

Forgotten Landscapes Project

Landscape Conservation Action Plan

5.12 Project: Engagement with Local Interest Groups ELIG

5.12.1 Introduction

The Partnership is aware of the need to engage the local community. Failure to do so would result in this Scheme being like so many that have preceded it, where community 'buy in' has not been achieved and no sense of community 'ownership' has been developed. Only with strong community support and participation will the Forgotten Landscapes Partnership Scheme leave a lasting positive legacy on the heritage landscape and its people.

To date, four groups with a diverse range of project ideas, geographically spread around the FL area and with a good track record of project delivery have worked with the Partnership to develop strong Project ideas. The groups and their plans are as follows:

- **Blaenavon Local History Group ELIG 1** – Researching and publishing a book on the area circa 1901-1951 – a 'forgotten' period in the area's history.
- **Llanfoist Villager's Association ELIG 2** – Establishment of a local heritage centre with a display of interpretive reconstruction drawings by a local artist and associated village self-guided heritage trail.
- **'Camel's Back' Youth Bike Pilot Project ELIG 3** - Engaging young people in managing the Camel's Back spoil tip, developing a cycling track and earning 'time' credits towards skills sessions, etc.
- **Cwmtillery Partnership ELIG 4** - Working with the community to develop a design for a piece of interpretation for the Coity Mountain which celebrates the area's rich folklore.

5.12.2 Links with other Programmes

	Implementation Programme		
	A	B	C
ELIG 1		SCED 1 CLLL 2	IOS 2 IM 2
ELIG 2	EV 1 IM 1		VMC 1 VMA 2 IOS 3
ELIG 3	BIO 1 STS 1	VOL 1	
ELIG 4			VMA 2 IOS 3 IM 1

5.12.3 Primary Aims and Outcomes

Primary Aims	Support community groups so that they are enabled to deliver their own plans and encourage other groups to do likewise
Outcomes	Revised perceptions of landscape quality, value and heritage
	New information for interpretation
	Case study for end of project event
	More people and groups conducting primary heritage research and working together
	More people with skills resulting from formal and informal FLP courses

Delivery Plans

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Landscape Conservation Action Plan

Delivery Plan Title	Blaenavon Book ELIG 1																					
Budget Total	£2,750 (contingency 10%)																					
Description	The Blaenavon Local History Group is at the heart of the community and, with 20+ regular attendees, the group has been undertaking primary research into the history of the area from 1901 to 1951 – an era which, if not recorded now, will soon pass from living memory. It is also a period often overlooked at the expense of the industrial revolution, although the group did provide some assistance to the BBC television series Coal House at War. The group are supported by the Workers Education Association (WEA) who provide meeting space, etc. free of charge.																					
Overall Aims	To produce a publication (probably a book, circa 100 pages) detailing life in the area between 1901 and 1951.																					
Objectives	<ul style="list-style-type: none"> * Collate all research * Identify and provide editorial support / project monitoring by heritage professionals within Torfaen CBC * Publish the history group's research * Distribute the publication widely (including complimentary reference copies for local schools/library/World Heritage Centre/NLW etc) * Reinvest any income in to future publications 																					
Detailed proposals and specification	This plan intends to see the group's research compiled and printed in a saleable publication. All the research, illustrations and photographs have already been undertaken / sourced by the group. The group has agreed to compile the information ready for publication																					
Beneficiaries / key audiences	<ul style="list-style-type: none"> * History Group * Local people * Students / researchers * Visitors (improved interpretation) * Schools / colleges * WHC (archive / interpretation material) 																					
Monitoring and Evaluation Criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="text-align: left;">Output / activity</th> <th colspan="3" style="text-align: center;">Targets</th> </tr> <tr> <th style="text-align: center;">Yr 1</th> <th style="text-align: center;">Yr 2</th> <th style="text-align: center;">Yr3</th> </tr> </thead> <tbody> <tr> <td>Publications produced and distributed</td> <td style="text-align: center;">400</td> <td></td> <td></td> </tr> <tr> <td>Community Members involved in research</td> <td style="text-align: center;">20</td> <td></td> <td></td> </tr> <tr> <td>Editing / Monitoring support provided (hours)</td> <td style="text-align: center;">21</td> <td></td> <td></td> </tr> </tbody> </table>			Output / activity	Targets			Yr 1	Yr 2	Yr3	Publications produced and distributed	400			Community Members involved in research	20			Editing / Monitoring support provided (hours)	21		
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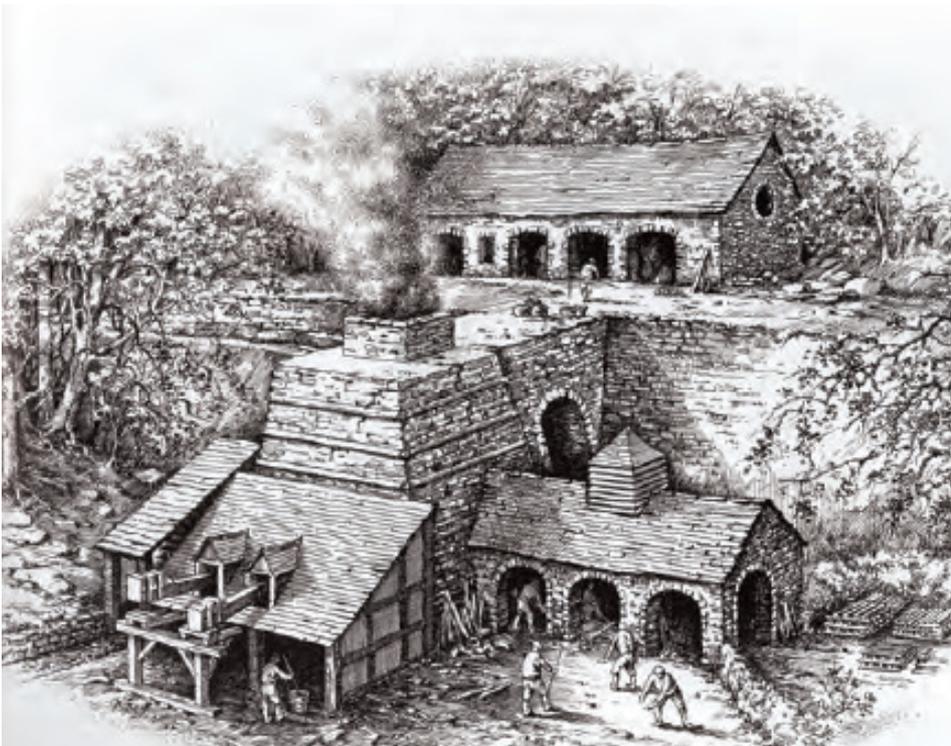
Landscape Conservation Action Plan

Outcomes	<ul style="list-style-type: none"> * Up-skilling; health and well-being benefits (mental health); primary heritage research; revised perceptions of landscape quality, value and heritage; improved quality of user/visitor experience. * Case study for end of FLP Scheme event * Promote book at local events e.g. Blaenavon World Heritage Day, etc * Potential source of material for future FLP / WHS interpretation 																																																			
Integration	<p>Links with other delivery plans</p> <p>Visitor Management and Interpretation</p> <ul style="list-style-type: none"> • Supplements interpretation available to visitors: IOS 2 and IM 2 <p>Community Engagement and Education and Training</p> <ul style="list-style-type: none"> • Supports schools projects – genealogy and oral history: SCED 1 • Learning Landscapes CLLL 2 																																																			
Key stakeholders / consultees	* Torfaen CBC – Heritage and Museums Officer; Site Manager WHC; FLP Education / Interpretation Officer																																																			
Risk appraisal	<ul style="list-style-type: none"> * Ensuring copyright of photographic images * Requires advice re: editing / publishing (hence monitoring role by key officers at Torfaen CBC) * Group need to establish bank account. The group are willing to do this 																																																			
Delivery roles and responsibilities	<ul style="list-style-type: none"> * FLP Education / Interpretation Officer to help with proofing; editing; advise re: design / print / distribution. * Blaenavon Historical Society – research / development * Torfaen CBC – Heritage and Museums Officer; Site Manager WHC 																																																			
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Maintenance and management implications	This project is stand alone with no ongoing implications for the FLP Scheme																											
Sustainability and Exit Strategy	Revenue raised as a result will be reinvested in future publications / projects. This will be monitored by the FLP team.																											

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Delivery Plan Title	Llanfoist Community Interpretation ELIG 2
Budget	£11,000 (contingency 10%)
Plan Description	<p>The community of Llanfoist is very active and organised, and has a village design plan and a draft interpretation plan in place. As such, the group have identified a key project from these plans that could be delivered as part of the Forgotten Landscapes Project. The project has two elements.</p> <p>Firstly, they would like to commission a well known and respected local artist to create an A0 sized piece of artwork which depicts the village as it would have been in the 1820's. The artwork would then be displayed (2 x plinths, 1 x wall mounted) at key locations in the village, and used as the basis for saleable posters (the income would be set aside for maintenance) and for a free self guided trail leaflet around the many fascinating heritage locations that Llanfoist can offer.</p> <p>Secondly, the local Church Hall is to be developed as a 'Heritage Centre' that can act as a Visitor Gateway.</p>  <p style="text-align: center;">Llanelly Blast furnace – an example of the work of Michael Blackmore</p>
Overall Aims	To develop and present community interpretation within Llanfoist. This will compliment other FLP plans which share heritage conservation, community engagement, interpretation and visitor management objectives.

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Objectives	<ul style="list-style-type: none"> * Engage the local community group – SOLVE in developing and leading on the work * Commission and produce high quality interpretive artwork * Establish a self-guided heritage walking trail * Undertake minor refurbishments and redecorate local Church Hall so as to act as a ‘Heritage Centre’ at a key visitor gateway to the FLP Scheme area 																											
Detailed proposals and specification	<p>The detailed proposals are as follows:</p> <ul style="list-style-type: none"> * Deliver a key project within the village’s draft interpretation plan * Research / development of interpretive artwork re: Llanfoist in 1820’s by professional artist * Artwork installed / displayed at 3 no. key sites (i.e. as part of local information provision) * Posters printed for sale (at local outlets) as source of income for future maintenance * Self guided heritage walking trail developed, (Community - led design using artwork from professional artist). * Trail leaflet distributed at key local outlets including the World Heritage Centre, Abergavenny TIC and shops / Post Office within the village / via WHS web site. * Refurbish and redecorate the local Church Hall so as to bring it up to standard as a visitor gateway which provide visitor facilities. 																											
Beneficiaries / key audiences	<ul style="list-style-type: none"> * Llanfoist community * Broader local community * Visitors 																											
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Outcomes	<ul style="list-style-type: none"> * Community engagement, revised perceptions of landscape quality and heritage value, improved quality of user / visitor experience 																											
Integration	<p>Visitor Management and Interpretation</p> <ul style="list-style-type: none"> • Opportunity to promote project via FWHS website and to link to community group web pages: VMC 1 • Strong cross-links with development of trails from secondary gateways: VMA 2 • Strong links with development of interpretation at secondary gateways: IOS 3 <p>Community Engagement and Education and Training</p> <ul style="list-style-type: none"> • Potential to link to Roots & Routes festival activities: EV 1 • Guided walks: IM 1 																											

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Key stakeholders / consultees	<ul style="list-style-type: none"> * Llanfoist Villagers' Association * Depending on location and size of display panels landowners' consent (e.g. MCC Highways if installed in footway/highway verge) and planning advice may be required * Recommend consulting with MCC Tourism and Countryside sections * Need to consult with FLP team re: fit with other FLP orientation/information/interpretation – i.e. design style / FLP reference / funding logos etc? 																																																														
Risk appraisal	<ul style="list-style-type: none"> * Insurance and liability * Maintenance/reprints 																																																														
Delivery roles and responsibilities	<ul style="list-style-type: none"> * Llanfoist Villager's Association – Project design development and ongoing management and maintenance. * FLP Coordinator and Education and Interpretation Officer – Ongoing guidance and support to group. 																																																														
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Cashflow				
Item	Yr 1	Yr 2	Yr 3	Total
Professional fees	750			750
Printing and copying	2,250			2250
Interpretive panels		3,020		3,020
Leaflet		980		980
Heritage Centre		4,000		4,000
Total	3,000	8,000		£11,000
	DinK Managing and running of Visitor Gateway in years 2 and 3 – 32 days per year costed at £50 / day. Covered under VOL 1			
Maintenance and management implications	Maintenance / reprint costs to be met from income from sale of posters. Running of Visitor Gateway by volunteers			
Sustainability and Exit Strategy	This is stand alone with no ongoing implications for the FL Partnership			

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Delivery Plan Title	'Camel's Back' Youth Bike Pilot ELIG 3
Budget Total	£15,000 (20% contingency)
Plan Description	<p>The Camel's Back is an area of mining spoil close to Keeper's Pond which forms part of a Scheduled Ancient Monument near the core of the BILWHS. It is easily accessible from the B4246 and the Elgam Estate. It is owned by Torfaen CCBC. Informal use by scramble bikes has, over several years, created tracks and gullies across and down the spoil. Some descents are relatively long and steep. Use of motorised biking in particular causes considerable erosion of the surface of the spoil and is also illegal. Left unmanaged, this damage will be exacerbated by the effects of high rainfall and frost heave.</p> <p>This Pilot Delivery Plan will focus on part of this area and attempt to resolve the erosion problem while working with the community to eradicate scramble bike use and encourage the use of mountain / BMX bikes. An added benefit of the scheme will be the engagement of the community in an exciting sport which, in turn, may help deter local people from using the Canada Tips and other spoil sites for illegal off-roading. In conjunction with a Mountain Bike Course Designer / Builder, it is proposed to work with a dedicated community group to develop the existing tracks into a purpose built trail.</p> <p>Through this Delivery Plan a core group of young people (under the leadership of Torfaen CBC Sports Development team) will be established, who will actively 'manage' the spoil around the 'Camel's Back' area of the Forgotten Landscapes through responsible cycling. It will engage young people in developing mountain bike trails around the same area, and will provide skills and activities for those involved through a reward scheme (similar to 'time banking'). There would also be opportunities via FLP events to 'showcase' cycling skills to the public.</p> <div style="text-align: center;">  </div> <p style="text-align: center;">Camels Back coal spoil</p>

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Overall Aims	To develop and implement a youth cycling facility which complements other FLP Projects sharing heritage conservation, countryside management and visitor management objectives.																															
Objectives	<ul style="list-style-type: none"> * Form youth cycling group * Develop terms of reference between participants and Youth Service / Sports Development / FL Officers * Establish minimum standards re quality of bikes / safety equipment etc * Engage professional cycling tutors * Develop workshop programme (attendance dependent upon a reward scheme) * Identify mountain biking routes for further development / promotion * Target areas of spoil requiring disturbance for conservation purposes 																															
Detailed proposals and specification	<p>Subject to consultation, provisional ideas include provision of:</p> <ul style="list-style-type: none"> * A surface treatment on the existing tracks, which would provide a substrate appropriate for mountain biking and which would prevent further erosion of the original spoil material underneath. Initial proposals include either importing a suitable material, treating the existing surface, or a combination of both. Although the generally recommended surface for BMX tracks is a stone-free 80/20 clay/sand mix, it is doubtful whether this material would 'stick' to the steep slopes. The current preferred option therefore is for trialling an Australian product – Polycom Stabilising Aid or Dustcheck – both of which can be applied to an existing substrate or surface to increase shear strength, durability and weather resistance. * A dual level of technical difficulty, so that the site can be used by beginners but allow for skill development and more experienced bikers. This may be achieved for example by different loops, or by incorporating some BMX-style mounds and jumps with 'chicken runs' alongside to dodge the more technical parts. 																															
Beneficiaries / key audiences	<ul style="list-style-type: none"> * Young people * Heritage visitors 																															
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Outcomes	<ul style="list-style-type: none"> * Active conservation, up-skilling, health and well-being benefits, revised perceptions of landscape quality and heritage value, improved quality of user / visitor experience 																															

Forgotten Landscapes Project

Landscape Conservation Action Plan

Integration	<p>Conservation and Climate Change</p> <ul style="list-style-type: none"> • Link to Conserving the Commons: BIO 1 • Links to Spoil to Spectacular: STS 1 <p>Community Engagement and Education and Training</p> <ul style="list-style-type: none"> • Opportunity to engage volunteers: VOL 1 																																																																														
Key stakeholders / consultees	<ul style="list-style-type: none"> * Cadw / Torfaen CBC (as site is a Scheduled Ancient Monument*) * Torfaen CBC Sports Development * Torfaen CBC Youth Services 																																																																														
Risk appraisal	<ul style="list-style-type: none"> * Statutory permissions: project by project basis * SAM consent* * Insurance and liability * Staff departures * HandSAWA * DDA 																																																																														
Delivery roles and responsibilities	<ul style="list-style-type: none"> * Torfaen CBC Sports Development Team (Andrew Peacock), Torfaen Youth Service (Mick Pearson) – Project design development and ongoing management and maintenance. * FLP Manager, Volunteer Coordinator – Ongoing guidance and support to group. * Seconded Police Officer - awareness raising / enforcement – engagement with young people 																																																																														
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Forgotten Landscapes Project Landscape Conservation Action Plan

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Maintenance and management implications	The project in itself provides a way of managing and maintaining key landscape features in the FLP area.																																				
Sustainability and Exit Strategy	<ul style="list-style-type: none"> • Youth Projects in deprived areas are generally well supported. It is therefore anticipated that Torfaen Youth Services will be able to maintain the facility in the longer term. • Also, much of the maintenance will be conducted by youths as a volunteer contribution • As this is a youth project, inevitably the beneficiaries will move on as they get older. However, by training one or two of the young people as tutors, would assist Project sustainability. • The Local Authority would be required to continue to provide insurance cover for such activities. 																																				

Forgotten Landscapes Project Landscape Conservation Action Plan

Delivery Plan Title	Coity Summit Community Artwork ELIG 4 Orientation feature / landmark
Budget Total	£5,000 (10% contingency)
Plan Description	<p>The community of Cwmtillery provides a link in to the valleys to the west of the Forgotten landscapes, and the community there is very active, and has been developing a range of projects including a project called 'Heaven and Earth Trails' which links into the FLP area – a project which has already received funding via the Heads of The Valleys 'HARPS' programme. The project suggested for funding under the FLP therefore, aims to add value to the Heaven and Earth Trails.</p> <p>Cwmtillery is on the west side of the Mynydd Coity, the upland that runs north-south between the Ebbw Fach and the Afon Lywd valleys, with Blaenavon on the eastern side of the mountain. The project entails employing an artist to work with the community to develop the design for a unique piece of interpretive art on the Coity summit (the summit is crossed by one of the trails) which reflects the 'forgotten' folklore heritage of the area. The model for such a project are the 'panopticon' artworks created as part of the East Lancashire Regeneration Park. It is envisaged that the artist will work with as wide a range of community members as possible to ensure inclusivity. Art is recognised as an excellent way of enthusing and engaging people.</p> <p>The Coity is a key location in terms of entry points to the World Heritage Site and offers good views over the landscape to be interpreted. There are several rights of way crossing the Coity that are intended to be developed and promoted under associated Project work (see access - riding routes).</p> <div style="text-align: center;">  <p>The Singing Ringing Tree at Crown Point, Burnley</p> </div>

Forgotten Landscapes Project

Landscape Conservation Action Plan

Overall Aims	To engage the services of a professional artist to work with local people in developing a design for a piece of interpretive artwork on the Coity summit.			
Objectives	<ul style="list-style-type: none"> * Agree Artist's Brief * Engage professional artist * Engage community in the design process * Develop a set of artistic designs prepared plus detailed information re: costs for construction / materials / installation and a maintenance strategy 			
Detailed proposals and specification	A typical example of an artist's input for such a project is set out below:			
	Inception meeting with client, site visit, initial research	2 days		
	Initial meeting with community group to visit site, explain approach, discuss themes, etc	1 day		
	Plan, prepare for, undertake initial workshops, dismantle, clean up			
	Record results, develop approach, refine ideas, initial consultations with key stakeholders	3 days		
	Plan, prepare for, undertake 2 half-day development workshops (max no. of attendees per session say 10 no. for manageability), dismantle, clean up	1 day		
	Prepare and display preferred design / idea to local community for comments and consult with key stakeholders	2 days		
	Complete preferred design and confirm cost estimate.	3 days		
	Est. TOTAL artist's time	12 days		
Beneficiaries / Key audiences	<ul style="list-style-type: none"> • Local people, including under represented groups • Wide range of community stakeholders / intergenerational • Visitors using the promoted local trails 			
Monitoring and Evaluation Criteria		Targets		
	Output / activity	Yr 1	Yr 2	Yr3
	People engaged			10
	No of days active involvement			10
	Workshops held			1
Interpretive artworks designed			1	
Outcomes	<ul style="list-style-type: none"> • Revised perceptions of landscape quality and heritage value • health and well being benefits • up-skilling • potential to improve visitor / user experience 			
Integration	Visitor Management and Interpretation <ul style="list-style-type: none"> • Link artwork to cross country trails from secondary gateways: VMA 2 • Link to Interpretation at secondary gateways: IOS 3 • Guided walks – ghost stories IM 1 			

Forgotten Landscapes Project Landscape Conservation Action Plan

Key stakeholders / Consultees	Landowner, Planning authority, Commoners, ROW officers																																																					
Risk appraisal	<ul style="list-style-type: none"> * Permission from landowner re erecting artwork * Planning consent may be required 																																																					
Delivery roles and responsibilities	<ul style="list-style-type: none"> * Cwmtillery Community First – Project management, implementation and ongoing maintenance * Appointed artist – Project design * FLP Coordinator and Education and Interpretation Officer – Ongoing project support 																																																					
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Maintenance and management implications	The plan has a finite lifespan, however, the designs will be used to produce a piece of artwork which in itself will require maintenance. Low maintenance / durability of artwork should therefore be a key requirement in the artist's brief																																																					

Forgotten Landscapes Project

Landscape Conservation Action Plan

Sustainability and Exit Strategy	This plan is a sub component of work being undertaken by an active community group in Cwmtillery. The group has demonstrated its ability to win funding and it is anticipated that they will proceed with the project to the installation stage.
Recommendations for Future Work	Following confirmation of feature, materials and design secure funding for production and installation. Make funding application in year 3 for year 4 production and installation