILL CAUSE MORE CRASHES WITH THEM. ALREADY ALOT.

Protection of Children from Harm

CHILD FRIENDLY EVENTS BUT WITH DRINKING! LOTS OF PEOPLE AND CARS MOVING ON SITE MAKES IT A DANGEROUS PLACE. DRY CONDITIONS LIKE WE HAVE NOW COULD BE A FIRE RISK. AMOUNT OF PEOPLE, CARS COMING AND GOING AND WILDLIFE COULD CAUSE ACCIDENTS!

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	17/8/26

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Or by post to: **Licensing Unit, Cannock Chase District Council,
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**The Licensing Act 2003
Representation Form for 'Interested Person/Body'**

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	
Name of Premises about which you are making a representation	Forestry England Birches Valley Rugeley WS15 2UG
Address of Premises about which you are making a representation	Birches Valley Rugeley WS15 2UG
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
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ANNEX 2

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The Prevention of Crime and Disorder

Adding Alcohol obviously leads to more chance of Disorder
Examples already from concerns of fights, Littering, individuals stealing items

The Prevention of Public Nuisance

We already have daily shouting + swearing
mercer from our house/driveway
cars block us in
litter dropped regularly and thrown into hedge

ANNEX 2

Public Safety

Not enough exits when things go awry.
 During concerts, pickups in the wrong places cause
 major backups
 Events are not suitably policed
 Major gatherings create a major target for terrorism
 in today's age - this is not suitably evaluated.

Protection of Children from Harm

Selling alcohol will encourage Drink driving - especially
 in this location which isn't easy to reach
 via public transport etc

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	18/08/26

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

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 Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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CANNOCK CHASE COUNCIL
ENVIRONMENTAL HEALTH

19 AUG 2026

The Licensing Act 2003 **RECEIVED**
Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		
Name of Premises about which you are making a representation	Forest England	
Address of Premises about which you are making a representation	Cannock chase Birches Valley	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

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ANNEX 2

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The Prevention of Crime and Disorder

- Already witnessed the effect of alcohol on guests with the concert, shouting, screaming, fighting, swearing, destruction of wild life and property. Do not think its wise to expand the issues.
- have had Drunken men trespass on our property more than once, no help from staff or authorities, makes us feel unsafe

The Prevention of Public Nuisance

- Our lives have already become a stress induced nightmare with thousands of mountain bikes crossing our drive spitting, shouting, swearing, we barely get a rest and now events until 11pm year round! we will lose all quality of life
- Parking has been atrocious for years, only getting worse, and now adding even more!
- we live in the woods, we enjoy night skies, we will lose that with late night illuminations, no thought given to the wild life. Hundreds of deer and bats will be affected

Public Safety

- no street lights, bumpy Roads, Alcohol. Recipe for disaster
- Closing public right of way for locals will force us to use more dangerous ~~str~~ routes, busy roads, unmaintained paths/Deer tracks
- Visitors will park in dangerous places to avoid the high fees as is already witnessed by all residents.
- This year has proven the effects of climate change with numerous fires, this will only increase the risks.
- no easy public transport in area, will encourage drunk driving

Protection of Children from Harm

- Children and drunk adults should already be a cause for concern. In a vast woodland it wouldn't take much for a child to wander off from intoxicated parents and managers in the area from fast roads to fishing pools
- Children should also be shielded from inappropriate behaviour often brought on by alcohol consumption

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	17/08/26

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From: [REDACTED]
Sent: 19 August 2026 11:05
To: LicensingUnit
Subject: SUBJECT: Premises Licence Application Objection

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If in doubt contact the Service Desk

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

To: Licensing Unit, Cannock Chase District Council

Dear Licensing Team,

I am writing to formally submit an objection to the application for the licensable activities proposed at Birches Valley. This includes supply of alcohol, provision of recorded music and provision of films.

I ride regularly from Slitting Mill through this area and use the pedal play area with my granddaughter. I am objecting to this license application on the grounds of the Prevention of Crime and Disorder, Public Safety, and the Prevention of Public Nuisance and the Protection of Children from Harm.

The scale and commercial intensity of this event are entirely inappropriate for a residential village of this size and an AONB.

The event is planned to run for 4 months, operating 7 days a week (October and December) and 5 days in November until 22:30 each evening. It is projected to draw an immense footfall of 3,400 people per day. Operating a high-capacity, alcohol-serving commercial venue until late evening, positioned just 20 metres from residential property, will create an intolerable level of constant public noise and general disturbance. Additionally, although the event ends at 22:30 this does not include the time it will take for the 1000+ vehicles to vacate car parks and move through the village and forest roads. Residents will have no respite from the disruption for at least a third of the year adding to the disruption already caused by Forest Live.

The event plans for nearly 1,000 cars per day, forcing traffic straight through the narrow, unlit lanes of Slitting Mill village. Because the event is charging for on-site parking, there will be extensive parking illegally, hazardously, and inconsiderately on residential verges and narrow rural roads to avoid fees.

Adding the sale of alcohol to an environment characterized by bottlenecked traffic, frustrated motorists, dark rural lanes and the highest stretch of road on Cannock Chase for dear deaths due to traffic collision, and a massive influx of unfamiliar visitors creates a severe Public Safety and Crime and Disorder hazard.

The combination of alcohol consumption and high-volume evening traffic exiting the site until 22:30 significantly elevates the likelihood of anti-social behaviour, blocked emergency

ANNEX 2

vehicle access, verbal altercations over parking, and dangerous driving conditions through a rural village.

A sustained 4-month commercial and entertainment enterprise fundamentally alters the quiet, peaceful nature of the AONB. Patrons leaving the site late into the evening after consuming alcohol will inevitably spill out into surrounding areas, threatening local tranquillity, property boundaries, and wildlife.

Given the lack of access and cessation of the children's pedal and play areas and the severe infrastructure strain on Slitting Mill village already, if granted this licence under these conditions will cause profound public nuisance and safety risks and possible fatalities.

I strongly urge the Licensing Authority to reject this application outright.

The hugely elevated volume of traffic will be starting at "peak rush hour" for the village. It is a well used cut through and between 4pm and 6pm Monday to Friday is currently the busiest period. This already puts Slitting Mill children at risk walking home from The Hart School. The event traffic will significantly increase the chances of a vehicle/child accident. Additionally, it has clearly been stated that the target audience are families travelling from a wide radius and extended distances from the event.

All of the above risks will apply to children who are visiting the event. The opening times as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times.

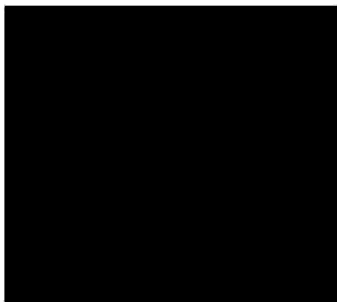
The selling of alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably put at risk by it on their homeward journeys.

Considering all of the above, **I strongly urge the Licensing Authority to reject this application outright.**

Please keep me informed of any upcoming Licensing Sub-Committee hearings regarding this application.

Please confirm you have received my objection.

Yours faithfully,

A large black rectangular redaction box covering the signature and name of the sender.

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This message has been checked by Libraesva ESG and is found to be clean.
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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		
Name of Premises about which you are making a representation	Forestry England	
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

As a resident of Slitting Mill for the last eight years, I have already been subjected to the threat of physical harm by someone attending one of the forest live concerts in my own driveway. This was not even due to challenging someone about inconsiderate parking or anything like that, but I was simply walking down my drive after exiting my vehicle and was asked by four middle aged men how to get to the concert. When I explained that my street was a dead end cul-de-sac and that they needed to turn around and retrace their steps, one of the men, obviously inebriated, became alarmingly aggressive and the other three had to grab him and drag him away. Thankfully we only have to endure this at the moment for five nights a year. Should these proposals be granted for the sale of alcohol at the forest site, the danger to local residents will only grow exponentially.

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music

ANNEX 2

Public Safety

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

Protection of Children from Harm

Residents of the village already have an ongoing situation most evenings and every weekend with people parking along the narrow roads through the village to avoid the exorbitant car park fee in Birches valley, then taking the short walk into the forest. Almost every night they park across the pavement on a blind bend, and half on the verges entering the village on the brow of a blind hump in the road, and I have personally seen a near head on crash as people attempt to overtake these parked cars with zero visibility of the road ahead. This in itself is extremely dangerous, but my wife and I as well as other residents have dogs and grandchildren who need walking, and we are having to pass these parked cars with the pushchair, in the road on these blind bends. This is not during concert week, or any other special event, this is just everyday life in the village. Should the application for a liquor license be granted for the light trail, there is the extreme risk of people whose faculties have been impaired by even a legal amount of alcohol passing along these already dangerous bottlenecks, and if I or anyone else is trying to pass these cars parked on the pavement by walking on the road with pushchairs and/or dogs, fatalities could very easily occur.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	19/8/2026

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Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		
Name of Premises about which you are making a representation		
		Forestry England
Address of Premises about which you are making a representation		
		Cannock Chase Forest Birches Valley
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

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The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

ANNEX 2

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Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

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Print Name	[REDACTED]
Signed	[REDACTED]
Date	17-03-2026

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Your Name / Company Name	
Full Postal Address	
Post Code	
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Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
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Print Name	[REDACTED]
Signed	[REDACTED]
Date	17/08/26

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Your Name / Company		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		

Received on
 19 AUG 2026
 Cannock Chase Council

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley
Name of body you represent (please tick one): ☒ ☐ ☐ ☐	
1. A person living in the vicinity of the Premises 2. A body representing persons who live in the vicinity of the Premises 3. A person involved in a business in the vicinity of the Premises 4. A body representing persons involved in businesses in the vicinity of the Premises	

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The Prevention of Crime and Disorder

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The Prevention of Public Nuisance

Public Safety

The events are planned to run between 5-7 days per week until 22.30 hrs with visitors entering and entering the area significantly outside of these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many organisers and people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the centre of the village well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period is unprecedented, unacceptable and dangerous. What will also happen is that people won't want to pay for parking and will park illegally in the village, on pavements and across peoples driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol with the planned daily footfall levels will result in high volumes of people entering the village over a sustained time period. The village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking and dangerous driving on narrow rural lanes. The Bjrches Valley exit is also an unlit rural road and was not designed for this level of traffic. There are already a significant number of incidents involving wildlife which presents danger to their life as well as the drivers and passengers

ANNEX 2

It is our view that following the sale of alcohol with the planned daily footfall, high volumes of traffic entering and exiting and people congregating around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be noisy and intoxicated. A further issue is the light pollution from extended opening and illumination shows. We can see the lights from the illuminated light show at Shugborough every year. There will be an impact to residents and wildlife in this area. Slitting Mill is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are totally inconsistent and at odds with these statutory duties which aim to protect the area.

Protection of Children from Harm

All of the above risks will apply to children who may be impacted by dangerous driving conditions and the risk of road traffic accidents in dark unlit lanes. Furthermore, the opening times of the event as well as availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bedtimes. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving of alcohol on site will mean that many drivers, their families and other unrelated road users will be impacted by extended journeys home. All of which will extend beyond the opening times and be undertaken in the hours of darkness. upwards of 3000 visitors per night a significant proportion being children. (50% + ?). Granting an alcohol licence for sales to drivers would be an indirect contradiction of protecting their children and any others from harm and risk of injury resulting thereof.

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Signed	[REDACTED]
Date	18-8-2026

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Email Address	

Received on
 16 AUG 2023
 Cannock Chase Council

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley
Name of body you represent (please tick one): ☒ ☐ ☐ ☐	
1. A person living in the vicinity of the Premises	
2. A body representing persons who live in the vicinity of the Premises	
3. A person involved in a business in the vicinity of the Premises	
4. A body representing persons involved in businesses in the vicinity of the Premises	

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned for 5 to 7 days per week, till 22.30 hrs per event with visitors entering and exiting the area outside of these days and times. The plan is to charge for designated vehicle parking. This in addition to serving alcohol will mean many organisers and people will opt to get taxis or buses. Historically and inevitably these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the centre of the village well before the opening times and after 11 pm. This level of footfall noise and disruption over a substantial period, is unprecedented, unacceptable and dangerous. This village is already subject to regular bottlenecks, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access and blocking pedestrian access, with verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving manoeuvres and driving on unlit and narrow rural lanes. It is our view that the premises layout cannot support safe crowd control nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

Public Safety

The events are planned to run between 5-7 days per week until 22.30 hrs with visitors entering and entering the area significantly outside of these days and times. The plan is to charge for the designated parking. This, in addition to serve alcohol at scale will mean that many organisers and people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the centre of the village well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period is unprecedented, unacceptable and dangerous. What will also happen is that people won't want to pay for parking and will park illegally in the village, on pavements and across peoples driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol with the planned daily footfall levels will result in high volumes of people entering the village over a sustained time period. The village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking and dangerous driving on narrow rural lanes. The Birches Valley exit is also an unlit rural road and was not designed for this level of traffic. There are already a significant number of incidents involving wildlife which presents danger to their life as well as the drivers and passengers.

It is our view that following the sale of alcohol with the planned daily footfall, high volumes of traffic entering and exiting and people congregating around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be noisy and intoxicated. a further issue is the light pollution from extended opening and illumination shows. We can see the lights from from the illuminated light show at Shugborough every year. There will be an impact to residents and wildlife in this area. Slitting Mill is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals totally inconsistent and at odds with these statutory duties which aim to protect the area.

Protection of Children from Harm

All of the above risks will apply to children may be impacted by dangerous driving conditions and the risk of road traffic accidents in dark unlit lanes. Furthermore, the opening times of the event as well as availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bedtimes. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving of alcohol on site will mean that many drivers, their families and other unrelated road users will be impacted by extended journeys home. All of which will extend beyond the opening times and be undertaken in the hours of darkness. upwards of 3000 visitors per night a significant proportion being children. (50% + ?). Granting an alcohol licence for sales to drivers would be an indirect contradiction of protecting their children and any others from harm and risk of injury resulting thereof.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	18/8/26

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Birches Valley Rugeley Staffs WS15 2YB
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

At a recent residents meeting the proposed illuminated trail plans were unveiled to the attendees to host up to 3,200 visitors in 15 minute slots coming and going to Birches Vally to attend this event. The event runs for 3 months with an option to extend for a further month.

This licence covers selling of alcohol, music and films from 0730 until 2300 hrs and is not acceptable to most of the Slitting Mill residents.

This event will inevitably draw a high footfall being marketed by Sony.

Events during the recent concerts resulted in anti-social behaviour, massive traffic congestion, alleged drug gangs, taxis creating issues as well as buses using roads they were not designed for and at least two accidents.

The Prevention of Public Nuisance

The events planned in October (7 nights a week) November (5 nights a week) and December (7 nights a week) is not appropriate for an area of AONB situated so close to residents who are all too familiar with the abandonment of cars (to avoid Forestry Parking charges).

Residents challenging inappropriate parking have been verbally abused and if not checked will result in a disturbance of the peace.

The concerts have shown that noise, litter, abuse and even people urinating in front of properties does and will occur nightly

ANNEX 2

Public Safety

The ingress & exits to the area of pedestrians is not appropriate for volume use and again will either involve a road accident and/or a disturbance of the peace when residents try to protect and patrol their property.

This has been repeatedly brought to the attention of Forestry England who have declined to monitor exits and regard any issues beyond their land as a police matter. That has not enamoured Forestry England to residents with young children who are trying to get them to sleep.

Residents did not elect to live next to a theme park and will inevitably resort to direct action if and when inconvenience, The concerts were for an excessive 5 nights, this is 4 months! This will attract over 30% of the concert traffic, not just for 5 nights but for possibly 4 months and is already proven as preventing emergency vehicle accessing property if needed

Protection of Children from Harm

There are young children in Slitting Mill and having this degree of attendance & disruption will inevitably create problems for young children who are used to the peace and tranquillity of this AONB in the evenings (concert nights excepted)

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	19 th August 2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Cannock Chase District Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

[REDACTED]

From: [REDACTED]
Sent: 19 August 2026 18:30
To: LicensingUnit
Subject: Representation of Interested Party Licensing Act 2003 - Cannock Chase Forest Illuminated Trail Walking Event

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

To: Licensing Unit, Cannock Chase District Council

[REDACTED]

I am writing to express my objection to the granting of this Licence regarding: supplying of alcohol; provision of recorded music; provision of films at Cannock Chase Forest, Birches Valley.

I am making this representation as an individual, as it is my understanding that under the Police Reform and Social Responsibility Act of 2011 removed the 'Vicinity Test', meaning any individual can submit a representation (your form does not appear to take this into account).

I grew up in Etching Hill, went to Primary School in Slitting Mill and have throughout my life to date, walked and cycled through out Cannock Chase.

I am objecting to The Licence being granted on the grounds of Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and the Protection of Children from Harm.

This development and the proposals will have a big impact upon Cannock Chase and surrounding area in particular local residents, primarily in Slitting Mill, upon the local roads.

The massive increase in vehicles using the local roads to visit this Event on a considerable number of days in the year (predominately at night time and during winter conditions, is going to further increase the chance of road accidents occurring. I understand that there have been many accidents on the roads that would be used and have witnessed many extreme bad driving on those local roads with cars speeding and overtaking (even on bends). There are many children leaving The Hart School and walking to Slitting Mill (and in other directions) who are likely to be put at greater risk to their lives, as a result of the increased traffic.

There have also been many accidents with cars colliding with deer, and the substantial increase in traffic is inevitably going to increase the chance of this happening, further endangering the local wildlife, other road users, visitors to the site (who may have come from afar and not familiar with the roads) and their children.

The introduction of alcohol for this event further increases the likelihood of accidents occurring. The increase in traffic and the supply of alcohol on the site will increase the chance of public disorder

ANNEX 2

occurring offsite eg. following accidents, altercations with local residents and visitors parking their vehicles in Slitting Mill village (to avoid parking fees) and causing further problems to the local residents.

The introduction of lighting/films and music and sounds is going to impact on local residents and wildlife. This lighting and noise pollution is unacceptable in this forest setting. The area is designated as an AONB and this development and Licence is inappropriate.

I hope you will take these points into account in making your decision.

I understand that my email address will not be publicised.

I would be grateful if you confirm receipt of my representation.

Thank you.

Yours faithfully

[Redacted signature block]

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This message has been checked by Libraesva ESG and is found to be clean.
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[Blocklist sender](#)

[REDACTED]

From: [REDACTED]
Sent: 19 August 2026 18:36
To: LicensingUnit
Subject: Representation of Interested Party Licensing Act 2003 - Cannock Chase Forest
Illuminated Trail Walking Event

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

To: Licensing Unit, Cannock Chase District Council

[REDACTED]

I am writing to express my objection to the granting of this Licence regarding: supplying of alcohol; provision of recorded music; provision of films at Cannock Chase Forest, Birches Valley.

I am making this representation as an individual, as it is my understanding that under the Police Reform and Social Responsibility Act of 2011 removed the 'Vicinity Test', meaning any individual can submit a representation (your form does not appear to take this into account).

I regularly walk on Cannock Chase.

I am objecting to The Licence being granted on the grounds of Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and the Protection of Children from Harm.

This development and the proposals will have a big impact upon Cannock Chase and surrounding area in particular local residents, primarily in Slitting Mill, upon the local roads.

The massive increase in vehicles using the local roads to visit this Event on a considerable number of days in the year (predominately at night time and during winter conditions, is going to further increase the chance of road accidents occurring. I understand that there have been many accidents on the roads that would be used and have witnessed many extreme bad driving on those local roads with cars speeding and overtaking (even on bends). There are many children leaving The Hart School and walking to Slitting Mill (and in other directions) who are likely to be put at greater risk to their lives, as a result of the increased traffic.

There have also been many accidents with cars colliding with deer, and the substantial increase in traffic is inevitably going to increase the chance of this happening, further endangering the local wildlife, other road users, visitors to the site (who may have come from afar and not familiar with the roads) and their children.

The introduction of alcohol for this event further increases the likelihood of accidents occurring. The increase in traffic and the supply of alcohol on the site will increase the chance of public disorder occurring offsite eg. following accidents, altercations with local residents and visitors parking their

ANNEX 2

vehicles in Slitting Mill village (to avoid parking fees) and causing further problems to the local residents.

The introduction of lighting/films and music and sounds is going to impact on local residents and wildlife. This lighting and noise pollution is unacceptable in this forest setting. The area is designated as an AONB and this development and Licence is inappropriate.

I hope you will take these points into account in making your decision.

I understand that my email address will not be publicised.

I would be grateful if you confirm receipt of my representation.

Thank you.

Kind Regards

A black rectangular redaction box covering the signature and name of the sender.

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This message has been checked by Libraesva ESG and is found to be clean.
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[REDACTED]

From: [REDACTED]
Sent: 19 August 2026 20:45
To: LicensingUnit
Subject: SUBJECT: Premises Licence Application

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If in doubt contact the Service Desk

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

[REDACTED]. Boundary for proposed forestry event is 175m from my property boundary .
August 19th 2026.
SUBJECT: Premises Licence Application OBJECTION : Forestry Event, Slitting Mill / Cannock Chase

Dear Licensing Team,

I am having difficulties with the template so appreciate you adopting the below mail as formal representation.

I am writing to formally submit an objection to the application for a premises licence allowing the sale of alcohol at the proposed long-term illumination and lighting event.
My property directly borders the event site, with my boundary sitting a mere 175 metres from the footprint designated for this prolonged event .
I am objecting to this license application on the grounds of The Prevention of Public Nuisance, Public Safety, and The Prevention of Crime and Disorder.
The scale and commercial intensity of this event are entirely inappropriate for a residential and protected AONB (National Landscape) setting, and introducing the sale of alcohol into this dynamic significantly escalates the risk to the local community:

1. The Prevention of Public Nuisance (Footfall, Noise, and Proximity):
The event is stated to run for 4 months, operating 5 to 7 days a week until 22.30 each evening. It is projected to draw an immense footfall of 3,400 people per day. Operating a high-capacity, alcohol-serving commercial venue until late evening, positioned closely to many residential property, will create an intolerable level of constant public noise, light pollution, and general disturbance. Residents will have no respite from the disruption for a third of the year.

2. Public Safety and Crime & Disorder (Traffic, Parking, and Alcohol):
The event plans for nearly 1,000 cars per day, forcing traffic straight through the narrow, unlit lanes of Slitting Mill village. Because the event is charging for on-site parking, there is an

ANNEX 2

overwhelming risk that drivers will opt to park illegally, hazardously, and inconsiderately on residential verges and narrow rural roads to avoid fees.

Adding the sale of alcohol to an environment characterized by bottlenecked traffic, frustrated motorists, dark rural lanes, and a massive influx of unfamiliar visitors creates a severe Public Safety and Crime and Disorder hazard. The combination of alcohol consumption and high-volume evening traffic exiting the site until 22.30 significantly elevates the likelihood of anti-social behavior, blocked emergency vehicle access, verbal altercations over parking, and dangerous driving conditions through a residential village.

3. Incompatibility with a Protected Rural Setting:

A sustained 4-month commercial drinking and entertainment enterprise fundamentally alters the quiet, peaceful nature of the AONB. Patrons leaving the site late into the evening after consuming alcohol will inevitably spill out into surrounding areas, threatening local tranquility, property boundaries, and wildlife.

Given the acute proximity of my home (175m) and the severe infrastructure strain on Slitting Mill village, granting a license for the sale of alcohol under these conditions will cause profound public nuisance and safety risks.

I strongly urge the Licensing Authority to reject this application, or at minimum, require a severe curtailment of hours, strict traffic management contingencies, and robust measures to prevent alcohol leaving the designated zone.

I really appreciate you taking the time to consider this objection and would respectfully request keeping me informed of any upcoming Licensing Sub-Committee hearings regarding this application.

Pls would you acknowledge receipt of this representation .

Yours faithfully,



Sent from my iPhone

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This message has been checked by Libraesva ESG and is found to be clean.

Follow this link to report as spam/bad:

<https://staffordbc.esvacloud.com/action/4hQH9X694HzJ3M1/report-as-bad>

Follow this link to blocklist sender:

<https://staffordbc.esvacloud.com/action/4hQH9X694HzJ3M1/blocklist>

From: [REDACTED]
Sent: 19 August 2026 21:10
To: LicensingUnit
Subject: Premises Licence Application OBJECTION : Forestry Event, Slitting Mill / Cannock Chase

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 If in doubt contact the Service Desk

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

[REDACTED] Boundary for proposed forestry event is 175m from my property boundary.

Dear Licensing Team,

I have been unable to use the template so would appreciate you adopting the below mail as formal representation.

I am writing to formally submit an objection to the application for a premises licence allowing the sale of alcohol at the proposed long-term illumination and lighting event.

My property directly borders the site, with my boundary sitting just 175 metres away from the footprint designated for this event .

I am objecting to this license application on the grounds of The Prevention of Public Nuisance, Public Safety, and The Prevention of Crime and Disorder.

The scale and intensity of this event are entirely inappropriate for a residential and protected AONB (National Landscape) setting, and introducing the sale of alcohol into this dynamic significantly escalates the risk to the local community:

1. The Prevention of Public Nuisance (Footfall, Noise, and Proximity):

The event is stated to run for 4 months, operating 5 to 7 days a week until 22.30 each evening. It is projected to draw an immense footfall of 3,400 people per day. Operating a high-capacity, alcohol-serving commercial venue until late evening, positioned closely to many residential property, will create an intolerable level of constant public noise, light pollution, and general disturbance. Residents will have no respite from the disruption for a third of the year.

2. Public Safety and Crime & Disorder (Traffic, Parking, and Alcohol):

The event plans for nearly 1,000 cars per day, forcing traffic straight through the narrow, unlit lanes of Slitting Mill village. Because the event is charging for on-site parking, there is an overwhelming risk that drivers will opt to park illegally, hazardously, and inconsiderately on residential verges and narrow rural roads to avoid fees.

Adding the sale of alcohol to an environment characterized by bottlenecked traffic, frustrated motorists, dark rural lanes, and a massive influx of unfamiliar visitors creates a severe Public Safety and Crime and Disorder hazard. The combination of alcohol consumption and high-volume evening

ANNEX 2

traffic exiting the site until 22.30 significantly elevates the likelihood of anti-social behavior, blocked emergency vehicle access, verbal altercations over parking, and dangerous driving conditions through a residential village.

3. Incompatibility with a Protected Rural Setting:

A sustained 4-month commercial drinking and entertainment enterprise fundamentally alters the quiet, peaceful nature of the AONB. Patrons leaving the site late into the evening after consuming alcohol will inevitably spill out into surrounding areas, threatening local tranquility, property boundaries, and wildlife.

Given the acute proximity of my home (175m) and the severe infrastructure strain on Slitting Mill village, granting a license for the sale of alcohol under these conditions will cause profound public nuisance and safety risks.

I strongly urge the Licensing Authority to reject this application, or at minimum, require a severe curtailment of hours, strict traffic management contingencies, and robust measures to prevent alcohol leaving the designated zone.

I really appreciate you taking the time to consider this objection and would respectfully request keeping me informed of any upcoming Licensing Sub-Committee hearings regarding this application.

Please would you acknowledge receipt of this representation.

Thanks



--

This message has been checked by Libraesva ESG and is found to be clean.

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[Blocklist sender](#)



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Name of Premises about which you are making a representation	Forestry England	
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

Licensing Objectives

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Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

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The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

ANNEX 2

Public Safety

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	
Signed	
Date	19/08/2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

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Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	
Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
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Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

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Public Safety

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	19/08/2026

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Or by post to: **Licensing Unit, Cannock Chase District Council,
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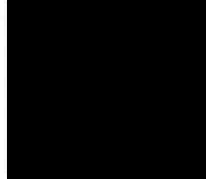
ANNEX 2

To: Licensing Unit, Cannock Chase District Council

Objection to Application for Premises License at Cannock Chase Forest

Date: 19th August 2026

From:



Dear Cannock Chase Licensing Team,

As a resident of Birches Valley, I wish to formally object to the proposed application for a premises license recently submitted by Forestry England for the following address;
Cannock Chase Forest, Birches Valley, Rugeley, Staffordshire, WS15 2UQ.

The application seeks to allow the following licensable activities;

- | | |
|--------------------------------|--------------------------------|
| 1. Supply of Alcohol | Everyday, 15.30hrs to 22.55hrs |
| 2. Provision of Films | Everyday, 15.30hrs to 23.00hrs |
| 3. Provision of Recorded Music | Everyday, 15.30hrs to 23.00hrs |
| 4. Proposed Opening Hours | Everyday, 07.30 to 23.00hrs |

This application is being sought in conjunction with a temporary Winter Illuminated Trail event, which has been submitted to, but not yet approved by the Cannock Chase District Council Planning Office. This temporary event proposal is being made in partnership with Culture Creative Limited, a subsidiary of SONY Music and Entertainment.

Whilst my objection will follow Cannock Chase Council policy guidelines as set out in the 'Statement of Licensing Policy for Licensing Act 2003', my first points of objection are related to the requirements for and the permanent nature of the license application for the above licensable activities, being made under the guise of what is positioned as a temporary illumination event.

In the 2x Residents meeting held at Birches Valley by Forestry England and Culture Creative Limited on the 7th of August 2026 (14:30 and 18:30), it was suggested that the proposed illumination event would only emit 'Incidental' background noise, used to support the main attraction being the illuminations.

Under the revised guidance issued by Home Office, Section 182, paragraph 16.5 of the Licensing Act 2003 it provides an 'Overview of circumstances in which entertainment

ANNEX 2

activities are not licensable' and that 'the following activities are examples of entertainment which are not licensable...

- Incidental music – The performance of live music or the playing of recorded music if it is incidental to some other activity
- Incidental film – an exhibition of moving pictures if it is incidental to some other activity '

On that basis the request for license for the Provision of Films and the Provision of Recorded Music is not required for the illuminated winter trail event proposal, at least as disclosed.

Given the application has been made for these unrequired licensable activities, in conjunction with Forestry England's' partnership with a subsidiary of SONY Music and Entertainment, it would not be unreasonable to assume that the applicant has grander plans of expansion should a permanent license be granted for a proposal where these licensable activities are currently unrequired.

Using policy, I will break down my objection to each individual licensing objective within the application, but to round off my objection to the permanent nature of this application I would first like to refer to both the provision of alcohol, and extended opening hours as put forward by the applicant.

Birches Valley Forest Centre is a family attraction where the supply of alcohol outside of temporary, security-controlled events would pose significant danger, disturbance and anti-social behaviour year-round for both the residents and visitors.

Currently the opening hours of the Birches Valley Forestry Centre as found on www.forestryengland.uk/cannock-chase-forest are as follows;

January	7:30am to 5:00pm
February	7:30am to 6:00pm
March	7:30am to 6:00pm
April	7:30am to 8:00pm
May	7:30am to 9:00pm
June	7:30am to 9:00pm
July	7:30am to 9:00pm
August	7:30am to 9:00pm
September	7:30am to 8:00pm
October	7:30am to 7:00pm
November	7:30am to 5:00pm
December	7:30am to 5:00pm

ANNEX 2

The license proposal to increase opening hours to everyday, year-round from 07.30 to 23.00hrs would add almost 1,400 additional opening hours, an increase of 32.8% all of which will be after dark and could be fairly considered as unsociable hours affecting residents, wildlife and normal traffic.

In Section 3.3, page 4 of the Cannock Chase District Council Statement of Licensing Policy for Licensing Act 2003, it lays out the four licensing objectives as follows;

- the prevention of crime and disorder
- ensuring public safety
- the prevention of public nuisance
- the protection of children from harm

I will now lay out how this premises application directly contravenes these licensing objectives and any associated policy guidance where appropriate;

The Prevention of Crime and Disorder

The Cannock Chase Forest Centre is currently a family attraction, as described on the applicants website Forestry England promote the *'way marked trails for woodland walks, children's play areas, Go Ape, orienteering trails and... some of the best family cycling trails'*.

The Council is under a statutory duty to 'do all that it can to prevent crime and disorder within its area' (Crime & Disorder Act 1998). Granting a permanent alcohol licence in this location is likely to increase:

- Alcohol-related anti-social behaviour
- Street drinking and associated disorder
- Vulnerability of individuals leaving the premises late at night, into dark, unlit, unpaved surroundings
- Pressure on police resources

Other than private taxi, there is no public transport available directly to Birches Valley. As presented by the applicant during the aforementioned residents meeting, they expect almost all of the visitors to their proposed Illuminated Winter Walk to arrive by car, where they intend to serve alcohol encouraging drink driving not only for the duration of the temporary event proposed, but also year-round everyday 15.30hrs to 22.55hrs as per the license application if granted.

Public Safety Concerns

A permanent licence allowing alcohol, music, and film exhibition introduces several public safety issues:

- Increased footfall and congregation at peak times
- Risks associated with intoxication, including falls, aggression, and medical incidents
- Challenges in safely managing ingress and egress, especially during evening hours
- Insufficient capacity for emergency access or crowd control
- Closure of public rights of way during events, forcing dog walkers onto unpaved roads or deeper into remote areas of the forest which is not safe particularly in winter months or for lone women or children

The entrance and exit to Birches Valley Forest Centre, as well the roads leading to it are unlit, unpaved 60mph highways of rural and undulating nature. The applicant, alongside partnering SONY Music subsidiary Culture Creative Limited intend to attract visitors to their illuminated winter walk from 'up to 1 hours drive away', which will include many metropolitan drivers unused to rural roads.

Between the vehicle entrance and exit points to the applicants car park exists a crossing point for a popular designated / marked cycle trail 'Follow the Dog', which attracts cyclists of all ages from far and wide. Here cyclists are forced to cross the 60mph carriageway with no lighting, no marked safe crossing point, or notice of potential cyclists for upcoming motorists. Extending the operating hours of the centre and with it the car park, as well as attracting significantly more visitors / vehicles to the venue will intensify the safety concerns that are already present at this crossing point for cyclists emerging from the trees onto a busy and fast road.

The applicant is known for significantly high parking charges on site, driving visitors year-round to find alternative free parking resulting in vehicles abandoned throughout Slitting Mill Village, lining Birches Valley and other surrounding areas. This is without such large-scale events that this license application could unlock attracting even more visitors. As demonstrated in the resident meeting the applicant intends for parking to still be chargeable for the proposed Illuminated Trail event, which will further encourage visitors to find unsafe, unmarked parking posing accident risk for both vehicles and people walking to / from parked cars along an unlit, unpaved 60mph highway.

The vehicle exit point for those visiting the proposed illuminated winter walk is onto Birches Valley highway next to residential property 1 Birches Valley. This is the low point of the valley and is permanently flooded across the access road throughout the winter months. This again poses a public safety concern as described by the Highways Agency, driving through water can cause vehicle brakes to be ineffective;

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https://assets.publishing.service.gov.uk/media/5a7daa19e5274a5eb14e6713/winterhighways_info_sheet_-_driving_-_rain_and_floods.pdf

Not only does this provide a safety concern for those leaving the event, but also a Public Nuisance concern as flood waves created by exiting vehicles will crash into the residential property, which is already permanently lined with sandbags year-round due to the applicants inability (Forestry England) to prevent foul water expelled from their premises flooding number 1 Birches Valley gardens.

The proposed Illuminated Winter Walk Trail is planned to replace the existing 'Gruffalo' trail, an area currently free for families and residents to explore and enjoy adjacent to Penkridge Bank Road. I fear the impressive illuminations as proposed will cause a significant distraction for drivers on the Penkridge Bank Road, a 60mph unlit carriageway which runs less than 40meters from the proposed illuminated trail, which will be impossible for drivers to ignore in darkness. I am also concerned that families, children and teenagers less fortunate or unable to purchase tickets to the illuminations will attempt to spectate from the unpaved carriageway of Penkridge Bank Road, putting themselves and others in significant danger.

The proposed Winter Walk Trail associated with this license application intends to fence off a large area of a forest and field currently used daily for grazing deer throughout winter by herds as large as 100 animals. Whilst I understand wildlife concerns are not part of the licensing teams policy remit, the danger this poses to the public is significant as the fencing will act as a barrier pushing migrating deer back into the public highway, which again is a 60mph, unlit and unpaved carriageway.

In light of recent forest fires, the proposed Illuminated Trail Walk and potential future events associated with the permanent application for this license poses a significant future fire risk, with large scale electrical consumption and connections, increased commercial activity on site including cooking, generator ran lighting, high vehicle ingress and human traffic, a single spark or discarded cigarette could quickly start a widespread forest fire.

For the associated Illuminated Winter Trail, the license applicant seeks to attract 3,400 additional visitors per day and up to 920 vehicles per evening across up to 4 months of operation, when combined with alcohol consumption and my safety concerns as outlined above this is an accident waiting to happen with a high chance of fatalities as a result.

This is without the additional risk of any undisclosed events planned by the applicant that this permanent license application could unlock.

Prevention of Public Nuisance

The Policy places clear emphasis on protecting residents from nuisance, stating that licensing decisions must consider 'the impact of those activities on the amenity of the immediate residential area and the wider community'.

A permanent licence for alcohol, music, and film exhibition is likely to cause:

- Noise disturbance from amplified music and departing patrons / vehicles
- Light pollution from extended operating hours and the proposed illuminated trail
- Increased traffic and late-night vehicle movements
- Anti-social and dangerous parking
- Littering not only within the venue, but on the roads leading to it
- Environmental degradation associated with high volume footfall
- Extended opening hours are into unsociable hours up to 11pm every day

These impacts are incompatible with the Policy's requirement to ensure quality of life for local residents.

The scale and duration of the proposed Illuminated Winter Trail event is by its very nature a direct nuisance to local residents for an extended period of time. Lasting from September to January for up to 7 days per week guarantees extended exposure to noise, traffic and light pollution in what is currently a peaceful rural setting, where the venue would ordinarily be shut for most of these hours at these times of year.

The applicants proposal to mitigate traffic impact using a 'pulsing strategy' compounds the duration of extended nuisance further, as every evening there will be a consistent flow of 50 cars coming and 50 cars going per 15minute intervals from 16:00 to 22:30, assuming visitors outside of the applicants control read / adhere to their arrival guidelines.

Protection of Children From Harm

Film exhibition and music events attract mixed audiences, including families. When combined with alcohol sales, the Policy requires strict safeguarding measures. The Licensing Authority highlights the need to protect children from exposure to:

- Drunken behaviour
- Inappropriate entertainment
- Unsafe environments
- Potential child sexual exploitation

The granting of this license could directly put children in danger due to;

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- Consumption of alcohol near to and at multiple children's play areas
- Potential for poor supervision from intoxicated parents
- Exposure to drunken and inappropriate behaviour
- Children departing from the venue in vehicles with potential drunken drivers
- Increased traffic and road concerns as outlined above under public safety

Unsuitability of the Premises for Licensable Activities

The Policy emphasises that licensing decisions must consider 'the suitability of premises or places being used for licensable activities', in this case;

- The location is not designed for regular alcohol-led activity
- Noise and footfall will directly affect nearby residents in extreme close proximity
- The premises layout does not support safe crowd management
- The venue has poor public transport links with the majority of patrons arriving by car
- The venue cannot meet the expectations for CCTV, supervision, and security required for alcohol-based entertainment

The Licensing Authority is clear that intensification of use can lead to complaints and breaches. A permanent licence would inevitably intensify activity beyond what the area can sustain.

The Policy emphasises that licensed premises must be 'well run and well managed' and that the Council focuses on 'the direct impact of licensable activities on those living, working or otherwise engaged in the area concerned'. The proposed licence presents a foreseeable risk of crime and disorder that cannot be mitigated proportionately, which the applicant is not staffed, resourced or set up to appropriately manage as demonstrated by the recent temporary event 'Forest Live', which caused significant disruption, anti-social behaviour and complaint from local residents of both Birches Valley and Slitting Mill which is as yet unresolved.

This temporary 'Forest Live' event also demonstrated the applicants inability to appropriately control litter, with local residents having to frequently litter pick outside their properties and beyond due to a lack of bins, no Forestry litter picking outside of their own venue with little care shown by Forestry England or partnering event management once the event was over. The litter expelled from vehicles throughout the forest is already a public nuisance and safety concern, with wildlife being attracted into the high speed road by discarded food and takeaway rubbish which will be intensified by the granting of this license and attraction of more visitors.

Summary & Conclusion

The proposed permanent premises licence for alcohol sales, provision for music and film, alongside extended opening hours are incompatible with the Licensing Act 2003 objectives and the Cannock Chase District Council Licensing Policy. The risks to public safety, crime and disorder, and public nuisance are significant and cannot be mitigated proportionately at a location inherently unsuitable for these licensable activities.

In conjunction with the applicants partnership with a SONY Music and Entertainment subsidiary, it is reasonable to expect a planned intensification of events and activities beyond the disclosed illuminated winter walk, which would be unlocked should this premises license be granted.

For these reasons I respectfully request that the Licensing Authority reject the application in full to protect the public, local residents peace and safety.

Kind Regards,

A large black rectangular redaction box covering the signature and any accompanying text. A small, dark, handwritten mark is visible at the top edge of the redaction box.



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		
Name of Premises about which you are making a representation	Forestry England	
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
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Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

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Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

My husband has already been subjected to the threat of physical harm due to intoxicated people attending concerts held by the forestry. While driving home I myself have had to avoid intoxicated people wandering drunk in the middle of the road and another occasion swerving to avoid groups of people attempting to walk down narrow pavements and toppling into the road. Allowing alcohol on these premises would be irresponsible particularly if a large amount of children will attend these events as you will be putting them at risk as well as residents. The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. These are antisocial hours for myself and farmers in the area who are up with the crack of dawn to feed animals. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village well before the sunrise and road 4.4. This level of footfall, noise and disruption poses

The Prevention of Public Nuisance

The noise level from the forest, just from children shouting with glee is amplified due to the natural lay of the land and can be clearly heard with windows closed. Not a problem in the day, but night time and with so many people will be very distressing for myself, local residents and children trying to sleep ready for school. Alcohol always adds volume. I already have to wear ear defenders on concert nights to block out the noise of people singing/shouting while I'm trying to meet important deadlines. The bass guitar is so bad it literally vibrated my bed; I am exhausted after concert week waiting for them to finish so I can get to sleep at night. My field is 1.7 miles away and I can clearly hear the people from there as well. So the noise of this many people, all the cars, music and lights, not to mention the amount of litter that is left after the concerts, not only over the chase, but in the streets is appalling and as an AONOB we should be protecting our land and the animals that live there. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be drunk and intoxicated. A further issue is the light

ANNEX 2

Public Safety

These events are planned during rutting season, risking not only the life of the deer but also families travelling in from cities who have no idea that where these events are held there are also multiple crossing points for deer, who will jump out without warning. Which could end in fatalities, especially if reactions are slowed due to a pint before they drive the family home. The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency

Protection of Children from Harm

These events put our children and grandchildren at risk in an already troubled area for parking with blind summits and bends and narrow roads. Cars are parking on pavements, bends and opposite junctions. Forcing us to walk the dog and push the grandchild in the road risking all our lives. Also as previously mentioned all of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	19.08.2026

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Your Name / Company Name			
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Post Code			
Telephone Number			
Email Address			

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Address of Premises about which you are making a representation	Birches Valley Forest Site Birches Valley Rugeley Staffs										
Name of body you represent (please tick one): <table style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 80%;">1. A person living in the vicinity of the Premises</td> <td style="width: 20%; text-align: center;">☒</td> </tr> <tr> <td>2. A body representing persons who live in the vicinity of the Premises</td> <td style="text-align: center;">☐</td> </tr> <tr> <td>3. A person involved in a business in the vicinity of the Premises</td> <td style="text-align: center;">☐</td> </tr> <tr> <td>4. A body representing persons involved in businesses in the vicinity of the Premises</td> <td style="text-align: center;">☐</td> </tr> </table>				1. A person living in the vicinity of the Premises	☒	2. A body representing persons who live in the vicinity of the Premises	☐	3. A person involved in a business in the vicinity of the Premises	☐	4. A body representing persons involved in businesses in the vicinity of the Premises	☐
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The Prevention of Crime and Disorder

FOREST ILLUMINATED TRAIL

I would like to raise concerns about the anti-social behaviour that was conducted in Post Office Lane and the top part of the village of Slitting Mill, which is nearest to the site during the Forest Live tour this summer. This is raising concerns now for the proposed new application of Forest Illuminations this October-January 2027. There were two officials that were present from the site but that wasn't enough to deter people from abusing residents, entering gardens and foul behaviour, fighting and playing out loud music after the concerts had finished. This occurred for the full run of the 5 events. Slitting mill was supposed to be cordoned off from traffic and parking. This was not upheld by the Event organisers as traffic was indeed entering and exiting and waiting taxis in both Slitting Mill Road and Post Office Lane. Moving cones out of the way to park. This left residents extremely vulnerable late at night. Although this was outside the premises the village was told by the event organisers that the village would be totally coned off for this problem but then failed to manage the situation. The telephone number that was supplied to residents wasn't answered either. Slitting Mill Village was overlooked and forgotten about during the concerts and were left to endure the aftermath of your events on their own. Traffic was backlogged completely along the stretch of Slitting Mill Road from the top of Rugeley to Penkridge bank.

The Prevention of Public Nuisance

Conditions that were experienced in the village were:

Abusive behaviour

Threatening Behaviour

Loud angry and aggressive confrontations with residents

Loud music being played after exit. Including from cars backed up on SM Road.

Urinating in residents' gardens

Entering residents' private gardens

Double decked Buses entering a small rural road.

Taxis waiting for pick ups and dropping off in exclusion areas.

Drunken behaviour

Concern needs to raise about Light pollution from your trails. We can already see lasers in the sky at Slitting Mill from the Shugborough Illuminated trails.

Concerns about your increased footfall/lights/noise onsite for the animals. They injure enough all year round.

Concerns over closure of the site for so long as you are closing trails off, which means the normal routes of access for the Chase to residents will now be closed off. Many residents use the chase and are supporters of the chase and walk their dogs every day.

ANNEX 2

Public Safety

Safety wasn't adhered to for people leaving the site at the junction with Slitting Mill Road. Residents were being directed around the village where there were no lighting and were refused entry to post office lane to get to their houses. But then also others were let through to cause chaos and anti-social behaviour. Residents should have been allowed through with some kind of pass, but this again wasn't thought about and the issue then was that on leaving the site later the assistants just dismissed their obligations. Public safety is forgotten about when you let people walk on semi rural lanes in the dark, back up cars that are trying then to exit onto fast roads like the Rugeley Road which is renowned for accidents. Slitting Mill Road should be shut during the concerts and only accessible for residents, which is what was authorised for the Commonwealth games on the chase a few years ago.

Protection of Children from Harm

Concerns of a license being granted for sale of alcohol onsite from 3.30pm- 22.55 hrs. This is being portrayed as a family event, there is a concern that this will get out of hand as did the concerts. Concerns of traffic are already heightened in the village as we have no lighting in most parts and an area that has no pathways that see families walking on a road that has blind bends, inclines, no lighting, no pathways and a 60mph speed limit to access the forest site already.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	20/08/2026

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Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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**The Licensing Act 2003
Representation Form for 'Interested Person/Body'**

Your Name / Company	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits. **Prevention of Public Nuisance** - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way. The entry and exit positions at Birches Valley will involve a massive increase in traffic at these points, resulting in vehicle emissions and noise pollution, both of which affect residents immediately next to these points.

Public Safety

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers. Also these entry and exit positions at Birches Valley will involve a massive increase in traffic at these points, resulting in vehicle emissions and noise pollution, both of which will affect the health of residents who live immediately next to these points. The speed limit at Birches Valley is 60mph, and so vehicles could easily round the bend next to the entry and exit points to be faced with stationary vehicles, causing a real risk of accidents.

Protection of Children from Harm

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

Print Name	
Signed	



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		

Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley Rugeley Staffordshire WS15 2UQ
Name of body you represent (please tick one): 1. A person living in the vicinity of the Premises ☒ 2. A body representing persons who live in the vicinity of the Premises ☐ 3. A person involved in a business in the vicinity of the Premises ☐ 4. A body representing persons involved in businesses in the vicinity of the Premises ☐	

Licensing Objectives

To be deemed valid, a representation must relate to one or more of the licensing objectives, namely:

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Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

1. Prevention of Crime and Disorder

Key Objections

- I am concerned that the combination of alcohol sales and significantly increased visitor numbers could place additional pressure on a village that already experiences parking disputes, congestion and inappropriate visitor behaviour.
- Residents already experience incidents of inconsiderate parking, verbal abuse and threatening behaviour from some visitors to the Forest. I am concerned that increasing activity on this scale could make these issues more frequent and more difficult to manage.
- The application does not appear to demonstrate how potential issues associated with large numbers of visitors, alcohol consumption and evening dispersal will be effectively controlled.
- I would like reassurance that appropriate security measures, CCTV coverage, staff training and incident management procedures will be in place to minimise the risk of disorder and antisocial behaviour both within the site and in surrounding areas.

2. Public Safety

Key Objections

- My greatest concern is public safety. The proposed level of activity appears capable of generating traffic volumes far beyond those normally associated with a small rural village.
- The village already experiences congestion and parking problems during busy periods. I am concerned that additional visitors could obstruct roads and restrict access for emergency vehicles when minutes may matter most.
- Vehicles already park on pavements and in inappropriate locations. This can force pedestrians, pushchairs and wheelchair users into the road, creating obvious safety risks.
- The surrounding area is heavily used by walkers, cyclists, horse riders and motorists. Increased traffic associated with evening events will increase interactions between vehicles and vulnerable road users.
- The events will operate during autumn and winter months when darkness, rain, ice, snow and fog can significantly reduce visibility and increase stopping distances. These conditions will inevitably magnify any existing traffic and parking problems.
- The surrounding roads are narrow, rural and largely unlit. I am not convinced that the existing highway infrastructure is capable of safely accommodating this scale and frequency of visitor movement.
- I remain concerned that the application does not sufficiently demonstrate how visitor arrivals, departures, taxis, parking and emergency access will be safely managed on a sustained basis.
- Emergency Access: Having had several fires on the Chase, I am acutely aware of the constant need for emergency access around the village but essentially in to the forest itself. Congestion to the levels anticipated could prevent emergency vehicle access at times of significant need.

3. Prevention of Public Nuisance

Key Objections

- The proposed operation of events on up to seven days per week would represent a significant change to the character of a small rural village and surrounding forest environment.
- Noise will not be limited to the event itself. Visitors are likely to arrive before opening and leave after closing, meaning the impact will extend beyond the advertised hours.
- I am concerned about noise from vehicle movements, engines left running, car doors, conversations, taxis and general activity associated with large numbers of people arriving and departing late in the evening.
- The cumulative effect of repeated evening activity, traffic movements and visitor dispersal has the potential to create ongoing disturbance for local residents.
- I am also concerned about the level of congestion and roadside parking that may result from the scale of the events, particularly if visitors seek alternatives to designated parking arrangements.
- Given the relatively quiet nature of the village, even moderate increases in evening and late-night activity may have a disproportionate impact on residents' ability to enjoy their homes peacefully.

4. Protection of Children from Harm

Key Objections

- I am concerned that increased traffic volumes, congestion and inappropriate parking may create additional risks for children living in or travelling through the village.
- Children are particularly vulnerable where vehicles obstruct pavements and pedestrian routes, potentially forcing families with pushchairs and young children closer to moving traffic.
- The proposal is expected to attract significant numbers of families and children. It is therefore important that robust safeguarding, lost-child procedures and appropriate supervision arrangements are clearly identified.
- The combination of large visitor numbers, alcohol sales, darkness, narrow rural roads and increased vehicle movements gives rise to legitimate concerns regarding the safety of children both attending the events and living within the surrounding area.
- Any licensing decision should carefully consider whether adequate measures are in place to protect children from foreseeable risks associated with traffic, crowd movements and the overall scale of the proposed operation.

Overall Summary

My concerns centre on whether a small rural village, with its existing road network and infrastructure, can safely and sustainably accommodate the scale, frequency and duration of the activity proposed. The combination of alcohol sales, significant visitor numbers, evening operation, increased traffic movements and frequent events has the potential to create risks relating to crime and disorder, public safety, public nuisance and the protection of children from harm. I believe a licence would have a negative impact on the area for all of the reasons stated.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG

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From: [REDACTED]
Sent: 20 August 2026 16:32
To: LicensingUnit
Subject: E-mail 1 of 2: Application for a Premises Licence under Licensing Act 2003 s17 for Forestry England

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Sir/Madam,

Application for a Premises Licence under Section 17 of the Licensing Act 2003 by Sarah Taylor for Forestry England, Birches Valley, Etchinghill, Rugeley, WS15 2UQ

We are writing to object to the above application. We are local residents and use the land subject to the application to walk to Slitting Mill and the Rugeley Town Centre.

It would be naïve in the extreme to believe that the consumption of alcohol in the period before Christmas would not generate a lot of noise. It would also be naïve to believe that this could be controlled to a significant extent. That noise will impact of both local residents and on wildlife.

The timing of this event is particularly unfortunate, being the deer-rutting season. Penkridge Bank Road between Post Office Lane and Rifle Range Corner is already one of the worst locations in the whole of Staffordshire (probably the worst) for deer fatalities caused by collisions with vehicles – this can be seen from the annual maps of deer fatalities on display and otherwise kept at the Marquess Drive Visitor Centre. Because attachment can sometimes cause problems, we will send you photographs of two of these maps that we took in June 2024, with a second e-mail. (There was also a Staffordshire-wide map which we did not photograph which showed that deer fatalities in the county were overwhelmingly in Cannock Chase.) We are confident that the situation has not improved since then. Disturbing the deer through noise resulting from the proposed sale of alcohol, films and recorded music will make the situation worse. We note that even at this late stage there is no deer action plan.

This application is related to the application for planning permission (CH/26/223) to which we objected in writing yesterday. The general duties mentioned in that letter in respect of the AONB and combatting climate apply to all activities of the council including its licensing function. They are not limited to planning. These are Countryside and Rights of Way Act 2000 s85, section A1 (added by the Levelling-up and Regeneration Act 2023) and European Convention on Human Rights article 8 as made a part of UK law by the Human Rights Act and as explained in *Verein KlimaSeniorinnen Schweiz and Others v. Switzerland*. As a result, we rely on the points raised in that letter, including: the total blocking of the only safe pedestrian routes from west of Birches Valley (including our and other people's homes) to Slitting Mill and beyond; and the almost entirely private motor-vehicle access to the proposed light trail.

Yours faithfully,

--

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ANNEX 2

[REDACTED]

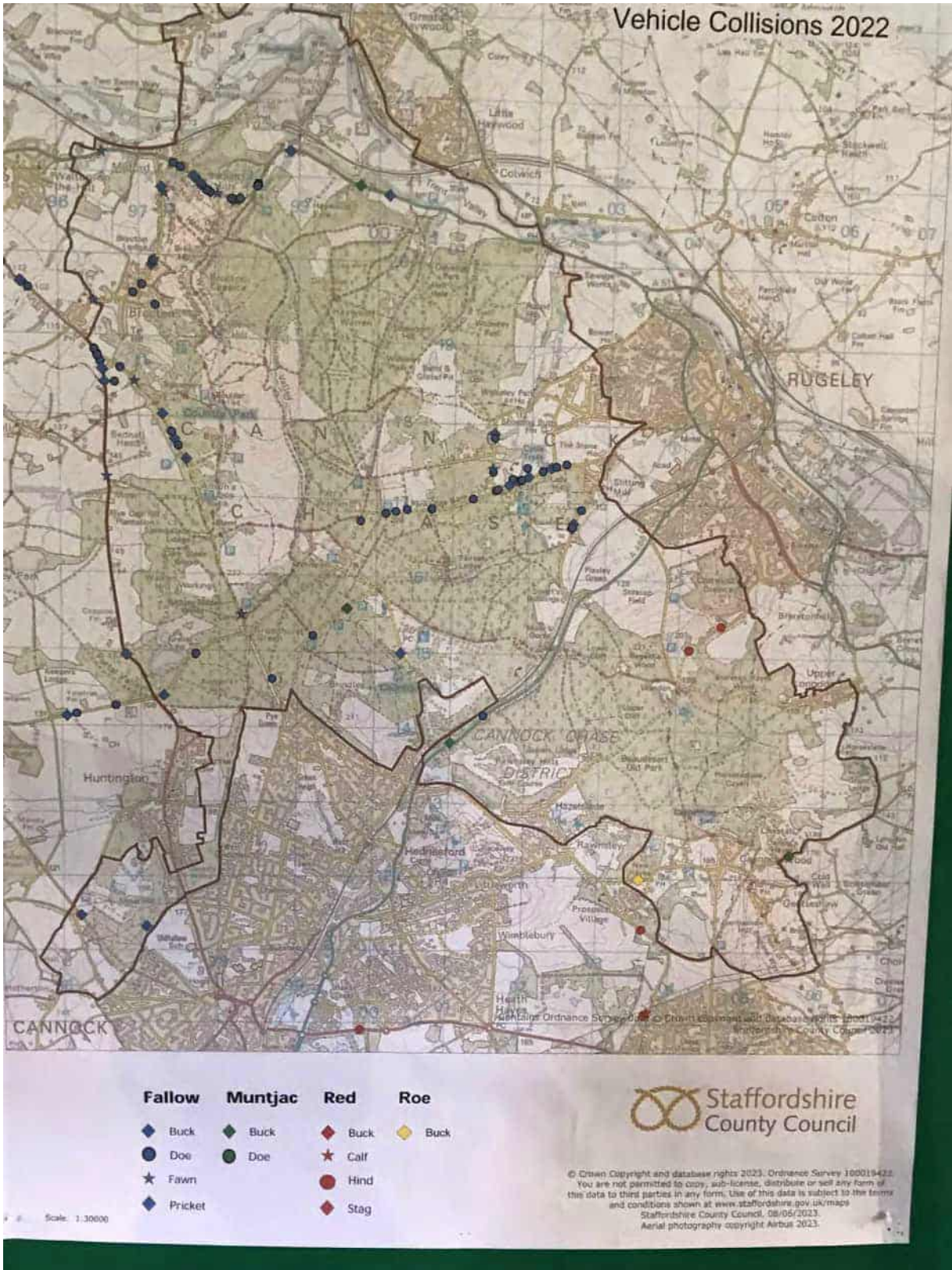
From: [REDACTED]
Sent: 20 August 2026 16:34
To: LicensingUnit
Subject: E-mail 2 of 2: Application for a Premises Licence under Licensing Act 2003 s17 for Forestry England
Attachments: IMG_9740.jpg; IMG_9741.jpg

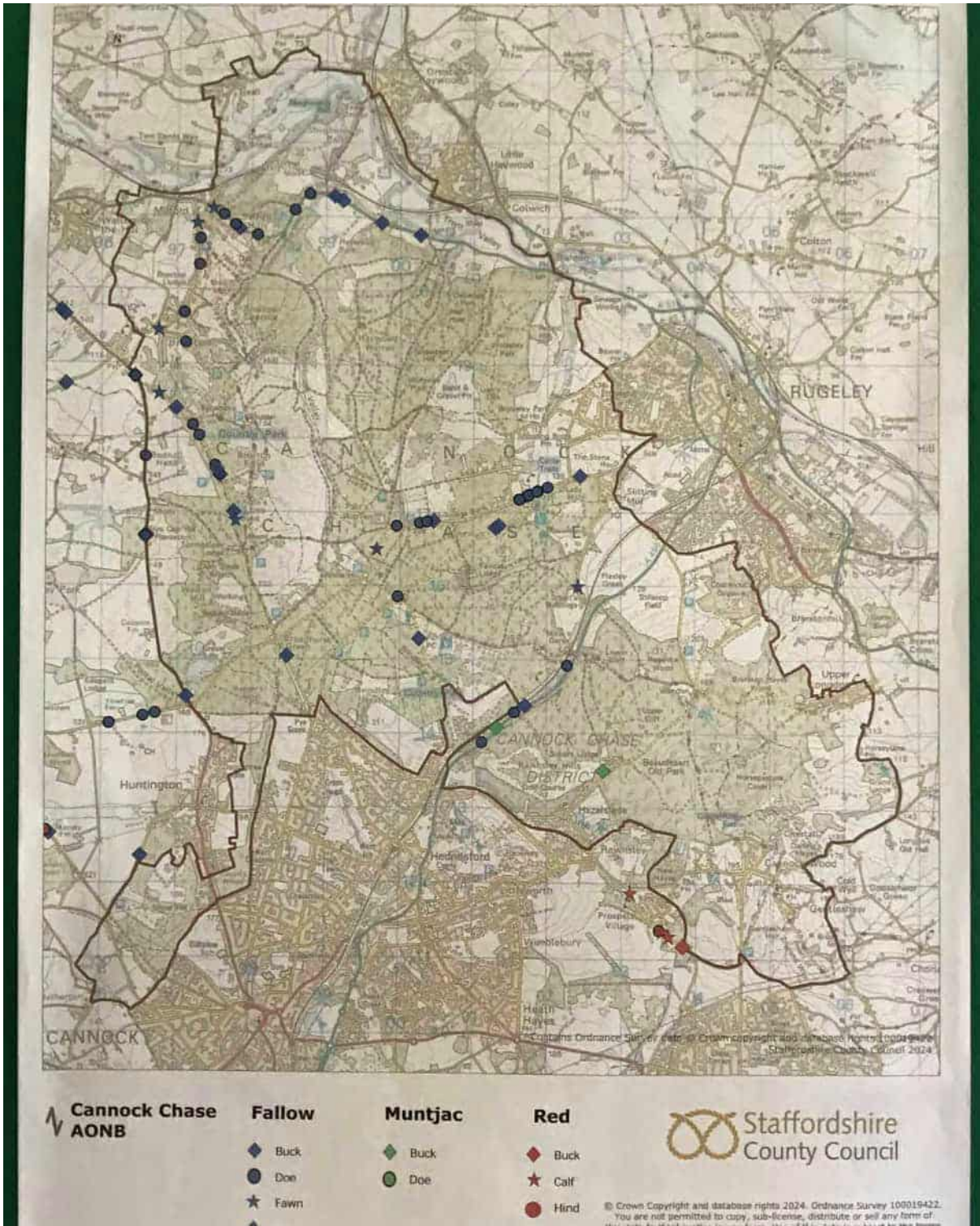
CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

These are the photographs mentioned in our previous e-mail just now.

[REDACTED]

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[Report as bad/spam](#)
[Blocklist sender](#)





From: [REDACTED]
Sent: 21 August 2026 17:09
To: LicensingUnit
Subject: Application for a Premises Licence under the Licensing Act 2003 s17 for Forestry England

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Sir/Madam,

Application for a Premises Licence under Section 17 of the Licensing Act 2003 for Forestry England,
Birches Valley, Etchinghill, Rugeley, WS15 2UQ

This e-mail supplements our e-mail of yesterday. It does not replace it. The reason for this is that only today we learnt that that there were documents not on the web, but in the Council's offices that related to this matter.

The licence application misdescribes the land concerned as 'Cannock Chase Forest Events Site'. This is wrong and likely to give an incorrect impression. The land does not have planning permission for an events site, merely a very limited permission for a few days' use for Forest Live. It is part of a forest and should be assessed as such, not least on the issue of nuisance. The proposed use would be for a considerably longer period of time, seven days a week, during the deer-rutting season. Strobes, laser and smoke machines are anticipated, but details are not given. Much of the application is of the nature "give us permission and we'll tell you what we're doing later". This usurping your function.

When Forestry England obtained permission for Forest Live, it emphasised the limited number of days involved. The current proposal involves going back on its word. It would permit films seven days a week, amplified recorded music seven days a week, supply of alcohol seven days a week and adult entertainment seven days a week. The possible number of attendees is large "not exceeding 4999". We do not believe that the local police force has the capacity to deal with this number of people, many of whom will have consumed alcohol. The same applies to the number 3,400 that appears elsewhere. We live in a world where the absence of crime and disorder cannot be guaranteed and the proposal involves a risk that there will not be enough police to deal with it. This is far from hypothetical. There has been much vehicle crime on Cannock Chase this year. Staffordshire police is likely to be occupied with the usual pre-Christmas drive-drive actions. It should not have to cope with a large number of additional vehicles which Forestry England anticipates in its related planning application will come from the Birmingham and Wolverhampton areas.

There is likely to be public nuisance from noise, lighting and litter. Litter increases when Forest Live occurs. That is one thing for four nights, it is much more serious for a matter of months. The times run until 23.00 (or in one case 22.55), well beyond the normal bedtimes of most children. Forest Live is heard over a wide area, being clearly audible in Kingsley Wood Road, the Burnthill Lane area, Etching Hill, etc.. That is one thing for four nights, it is wholly different for a period of months. The harm to school-age children from late night amplified music is obvious. They should have a good night's sleep and wake refreshed for school in the morning. Pre-school children need a good night's sleep just as much.

Yours faithfully,

--
This message has been checked by Libraesva ESG and is found to be clean.



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		

Name of Premises about which you are making a representation		
Address of Premises about which you are making a representation		

Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises	☒	
2. A body representing persons who live in the vicinity of the Premises	☐	
3. A person involved in a business in the vicinity of the Premises	☐	
4. A body representing persons involved in businesses in the vicinity of the Premises	☐	

Licensing Objectives

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Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

During the recent concerts we had men and women coming up our drive and urinating in the garden
We had verbal abuse to our 18 year old daughter when telling people who were urinating to get off the garden
Taxi drivers blocked our drive and actually parked in our drive
The road was blocked by pick up drivers who took no notice of the marshalls
We had cars dropping people off and parking in our drive and coming up the driveway to the house
We had cans and bottles left in the garden and the hedges
For 45 minutes after every event it was chaos and disturbing

Why should we have to put up with this – the area is an area of outstanding beauty and that's why we live where we do - not a free for all of drunken people disturbing us

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder
The Prevention of Public Nuisance

Public Safety

During the concert post office lane was a big danger due to people parking all round the bend by our house and how there was not a smash I do not know
The area was clearly stated no pick up or drop off
Cars lined the kerbs all the way round the bend and across our drive
It is a blind bend and you have hundreds of people walking round parked cars who are drunk with other cars trying to get through
There could have been multiple serious accidents and people run over

ANNEX 2

Protection of Children from Harm

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	20.08.2026

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Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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From: [REDACTED]
Sent: 21 August 2026 10:57
To: LicensingUnit
Subject: Proposed Premises License - Forestry England for Premises at Birches Valley, Rugeley.

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

TO WHOM IT MAY CONCERN.

I recently attended a Residents' Meeting at the Forestry England ("FE") site at Birches Valley in relation to a proposed "illuminated walk" event to be run by Sony Entertainment on behalf of FE. I am a resident of Slitting Mill Village and I would like to set out my objections to this proposal.

I initially thought that an event such as this would be an asset to the area. However, having seen the presentation given by Sony and been appraised of the detail of the proposal, as well as listening to other residents' comments it is clear to me that this event is going to cause major disruption to Birches Valley, Slitting Mill and the surrounding area.

The sheer scale of what is proposed is unacceptable. The event is proposed to run for a period of three months with an option to run it on for a further month after that. Up to 3,400 tickets are likely to be sold for each evening of the event. 50 vehicles are expected to enter and leave the site per 15-minute time "slot". This means approximately 400 extra vehicles entering and leaving the site every hour for around 6 or 7 hours per day during the 3 month "lifespan" of the event. That will add over 1,000 extra vehicle movements **per day** in the area. In addition to that, there will need to be support staff to supervise attendance and their vehicle movements will increase the level of traffic in the area even more. This will cause significant disruption to residents in the area - especially to those living adjacent to the site in Birches Valley, some of whom I believe have young children. Both the Birches Valley and Slitting Mill already suffer from unauthorised parking and this level of increase in traffic will exacerbate the problem, representing a road safety issue.

Alcohol is to be served at these events each day from 15.30 until 22.00. There is a significant risk of rowdy and unruly behaviour as a result. A similar result was witnessed by the residents of Slitting Mill during the recent Forest Live events - leading, in one case at least to fights and other aggressive action.

There will also be a negative ecological impact on the area. The area is rich in wildlife of all varieties - but especially bats and deer. The bats need to hibernate at this time of year and will be especially vulnerable to the inevitable light pollution caused by these events. Deer migration routes will also be interrupted by the closure of part of the forest. Those routes are used nightly by deer in the area but will not be available to them during the extended period over which the events are proposed. In addition, the routes will not be open to walkers who are not attending the relevant event.

Environmental issues are also relevant. There will inevitably be some "trespass" by event attendees onto paths and tracks other than those intended for use during the events. That will lead to further erosion of those paths and could also represent a fire risk.

ANNEX 2

I have to re-iterate that I am completely opposed to what is proposed and I will be attending any future consultation in order to make my views known further.



--

This message has been checked by Libraesva ESG and is found to be clean.
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[Blocklist sender](#)



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name		
Full Postal Address		
Post Code		
Telephone Number		
Email Address		
Name of Premises about which you are making a representation	Forestry England (Cannock Chase)	
Address of Premises about which you are making a representation	Birches Valley Etching Hill and The Heath Ward Cannock Chase Staffordshire. WS15 2UQ	
Name of body you represent (please tick one):		
1. A person living in the vicinity of the Premises		☒
2. A body representing persons who live in the vicinity of the Premises		☐
3. A person involved in a business in the vicinity of the Premises		☐
4. A body representing persons involved in businesses in the vicinity of the Premises		☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The license-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

Although you mention that the license holder cannot be held responsible for the conduct of individuals when leaving the premises, the disorder, antisocial behaviour and risks to public safety caused by large numbers of people dispersing through this small rural area are a **direct and predictable consequence** of an event of this scale.

Please see my additional comments.

The Prevention of Public Nuisance

Please see my additional comments.

ANNEX 2

Public Safety

Please see my additional comments.

Protection of Children from Harm

Please see my additional comments.

I understand that my representation, including my name and address, will be supplied to the license holder or license applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	20.08.26

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Cannock Chase District Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

Objection to Proposed Event Licence – Forestry England, Birches Valley (26 October – 26 December, plus one-month extension) Submitted to: [Cannock Chase Council]

I wish to register a formal objection to Forestry England's application for a large-scale seasonal event at Birches Valley, Cannock Chase, running from 26 October to 26 December, with an additional month's extension. This objection is made on the grounds of the licensing objectives relating to **Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance, and Protection of Children from Harm**, as well as serious concerns regarding **ecological and environmental impact within a designated Area of Outstanding Natural Beauty (AONB)**.

1. Prevention of Crime and Disorder

Although the licence holder may not be held directly responsible for the conduct of individuals once they leave the premises, the disorder and antisocial behaviour caused by large numbers of people dispersing through the surrounding area is a **direct and foreseeable consequence** of an event of this scale. Following Forest Live, residents witnessed shouting, rowdy behaviour, damage to trees and vegetation, and groups moving through the village late at night in an unruly manner.

Slitting Mill is a quiet residential village of approximately 130 houses. A proposed extra daily footfall of 3400 and vehicle movement inevitably results in disorder beyond the event boundary, and the proposed 90-day duration would create sustained disruption rather than isolated incidents.

2. Public Safety

Public safety risks are significant and well-documented. Slitting Mill Road and Post Office Lane are rural roads in places with a **60mph speed limit, no street lights and no pavements**. During previous events, large numbers of visitors walked along these roads in darkness, creating a serious risk of collision. These events in the winter months pose further risks from poor visibility and adverse weather conditions for drivers, pedestrians which will include adults and children.

Dangerous parking is already a recurring issue at weekends, as many drivers choose not to pay the **£11 parking charge** at Birches Valley and instead park around the village, often removing cones, blocking pavements, and obstructing junctions. A long-term event would greatly intensify this problem, increasing risks for residents, visitors, and children.

Stewards at Forest Live, although trained in emergency evacuation, had **very limited control** over the crowds leaving the site. Their presence did not mitigate the risks posed by thousands of people dispersing through a small rural community.

3. Prevention of Public Nuisance

The scale and duration of the proposed licence would cause substantial nuisance to residents. Previous events have resulted in:

- Late-night noise from departing visitors
- Littering across the Chase and surrounding lanes
- Damage to trees, branches, and vegetation
- Congestion and blocked access for residents and emergency vehicles

An event running from 26 October to 26 December, potentially extending to the end of January, would effectively turn Birches Valley into a long-term entertainment venue rather than a conservation site. This is wholly incompatible with the character of the area and the rights of residents to quiet enjoyment of their homes.

ANNEX 2

4. Ecological and Environmental Harm within a Designated AONB

Cannock Chase is an **Area of Outstanding Natural Beauty**, and the proposed event represents a substantial intrusion into a protected landscape. Key concerns include:

- Disturbance to wildlife such as deer, bats, and ground-nesting birds
- Damage to flora and fauna from increased footfall and off-path wandering
- Pollution and littering
- Vehicle emissions and noise over a prolonged period

The ecological survey submitted by the applicant I understand was conducted by their own personnel. For an AONB, **independent ecological assessment** is essential to ensure objectivity and credibility.

5. Duration and Scale of the Proposed Licence

An event running from 26 October to 26 December, with late-night opening until 11pm and alcohol sales, is unprecedented in this location. Extending this to three months would create continuous disruption for an entire season. The scale is disproportionate and incompatible with the purpose and protected status of Cannock Chase.

6. Community impact

Whilst we appreciate and support Forestry England and the funding required to uphold the valuable work and maintenance of our forests (although I understand that profits are distributed throughout Forestry England so may not result in funds being spent at Cannock Chase) our local Slitting Mill is a small rural village with limited infrastructure. Residents have already demonstrated tolerance during short-term events, but the proposed license would create **continuous disruption for an entire season**, affecting quality of life, safety, and wellbeing.

For these reasons, I strongly object to the granting of this license and request that the application be refused. Should Forestry England wish to pursue future events, they must demonstrate effective mitigation measures, independent ecological assessment, and identify ways to meaningfully reduce the significant impact on residents who have chosen to live in Slitting Mill precisely because of its rural setting and quiet, peaceful character.

The Licensing Act 2003 Representation form for 'Interested Person/Body'

Your Name/ Company Name	Brindley Heath Parish Council
Full Postal Address	Brindley Heath Parish Council clerk@brindleyheath-pc.gov.uk
Post Code	
Telephone number	██████████
Email address	clerk@brindleyheath-pc.gov.uk

Name of premises you are making a representation about	Birches Valley Forest Centre
Address of premises you are making a representation about	Birches Valley Etching Hill Rugeley Staffordshire
Name of body you represent (please tick one)	
1. A person living in the vicinity of the Premises	☐
2. A body representing persons who live in the vicinity of the Premises	☒
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

ANNEX 2

Prevention of public nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of children from harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering Representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

Your representation, including your name and address will be supplied to the applicant, and will be made public in any report agenda that may be produced. Your signature and email address will not be publicised.

The Prevention of Crime and Disorder

The Prevention of Public Nuisance

The proposed licence would permit the sale of alcohol every day until 22:55, with recorded music permitted until 23:00. This is likely to result in visitors remaining at the premises considerably later than would ordinarily be expected at a countryside recreational facility. The opening hours for the supply of alcohol are too long when the last trail walk will be 8:00pm. There should not be the need for two additional hours serving alcohol at the end of each event day.

The Parish Council is concerned about the potential for noise nuisance arising not only from recorded music but also from customers attending the premises, including increased levels of conversation, vehicle movements, car doors, engines and departures from the site late in the evening.

The location of the premises within Cannock Chase Forest means that sound and other disturbance could potentially affect surrounding residents and other users of the Chase. The forest is also an environmentally sensitive and predominantly a recreational area where tranquillity is an important characteristic.

The Parish Council therefore considers that the proposed daily operating hours, particularly the provision for recorded music until 23:00, require much greater consideration of their potential impact on neighbouring residents and the wider environment. Any licence granted should be event specific (Light Trail) and not be for general operational use.

ANNEX 2

Public Safety

The proposed opening hours of 07:30 to 23:00, combined with the sale of alcohol and entertainment facilities, could substantially increase visitor numbers and extend the period during which vehicles will be arriving at and leaving the site.

The Parish Council is concerned about the consequences for traffic movements, parking and road safety, particularly during periods when the Chase is already heavily used.

Late-evening departures could result in increased vehicle movements on the surrounding roads at a time when visibility is reduced and the roads through and around Cannock Chase are less suitable for significant increases in traffic.

The Council would therefore ask the Licensing Authority to consider the adequacy of parking provision and the potential impact of increased vehicle movements associated with the proposed licensed activities.

Penkridge Bank Road has no pavement until the junction of Post Office Lane and local people use the site as part of a walking route from Kingsley Wood Road to Slitting Mill (including the Horns restaurant and public house) and Rugeley Town Centre. The route will be blocked/inaccessible from October to January causing people to have to walk along the road (which has a speed limit of 60mph) or to abandon walking and travel by car. There is no public transport alternative.

The timing of this event coincides with the deer rutting season and Cannock Chase is already one of the worst locations in Staffordshire for deer fatalities caused by collisions with motor vehicles.

Protection of Children from Harm

Risk of Separation in the Dark: The movement of hundreds of people in an expansive, dark woodland area increases the possibility that young children could become lost or separated from their parents, with no clear search protocols detailed for lost children in dark environments.

Print Name	██████████ (Parish Clerk) on behalf of Brindley Heath Parish Council
Signed	██████████
Date	21 August 2026



The Licensing Act 2003

Representation Form for 'Interested Person/Body'

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	
Name of Premises about which you are making a representation	Forestry England
Address of Premises about which you are making a representation	Cannock Chase Forest Birches Valley
Name of body you represent (please tick one): 1. A person living in the vicinity of the Premises ☒ 2. A body representing persons who live in the vicinity of the Premises ☐ 3. A person involved in a business in the vicinity of the Premises ☐ 4. A body representing persons involved in businesses in the vicinity of the Premises ☐	

Licensing Objectives

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Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

. The Prevention of Crime and Disorder .

The events are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale will mean that many people will opt to get taxis. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. What will also happen is that people don't want to pay for parking and will therefore park illegally in the village, on pavements and across people's driveways. This happens already, but these proposals present a further heightened and unprecedented level of danger and challenge. It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of people entering and exiting the village over a sustained time period. This village is already bottlenecked, and the proposal runs the risk of blocking access for emergency vehicles, verbal and physical altercations over inconsiderate parking, and dangerous driving on unlit and narrow rural lane. The exit via Birches Valley, is also an unlit rural road which was never designed for this level of traffic. There are already a significant number of incidents involving wildlife, which presents danger to their life as well as that of drivers and passengers

ANNEX 2

The Prevention of Public Nuisance

It is our view that allowing the sale of alcohol, with the planned levels of footfall daily, will result in high volumes of entering and exiting traffic and people, congregating in and around a small village. Vehicles will be sat running idle or stationary and will obstruct access. This will have a significant impact on the health and wellbeing of residents, including the risk of altercations and physical assault, the noise impact from the music and the noise of people departing, who may be rowdy and intoxicated. A further issue is the light pollution, from extended opening and an illuminated show. We can very clearly see the lights from the illuminated light show at Shugborough, every year. I cannot imagine the impact of similar illumination in such proximity to residents and wildlife. This is an area of Outstanding Natural Beauty and has a Public Spaces Protection Order. These proposals are entirely inconsistent and at odds with these statutory duties, which aim to protect the environment, conserve wildlife, and create a calm and quiet space for local people to enjoy. It is our opinion that these proposals are in breach of statutory duties, including a sustained period of closure and restricted access to a large area of the chase with public rights of way.

Public Safety

The events to which the licensing application relates to are planned to run for 5-7 days a week, until 22.30, with visitors entering and exiting the area significantly outside these days and times. The plan is to charge for the designated parking. This, in addition to serving alcohol at scale, will mean that many organizers and people will opt to get taxis or buses. Historically and inevitably, these accumulate in the middle of the village. These proposals will therefore result in large numbers of vehicles and people coming back into the center of the village, well before the opening times and after 11 pm. This level of footfall noise and disruption over a sustained period, is unprecedented, unacceptable, and dangerous. This village is already regularly bottlenecked, and the proposal runs the risk of multiple mounting and dismounting of pavements, blocking emergency vehicle access, verbal and physical altercations over inconsiderate parking and parking disputes, dangerous driving maneuvers, and driving on unlit and narrow rural lanes. It is our view that that the premises lay out cannot support safe crowd control, nor meet the expectations for CCTV supervision and security required for alcohol based and inclusive entertainment.

Protection of Children from Harm

All of the above risks will apply to children, who may be particularly impacted by the dangerous driving conditions and risks of road traffic accidents, in dark, unlit lanes. Furthermore, the opening times of the event as well as the availability of alcohol will encourage parents to bring their children at times that will invariably exceed their normal bed times. It has been stated that a target audience are families travelling from inner cities and extended distances from the event. The selling and serving off alcohol on site will mean that many drivers, their families and other unrelated road users will be inevitably be impacted by it on their extended journeys home – all of which will be extending beyond the opening times and be undertaken in the hours of darkness. This will inevitably also curtail their sleep and ability and readiness to function the following day whether it be on the road, at school or work. Upwards of 3000 visitors per night are expected – a significant proportion (50%+ ?) of which will be children. Granting an alcohol licence for sales to drivers and parents would therefore be in direct contradiction of protecting their children travelling with them and any others from harm and risk of injury resulting thereof.

ANNEX 2

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	
Signed	
Date	18th August 2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Cannock Chase District Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

ANNEX 2

Sarah Flanagan
Licensing

CCDC
24 AUG 2026
ROOM

CANNOCK CHASE COUNCIL
ENVIRONMENTAL HEALTH

24 AUG 2026
RECEIVED

Cannock Chase Council

Received on

11 AUG 2026

21 August

Applicant: Forestry England
Site: Cannock Chase Forest.

Application for Supply of Alcohol
Daily 1530hrs - 2255

The reason why we (Cllr Ron & An
Treville) Brindley Heath Parish Council.

OBJECT

We both feel Alcohol on tap daily
would result in possibility rowdy and
unbecoming behaviour.

Turning the peace and quiet
area into equivalent public house.
Increased vehicle noise much later
and longer than would be the norm.

We understand there is a deadline
for comments, however we have no
access to computer - We have been
trying to contact licensing Dept
all day (21/8/26)

PTO

ANNEX 2

We would ask respectfully if there
is a need for Alcohol in this peaceful
part of the chase, where families,
and all our wonderful wildlife,
who are having a hard enough time
surviving the heat & forest fires
should be subjected to virtually
all day consumption of alcohol and
all the problems that come with it.

We would also ask that music and
noise pollution be monitored.

Thank You - Kind Regards.

Mr Ron Turville } Bradley Heath Parish
Mr Ann Turville } Councillors.



The Licensing Act 2003 Representation Form for 'Interested Person/Body'

Your Name / Company Name	
Full Postal Address	
Post Code	
Telephone Number	
Email Address	
Name of Premises about which you are making a representation	BIRCHES VALLEY FORESTRY
Address of Premises about which you are making a representation	
Name of body you represent (please tick one):	
1. A person living in the vicinity of the Premises	☒
2. A body representing persons who live in the vicinity of the Premises	☐
3. A person involved in a business in the vicinity of the Premises	☐
4. A body representing persons involved in businesses in the vicinity of the Premises	☐

Licensing Objectives

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Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

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ANNEX 2

Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information ~~provided~~ by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

When you add alcohol to a large group of people it is a contributing factor in crime & disorder

The Prevention of Public Nuisance

Alcohol is proven to increase the likelihood of antisocial behaviour and crime when introduced to large crowds.

ANNEX 2

Public Safety

The Selling of alcohol at an event where the majority of people attending drive there would increase the risk of people driving whilst affected by it increasing the risk of accidents. Alcohol slows reaction time whilst driving there are no footpaths or street lighting in the surrounding areas. Adding potentially 3,500 cars to the village roads AT NIGHT will increase the risk of animal collisions.

Protection of Children from Harm

Crowds and alcohol inevitably lead to an increased risk of antisocial behaviour Public nuisance and crime which in turn endangers children. The driving of 3500 cars on roads with no footpaths or lighting whilst potentially being under the influence of alcohol. Is a clear and present threat to children.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature and email address will not be publicised.

Print Name	[REDACTED]
Signed	[REDACTED]
Date	16/8/26

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations made after that date cannot be considered.

Please return this form with any additional sheets to licensingunit@cannockchasedc.gov.uk

Or by post to: **Licensing Unit, Cannock Chase District Council,
Civic Centre, Beecroft Road, Cannock, WS11 1BG**

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ANNEX 3

From: Richard Jarman <Richard.Jarman@staffordshire.police.uk>
Sent: 21 August 2026 08:20
To: Taylor, Sarah <sarah.taylor@forestryengland.uk>
Cc: Sarah Flavahan <sarahFlavahan@cannockchasedc.gov.uk>; Leo Parkes <LParkes@staffordbc.gov.uk>; Paul Heaney <Paul.Heaney@staffordshire.police.uk>; Lisa Roberts <Lisa.Roberts@staffordshire.police.uk>; James Finn <James.Finn@staffordshire.police.uk>
Subject: RE: Application for a Premises Licence - Forestry England, Cannock Chase Forest, Birches Valley, Rugeley, Staffordshire, WS15 2UQ
This Message originated outside your organisation.

Good Morning Sarah

I have made the amendments listed in your email to Dominic which was received at 16:10 on 20th August 2026.

A full copy of the conditions with these latest amendments can be found below

To incorporate conditions in section 18 (b) The prevention of crime and disorder:

1. An Event Management Plan (EMP) /Risk Assessment (RA) must be provided to Cannock Chase District Council prior to the event taking place. The EMP/RA must include details of security/stewarding arrangements having regard to the anticipated numbers attending the event. The Event Management Plan must include fire risk assessment, provisions for injury/ill health and emergency/evacuation plans, Policing/security/searching provisions (including a drug and weapon search policy), child protection policy including lost child procedure, noise management plan, crowd control/audience behaviour, dispersal policy, traffic management and food hygiene procedures. Each event must have an Event Management Hub and the location of the Event Management Hub must be identified on each EMP/ RA for each individual event and be located within the licenced area.

2. Staff training/briefing must include procedures to deal effectively with emergency incidents including:

- a) Reporting an emergency to the relevant emergency service
- b) Safe evacuation of customers
- c) Dealing with terrorist threats or incidents

Staff training to also incorporate:

- d) Responsible Alcohol Service, including recognising signs of drunkenness, refusal skills, drugs awareness(applicable to those involved in the sale of alcohol only)
- e) Managing and resolving conflict
- f) Premises Licence conditions(applicable to those involved in the sale of alcohol only)
- g) Relevant obligations and offences under the Licensing Act 2003, including those associated with the sale of alcohol(applicable to those involved in the sale of alcohol only)
- h) Safeguarding awareness in child protection matters (protecting children from harm)

Records of training or briefings given(whichever is applicable) must be documented and kept on the premises for inspection by the Responsible Authorities during the event. The training records on the day of the event, must be stored at the Event Management Hub.

After the event, the records must be retained for a minimum of 1 month and must be kept by event organiser and associated contractors for access, details given within the EMP.

ANNEX 3

3. Where the Event Management Plan/Risk Assessment indicates that Door Supervisors are required, then they must be Security Industry Authority (SIA) registered and conditions 3a, 3b and 3c, as referenced below, must be complied with.

3a. The Premises Licence Holder/Designated Premises Supervisor must identify the requirement for Door Supervisors at all times by way of a risk assessment. Where the Risk Assessment identifies the need for Door Supervisors to be deployed, Door Supervisors must be of sufficient number to be able to control entry to the premises and deal with any instances of disorderly behaviour within the premises simultaneously. Door Supervisors must remain at the premises until such time the premises are closed, and all members of the public have left the venue. All persons utilised at the premises in the capacity of a Door Supervisor must wear high visibility clothing and must use radios to communicate with each other at all times they are deployed.

3b. The use of Body Worn Cameras must be considered on a risk assessment basis. Where the decision has been taken to utilise Body Worn Cameras, all footage must be kept for a consecutive 28-day period and to be produced to the Police or Local Authority Officers in relation to the investigation of crime and/or disorder issues and suspected licence breaches, upon request or within 24 hours of such request where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law. The footage must be kept by event organiser for access, details must be given within the EMP.

3c. Where Door Supervisors are employed, there must be a register of every SIA person employed at the premises that contains the following details:

- i. Full Name, contact details of security provider contractor employing them.
- ii. Full Security Industry Authority licence number
- iii. Time and date Door Supervisors starts and finishes duty
- iv. Each entry shall be signed by the Door Supervisor

That register must be kept fully updated at all times and remain at the licensed premises for inspection by the Responsible Authorities during the event. The register on the day of the event, must be stored at the Event Management Hub. After the event, the records must be retained for a minimum of 1 month and must be kept by event organiser and associated contractors for access, details given within the EMP.

4. An incident log must be kept at the premises and made available on request to the Police or an authorised officer of the Licensing Authority. It must be completed as soon as is practically possible and must record the following:

- a) All crimes reported to the premises
- b) All ejections of patrons
- c) Any complaints received concerning crime and disorder
- d) Any incidents of disorder
- e) All seizures of drugs or offensive weapons

5. That incident log must be kept fully updated at all times and be available for inspection immediately by an authorised officer of the Licensing Authority, or Police. The register on the day of the event, must be stored at the Event Management Hub. After the event, the register must be retained for a minimum of 1 month and must be kept by event organiser and associated contractors for access, details given within the EMP.

ANNEX 3

6. No open vessels containing alcoholic drinks must be taken from the boundaries of the premises.

7. In relation to consumption on the premises, all drinking receptacles (including bottles) must be of an alternative material other than glass. Any drinks not available in this packaging must be decanted and the glass/bottle retained by the staff at the location and not handed to the customer.

8. No person in possession of an alcoholic drink in a sealed or unsealed container must be allowed to enter the premises, unless it relates to deliveries being made to the bar/s.

9. The Premises Licence Holder/Designated Premises Supervisor must identify the requirement for CCTV at all times by way of a risk assessment. Where the Risk Assessment identifies the requirement for CCTV then conditions 9a, 9b and 9c, as referenced below, must be complied with.

9a. CCTV must be installed and cover as a minimum, all public entry and exit points, including any service of alcohol points and must record continuously at all times the event is taking place. The CCTV unit and monitors must be positioned in Event Office to allow for the management and monitoring of the event. Access to the footage must be allowed immediately to Staffordshire Police or Local Authority Officers in accordance with the Data Protection Act where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

9b. All CCTV images must be kept for a consecutive 28 day period and to be produced by a nominated person(s) (as identified in the EMO, including the name and contact details of the nominated person(s)), in a digital format, to Staffordshire Police or Local Authority Officers in relation to the investigation of crime and / or disorder issues and suspected licence breaches, upon request or within 24 hours of such request, where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law. The footage must be kept by event organiser and associated contractors for access, details given within the EMP.

9c. There must be a nominated person(s) available at all times during the event who is trained and capable of operating the CCTV system and downloading any footage required by Staffordshire Police or Local Authority Officers in performance of their duties.

To incorporate conditions in section 18 (e) The protection of children from harm:

1. Challenge 25 must be operated at the premises whereby all persons who appear to be under 25 and purchasing or attempting to purchase alcohol must be asked to provide identification to prove they are over 18 years of age.

2. The only acceptable forms of identification allowed must be a valid passport, valid photo ID driving licence or valid proof of age scheme card with the PASS approved hologram.

3. Challenge 25 signage must be displayed in a clear and prominent public place and at every point of sale at the location.

4. All staff must be fully trained in relation to the Challenge 25 scheme before being allowed to sell alcohol and a record must be kept of staff training. These training records must be made available for inspection upon request by a Responsible Authority. The training records on the day of the event, must be stored at the Event Management Hub. After the event, the register must be retained for a minimum of 1 month and must be kept by event organiser and associated contractors for access, details given within the EMP.

ANNEX 3

5. A refusals register must be held at each point of sale at the premises and contain details of the time and date of any sales that are refused in relation to persons that are underage. This register must be made available for inspection upon request by a Responsible Authority. This register can be written or electronic. After the event, the register must be retained for a minimum of 1 month and must kept by event organiser and associated contractors for access, details given within the EMP. Please advise by way of return email, if you agree with the above conditions as outlined. This needs to be done as soon as possible due to end of consultation being today.

With kind regards, Richard.

Sent on behalf of SGT 4613 Jim Finn.

25144 Richard Jarman

Licensing Officer



Police Licensing Unit,
(Second Floor) Stafford Police Station,
Eastgate Street, Stafford, Staffordshire, ST16 2DQ.

t: 101 Ext. 2849 Direct Dial: 01785 232843

m: 07966882533

e: richard.jarman@staffordshire.police.uk

e: licensinghq@staffordshire.police.uk

Find us on...



www.staffordshire.police.uk



www.facebook.com/StaffordshirePolice



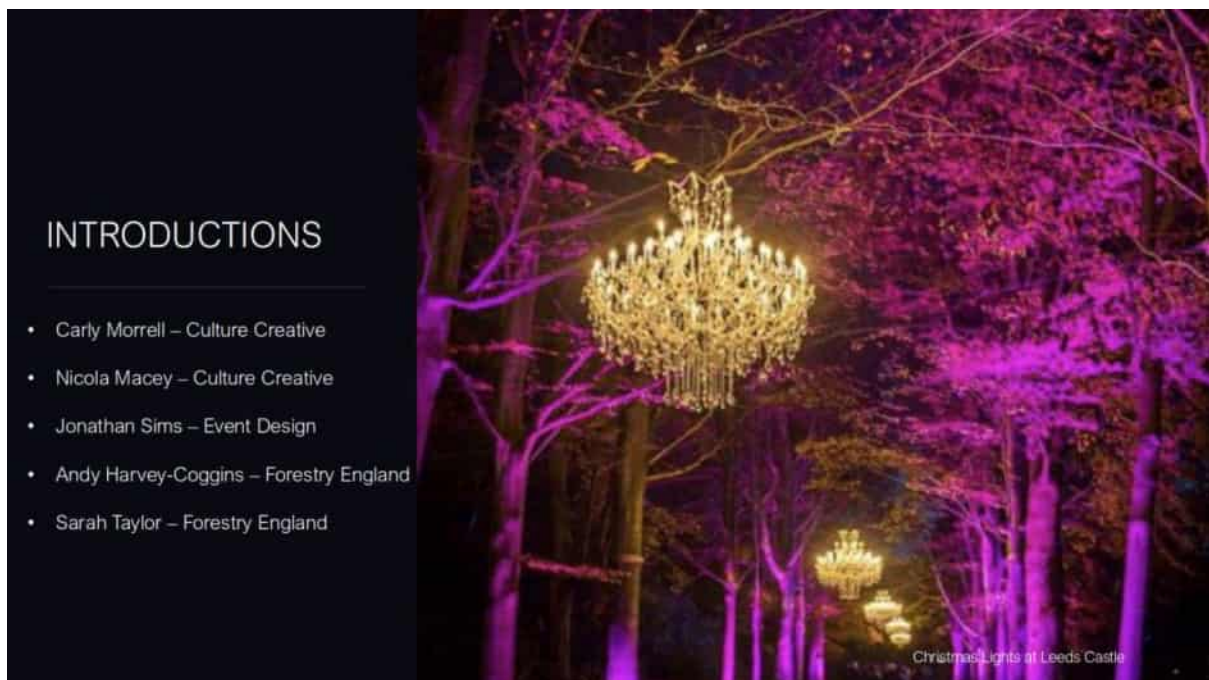
www.twitter.com/StaffsPolice



www.youtube.com/StaffordshirePolice

From: Sarah Flavahan <sarahFlavahan@cannockchasedc.gov.uk>

Sent: 20 August 2026 17:05



Who We Are.

RG Live: A world-class event production company and division of Sony Music Masterworks, RG Live produced over 300 events in 2025, selling millions of tickets across 50 global locations. We lead the industry in immersive experiences, from illuminated trails to concerts, opera, and festivals. Our partnerships include Royal Albert Hall, Royal Botanic Gardens Kew, National Trust, and major botanical gardens worldwide.

Sony Music Masterworks: As part of Sony Music Masterworks, RG Live benefits from a global network and industry-leading expertise. This backing enables us to innovate and scale exceptional live experiences across diverse cultural and musical productions.

Culture Creative Ltd (CCL): CCL specialises in site-specific events in heritage and landscape settings. As the creative force behind our illuminated trails, CCL blends art, heritage, and large-scale event expertise to craft immersive, unforgettable experiences worldwide.



Forestry England

Forestry England manage more land and trees than any other organisation in England. They provide hundreds of car parks, maintain thousands of miles of trails, and plant millions of trees. And they have to raise most of the money needed for this work themselves, with less than 10% of their funding coming from the government.

RG Live and CCL are long-standing event partners of Forestry England, with a proven track record of delivering high-quality visitor experiences across our national forest estate. Over many years, we have collaborated on a number of successful large-scale events at several of our sites.

We are currently celebrating our ninth consecutive year of **Christmas at Bedgebury**, the award-winning illuminated winter light trail at Bedgebury National Pinetum and Forest. This year also marks our third consecutive year working together to deliver **Halloween at Moors Valley** and **Christmas at Westonbirt**, hosted at Westonbirt, the National Arboretum.

In addition to these ongoing partnerships, we have previously collaborated on events at Delamere Forest in Cheshire and Thetford Forest in Suffolk.



HIGHLIGHTS FROM OUR PORTFOLIO

These highlights represent just a selection of RG Live's diverse portfolio, showcasing the breadth and calibre of projects we have delivered. Each example reflects our ability to collaborate with leading partners, transform world-class IP into live experiences, and consistently create memorable moments for audiences worldwide.



Cannock Chase Forest : Event Details

Build: 28 September 2026 – 21 October 2026
Preview: 22 October 2026 – 17:00, 17:15 and 17:30
Opening days:

- October: 23 October – 30 October – 7 evenings a week
- November: 1 November – 31 November – 5 evenings a week (Tuesday/Wednesday closed)
- December: 1 December – 30 December – 7 evenings a week
- January: 1 January – 3 January – Friday, Saturday and Sunday
 - Potential Extension : 4 January – 24 January - (Tuesday/Wednesday closed)

Operational Hours:

- October: First Pulse: 16:30 – Last Pulse: 20:00 - (Site clear 22:30)
- November: First Pulse: 16:00 – Last Pulse: 20:00 - (Site clear 22:30)
- December: First Pulse: 16:00 – Last Pulse: 20:00 - (Site clear 22:30)

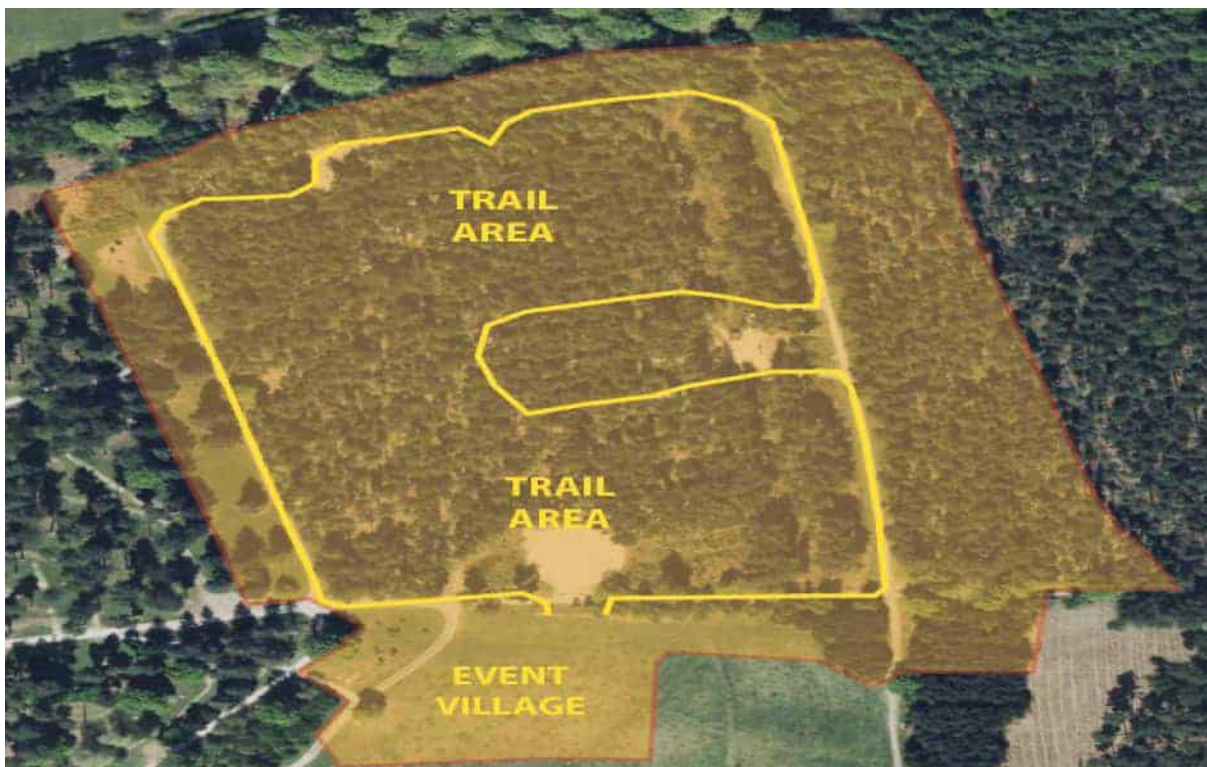
Capacity: 3400 maximum pax per night
Dismantle: 4 January 2027 – 10 January 2027 or if extended - 25 January 2027 – 31 January 2027

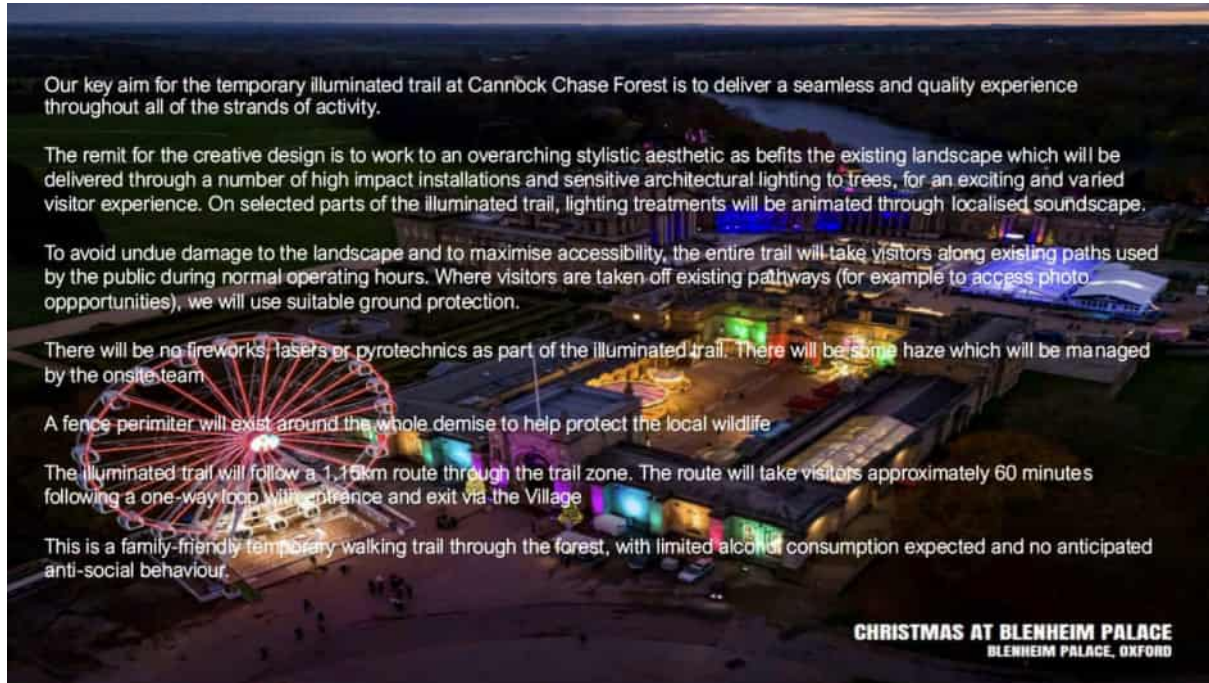




SHOW DETAILS

- Experienced Site Operations and Technical team will manage the full show.
- All security staff will be SIA badge holders and experienced in managing audience.
- A site security team will be in place 24 hours a day, 7 days per week
- All stewards, bar staff, food traders and security will be trained in our emergency evacuation procedures
- Traffic Management stewards will manage the vehicle ingress and egress - along with directional signage
- Ingress and egress route will be manned by our front of house team who will also be litter pickers





The Village

The Village is the main hub for all visitors and is only open to ticketed public. It houses all the front of house elements including:

- Ticket scanning area
- Guest seating
- Toilets
- Guest Services
- Food and Beverage Offering
- Emporium (merchandise tent)
- Photo Opportunity
- Trail start and end





Traffic Management

- The event will operate using 15-minute timed ticket entry slots, with a maximum capacity of 200 visitors per time slot. This approach helps manage visitor arrivals throughout the evening and limits the parking demand to a maximum of 920 vehicles per event evening across the designated car parks.
- Based on the ticket allocation, a maximum of 50 vehicles are expected within any 15-minute period, which spreads the arrival and departure of vehicles throughout the evening.
- All visitor and production vehicles will access and exit the event via the main Birches Valley entrance only. No event traffic will be routed through Slitting Mill.
- There will be a designated area for Taxi drop-off and pick up point within the venue footprint.
- A transport assessment indicates that the event is **not expected** to have a material impact on the surrounding highway network.
- Temporary Traffic Regulation Orders (TTROs) or additional parking restrictions are not considered necessary.
- We do not anticipate significant traffic congestion, queuing, or delays at key junctions during the event.



Noise Management Information

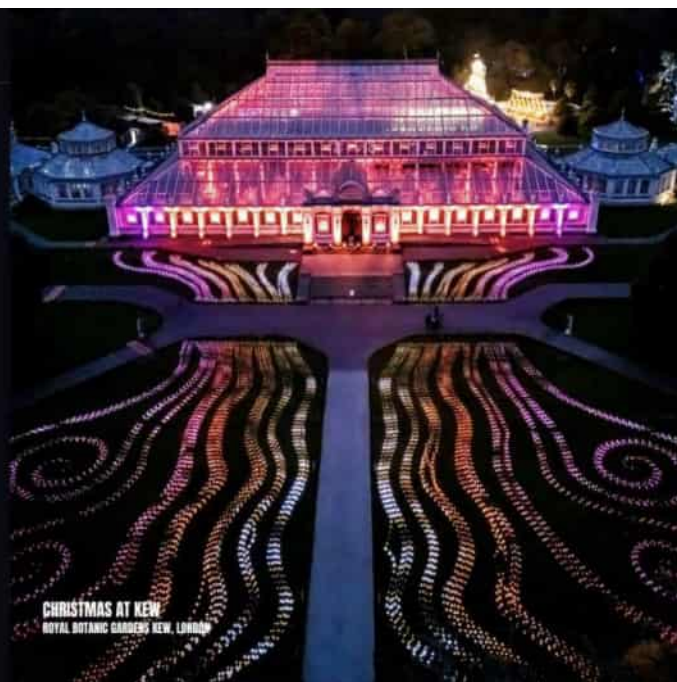
We recognise the importance of protecting the amenity of nearby residents and will implement a range of measures to minimise noise. The event is designed as a family-friendly light trail rather than a music-led attraction, with any accompanying audio kept at a low, ambient level and directed away from residential properties wherever practicable. Speakers will be positioned carefully to limit sound spill, and volumes will be regularly monitored throughout the event. There will be no amplified live performances, and all audio will cease at the close of the event each evening.

We will also follow the below practices:

- Defined management process / procedure for complaints.
- Detailed noise management plan (NMP) to be undertaken which will aim to minimise the impact on local residents.

The NMP will include the following procedures:

- Background/baseline readings taken.
- Location of sound sensitive residences will be agreed with Local Authority.
- Site layout will take nearest noise sensitive residences into account.
- Sound design will consider lateral and radial spill.
- Regular reviews.



Noise Management

Due to the nature of our proposed use of the space, we do not anticipate high noise levels during the fit out and live operations. We are however determined to be good neighbours and if at any time you wish to speak to the Event Manager, please get in touch via the dedicated residents' contact line which will be established for the duration of the illuminated trail. The telephone number and details of how to use these services will be shared with local residents in advance of the illuminated trail being open to the public, ensuring any queries or concerns can be raised directly with the event management team.

Residents can also contact Forestry England on customerrelations@forestryengland.uk with the subject line "Noise Complaint" so these can be identified and prioritised.





Sustainability.

As part of the Sony Music family, RG Live and CCL are committed to environmental responsibility, recognising that the success of our illuminated trails depends on the beautiful natural environment, landscapes and heritage of the venues we work with.

Our approach is shaped by Sony Music's global sustainability goals and aligned with recognised industry standards, including relevant guidance by Julie's Bicycle and BS 20121.

Sustainability is embedded across our operations, with consistent practices in place to minimise environmental impact while maintaining financial viability. We focus on using local suppliers, promoting public transport, reducing single-use plastics, reusing equipment, and encouraging digital ticketing. Recycling and minimising disruption to the environment and local communities are also key priorities.

While our methods are adaptable to different settings, the core principles remain the same - protecting the landscapes and heritage assets that are vital to our events. This is central not just to our success, but to our shared duty to preserve these spaces for future generations.

Triangulate
Blenheim Palace, Oxfordshire, England

Q+A



Christmas at Wimpole

THANK YOU

carly.morrell@culturecreative.co.uk



Scot Kearney

From: Taylor, Sarah <sarah.taylor@forestryengland.uk>
Sent: 21 August 2026 08:38
To: Leo Parkes; LicensingUnit
Cc: Scot Kearney; Bell, Dan
Subject: Application for a Premises Licence - Forestry England, Cannock Chase Forest

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Good morning Leo, Licensing,

Following discussion and consultation we would like to amend the hours on our licence application for licensed music, and the service of alcohol. We would like to bring the hours forward from the current applied for hours of 23:00 (music) and 22:55 (sale of alcohol), to 22:30 for both, on each day. Are you able to update and amend on our behalf, or do you require me to resubmit any paperwork?

With best wishes,

Sarah

Sarah Taylor (she/her)
Events Manager (National)
Forestry England

m: 07379 062 495
sarah.taylor@forestryengland.uk
www.forestryengland.uk



Forestry England

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CANNOCK CHASE DISTRICT COUNCIL LICENSING ACT 2003 PREMISES LICENCE SUMMARY		
Premises licence no: CCDC/PREM/24/539		
Part 1 – Premises details		
Postal address of premises CANNOCK CHASE FOREST PINGLE SLADE EVENT SITE LADY HILL, BIRCHES VALLEY, RUGELEY, STAFFORDSHIRE, WS15 2UQ		
Where the licence is time limited the dates are: ANNUALLY ON A MAXIMUM OF 8 DAYS (JUNE TO AUGUST)		
Licensable activities authorised by the licence <u>SALE BY RETAIL OF ALCOHOL</u> <u>PROVISION OF REGULATED ENTERTAINMENT</u> PLAYS FILMS LIVE MUSIC RECORDED MUSIC PERFORMANCES OF DANCE ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE <u>PROVISION OF LATE NIGHT REFRESHMENT</u>		
Where the licence authorises supplies of alcohol whether these are on and/or off supplies ON SALES ONLY		
The times the licence authorise the carrying out of licensable activities <u>SALE BY RETAIL OF ALCOHOL</u> ON PERMITTED DAYS – 13.00 TO 22.55 <u>PROVISION OF REGULATED ENTERTAINMENT</u> OUTDOORS ONLY PLAYS FILMS LIVE MUSIC RECORDED MUSIC PERFORMANCES OF DANCE ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE ON PERMITTED DAYS – 13.00 TO 23.00 <u>PROVISION OF LATE NIGHT REFRESHMENT</u> ON PERMITTED DAYS – 23.00 TO 23.30		
The opening hours of the premises ON PERMITTED DAYS – 13.00 TO 24.00		

CCDC/PREM/24/539

Name, (registered) address of holder of premises licence

**FORESTRY ENGLAND - FOREST LIVE
KEYSTONE INNOVATION CENTRE
CROXTON ROAD
THETFORD
SUFFOLK
IP24 1JD**

Registered number of holder, e.g. company number, charity number

NOT APPLICABLE

Name of designated premises supervisor where the premises licence authorises for the supply of alcohol (amended 15/6/26)

SARAH RACHAEL TAYLOR

State whether access to the premises by children is restricted or prohibited

**NO CHILDREN UNDER 16 ARE ALLOWED ON SITE FOR THE CONCERTS
WITHOUT A PARENT OR GUARDIAN AGED 18 OR OVER**

Contact details

**Licensing Unit
Cannock Chase District Council
Civic Centre
Beecroft Road
Cannock
WS11 1BG**

Phone 01543 462621**E-mail licensingunit@cannockchasedc.gov.uk**

ANNEX 6

