

Forgotten Landscapes Project

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Section 4 Aims and Objectives to Deliver the Programme Outcomes

4.1. Introduction

An extensive programme of consultation conducted during the Stage 1 Project Planning Phase resulted in the identification of a suite of Projects that collectively would result in improved heritage conservation, increased levels of community involvement both in an advisory and active capacity, improved access to the heritage landscape, an increased number of visitors understanding and enjoying the area's rich heritage and the establishment of a well trained and motivated local heritage workforce (professional and voluntary) armed with the skills necessary to ensure the sustainable ongoing conservation of the heritage landscape. The resulting eleven Projects, approved by HLF in October 2008, were then subjected to the Stage 2 Development Phase. Further research, ground truthing and consultation, required to refine Project aims and objectives, was followed by rigorous scrutiny of Project deliverability and viability by teams of specialist consultants, project staff and partnership working groups. As delivery plans emerged these were subject to further rounds of consultation across the Partnership and broad consensus was reached on the way forward.

The original aims, objectives and outcomes for the eleven Projects were first presented to HLF in the Landscape Strategy (2008). They are reproduced here and reviewed in the context of Development Stage Delivery Plans in Appendix 2.

FLP Strategic Aims (at October 2008)

- | | |
|------|--|
| SA1 | the landscape is protected and conserved so that future generations may understand the contribution that South Wales made to the Industrial Revolution |
| SA2 | landscapes and historic features are presented and promoted to increase knowledge and assist economic regeneration |
| SA3 | opportunities are explored to develop tourism and markets for local produce and traditional crafts |
| SA4 | opportunities to harness renewable energy sources are taken and promoted |
| SA5 | the important mosaic of traditional habitats are able to support the rich diversity of plants and animals, many of which are now rare or endangered |
| SA6 | these habitats and species are sensitively managed, through effective partnership, including landowners and managers, and monitored to ensure their long term conservation |
| SA7 | fragmented habitats and isolated species are reconnected and links are made with the wider landscape |
| SA8 | traditional land management methods are reintroduced and the skills to deliver them are retained within the local communities |
| SA9 | the agricultural, industrial and social past is further revealed through continued study by a variety of interest groups |
| SA10 | access to the project area for recreation and appreciation is for as wide a range of users as possible |
| SA11 | the heritage features are improved and supported through high quality information, training and education opportunities for all |
| SA12 | local people and visitors are enabled to become directly involved in the future of the heritage landscape |
| SA13 | increased visitor pressure and associated recreational activities are managed to ensure the sustainable future use of the landscape |
| SA14 | the partnership shares and helps develop best practice for use by other organisations for future landscape projects |

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4.2 The Relationship Between the Blaenavon and Forgotten Landscapes Partnerships – Added Value and Synergistic Working

The purpose of Section 4 is to describe how the FLP will conserve the heritage landscape, address the needs of its communities, provide learning and training opportunities and improve access to the widest possible audience. However, following very helpful discussions with the Partnership's mentor, it was felt that a number of matters require explanation / clarification prior to this exercise. These are discussed below.

4.2.1 The Forgotten Landscapes Scheme and the Blaenavon Industrial Landscape World Heritage Site

During the course of the Development Year it became clear that there was a strategic question that needed to be addressed urgently. *'What is the relationship between the FL Scheme and the BILWHS and how will FLP demonstrate an appropriate profile for itself and bring added value to previous and existing work programmes?'*

Failure to clarify these issues would result in confusion and duplication between the two Schemes, thereby jeopardising operational aspects and losing public understanding and support. It was obvious that a model for integration must be developed or the potential benefits of collaboration would not be achieved.

This section will explore the relationship and provide a model for close collaboration based on added value to the work of both Partnerships. It will consider:

- the different concepts of the two schemes
- the different boundaries of the BILWHS and the FLP Scheme
- the degree to which the work of the two organisations is mutually supportive and complementary
- the benefits of closer integration
- how the work of the two organisations might be more closely integrated in future.

4.2.2 A Summary of the Structure and Aims of Each Partnership

The Blaenavon Partnership

This Partnership aims and to conserve, present and promote the BILWHS. The Partnership does not employ staff directly. Instead they are hosted and managed by the lead partner TCBC under the supervision of the Blaenavon Partnership Project Board. The Project Board meets periodically to monitor and review progress against the BILWHS Management Plan.

The strategic aims are:

- Ensuring the protection and conservation of the key monuments
- Helping arrest continuing economic decline in the area
- Finding solutions to the threats faced by pressure to extract residual coal reserves through open-casting
- Influencing the Planning and Policy framework to help ensure site protection
- Identifying opportunities for further research into the values and management of the site

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The Forgotten Landscapes Partnership Scheme

Created, through HLF criteria for Landscape Partnerships during 2007 – 08, the FLP is a more inclusive body with over 130 members. These range from the Welsh Assembly Government (DE&T) to the Blaenavon Town Womens' Guild and include the entire membership of the Blaenavon Partnership.

Vision Statement

'A World Heritage Site and its landscape setting in an excellent state of conservation, understood, accessed, enjoyed and cared for by all - managed through strong community partnership and involvement'

From the commencement of the FLP Scheme, close working relations will be developed with the Blaenavon Partnership staff team, and both teams will be based at the World Heritage Centre.

4.2.3 Comparing and contrasting the two approaches

The aims of the Blaenavon Partnership will continue to deliver enhanced conservation of the industrial heritage of the inscribed area. Whereas, based on HLF guidance, the FLP Landscape Conservation Action Plan (LCAP) will deliver broader benefits while still bringing added value to the work of the Blaenavon Partnership.

4.2.4 Justifying the Different Boundaries

BILWHS

The boundary of the 33sq km BILWHS was set against the original landscape area that was leased by the first iron masters as it contained all of the raw ingredients necessary for the production of iron.

FLP

Following a year of wide ranging consultation during the Forgotten Landscapes Project Planning Year, many local people and groups expressed the view that the BILWHS boundary did not reflect a sense of place and it was, therefore, unrepresentative of the wider history of the landscape area.

The area finally selected for the FLP covers 71 sq km.

4.2.5 The extent to which each scheme supports the other

The BILWHS is currently being managed to standards required by UNESCO under a 1999 management plan which itself is under regular review. This approach allows for new ideas in heritage land management to be easily incorporated. Since 1999 the approach to large area heritage land management has moved forward significantly. New ideas, coupled with the requirements placed on the UK government following ratification of the European Landscape Convention in 2007, has provided the setting for a more holistic management approach. HLF guidance provides a delivery framework for this and because of the close working relationship between the Blaenavon Partnership and the Forgotten Landscapes Partnership it will be possible to introduce this new approach through the BILWHS Management Plan review process and through the delivery of the FLP Programmes.

Many Blaenavon Partnership members already recognise that FLP will provide the next stage in the evolution of the BILWHS. As all of the members of the Blaenavon Partnership are also members of the FLP there will be no difficulty in a more holistic management style being adopted.

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There are a number of ways in which the two projects can reinforce each other:

i. Potential for buffer zone management

The FLP project area includes and surrounds the BILWHS. By considering the surrounding area as a buffer zone (see below), the whole can be considered as one unit – a core site and its buffer zone.

This approach will enable the greater landscape area to be presented, marketed and promoted as one unit and reduce confusion amongst the visiting public and local people as to why, what appears to be a single upland unit is only, in part, inscribed as a World Heritage Site.

ii. Added value

The Blaenavon Partnership has responsibilities to protect, enhance and promote the heritage landscape, a responsibility which relates specifically to the reasons underlying inscription by UNESCO in 2000.

The Forgotten Landscapes Partnership shares these aims, but will be able to deliver them over a wider area.

iii. Staff relationships

As both Partnerships have similar remits many of the aims and responsibilities are shared. This will enable synergistic working between the two staff teams as described below

iv. Two teams –shared aims

Through well considered job descriptions it will be possible to create an FLP staff team whose daily work will support and enhance the efforts of the existing BP staff team. Modifications to existing WHC staff job descriptions and work plans will enable this to occur, for example:

v. Education

The WHC's Education Strategy is tailored to meet the curriculum needs of schools in relation to industrial heritage. FLP will superimpose a wider education offer onto this strategy so that many other aspects of the school curriculum, such as biology, geography and geology, can be delivered through the WHC and partner organisations.

For the delivery of FLP genealogy and oral history projects, the FLP Education and Interpretation Officer will be supported by WHC staff who currently liaise with and assist school and community groups who use the Centre's archive material.

vi. Website – Interpretation and Information

WHC staff will assist the Education and Interpretation Officer with web site management and updating as new information becomes available.

vii. Access

New access provision being created through FLP will be promoted by WHC 'front of house' staff as part of their regular duties.

viii. Volunteering

A well motivated and skilled volunteer workforce is a fundamental aspect of FLP Programme sustainability. The creation of the FLP Volunteer Recruitment and Coordinator post will bring significant added value to the progress made by the WHS Warden.

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ix. Commons

A dedicated Commons Officer will be able to add value to work thus far undertaken to develop and maintain links with the area's commoners. This group is seen as key to sustainable land management and will demand significant Officer time.

x. Marketing and Promotion

The WHC staff team is supported by a Marketing and Promotion Officer who is responsible for planning, advertising and co-ordinating events. This Officer will also be available to the FLP staff team.

xi. Project Management

The Forgotten Landscapes Scheme Manager will report directly to the FLP Project Board and Key Officer Steering Group. Both the Board and Steering Group will be composed of many of the existing BP members. Consequently, FLP project delivery will always be scrutinised in terms of impacts on the WHS Management Plan and the two staff teams will, in effect, be complimentary to one another during the FLP Implementation Phase.

xii. Avoiding Overlap and Duplication

The points outlined above demonstrate that both the Blaenavon and Forgotten Landscapes Partnerships have jointly considered how the two staff teams can:

- Collaborate effectively
- Avoid the risk of overlap / duplication of effort
- Share resources
- Add value to programmes of work

A clear advantage of this approach is that the BILWHS and its landscape setting can begin the process of evolving from a Regeneration Project to a World Class Heritage Destination

4.2.6 Regeneration Project to a World Class Heritage Destination

The BILWHS began as a regional regeneration project that aimed to help the town of Blaenavon recover from the closure of the iron making and mining industries. The FLP has provided a new focus for the Blaenavon Partnership and it is seen as 'the way forward' for the conservation and presentation of the heritage landscape. Through the approach described above both Partnerships recognise there is an opportunity to develop the BILWHS and its landscape setting into a world class heritage destination.

4.2.7 Summary

By referring to the key questions it is possible to demonstrate that closer collaboration is genuinely possible.

Key question	Findings
Is there scope for collaboration considering the different concepts of the two schemes?	Sufficient similarity of purpose to allow close collaboration in many areas
Will the different boundaries cause operational problems?	FLP will act as a buffer zone to the core site and raise management standards over a wider area
Will closer integration be possible and will it bring benefits?	Added value, shared purpose for the two staff teams, broader appeal for visitors and learners, sustainability

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4.3 General Considerations Relevant to FLP Scheme Development

4.3.1 The Need for a Clear and Dedicated Visitor Management Structure

The FLP Partnership has recognised that there is a need for a clear vision, coherent management strategy, strong leadership and dedicated support roles to ensure that the visitors' experience of this heritage landscape is both memorable and positive.

Aims developed for the Partnership's Stage 1 Audience Development and Access Plan remain relevant:

to promote and encourage access to the Forgotten Landscapes for quiet recreation, enjoyment and appreciation by as wide a range of users as possible whilst minimising impacts on sensitive landscapes, archaeological features, wildlife habitats and grazing animals.

This can be achieved by:

- improving access to basic facilities and services
- providing easier inclusive access to the landscape
- providing awareness raising events, effective interpretation, educational activities and outreach programmes

Projects developed during the Development Stage will address these issues. These are described in detail in Section 5 Implementation Programme C Visitor Management and Interpretation.

4.4 Revised Structure of the Scheme

4.4.1 FLP Stage 1 Application

Following HLF advice published in 2004, the Forgotten Landscapes Partnership submitted a Landscape Strategy (LS) set around a number of strategic aims (see 4.1 above). These remain valid and have led our Development Year work.

The 2008 LS set out five Programmes and eleven Projects:

Programme	Project
1. The Landscape Made the People	1.1 Geology Rules
	1.2 The Power of Water
	1.3 Testimony to Human Endeavour
2. Our Sense of Place	2.1 Telling the Tale
	2.2 Exploring the Past
	2.3 Heritage Education

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3. Nature's Story	3.1 Man and the environment 3.2 Involving people in their landscape
4. Guardians of the Landscape	4.1 Conserving the Commons 4.2 Common Wealth 4.3 Spoil to Spectacular
5. Strategic Programme Management	5.1 Programme Management

4.4.2 Adopting LCAP Guidance

Following discussions with the HLF mentor and HLF staff, the Partnership chose to develop this Stage 2 bid following the new guidance issued by HLF in June 2008. Our experience in so doing, and the advice we received from our consultants, suggested strongly that there was a need to reorganise the Programmes and Projects so as to align them much more closely with the new HLF guidance. The revised structure, based around the five HLF Programme headings appears below:

HLF Programme Headings (LCAP)

- A conserving or restoring the built and natural features which create the historic landscape character**
- B increasing community participation in local heritage**
- C increasing access to, and learning about, the landscape and its heritage**
- D increasing training opportunities in local heritage skills**
- E scheme maintenance and management**

For ease of implementation the Partnership has developed four 'Implementation Programmes.

FLP Implementation Programme A	Conservation and Climate Change
FLP Implementation Programme B	Community Engagement
FLP Implementation Programme C	Visitor Management and Interpretation
FLP Implementation Programme D	Scheme Management and Maintenance

Implementation Programmes and Projects are shown in **Table 1**

The link with the five HLF Programmes is shown in Table 2 below. Orange denotes a strong correlation between the FLP Implementation Programmes and HLF Programmes while yellow indicates cross cutting.

The justification for the Partnership's approach is given in section 4.4.3.

Table 1 The Landscape Partnership Scheme FLP Implementation Programmes

Implementation Programme A Conservation and Climate Change		Implementation Programme B Community Engagement		Implementation Programme C Visitor Management and Interpretation		Implementation Programme D Scheme Management and Maintenance
Geology Rules	GEO	Engagement with local interest groups	ELIG	Telling the Tale Visitor Communication	VMC	Scheme Manager
Testimony to Human Endeavour	ARC	Support for local producers	PROD	Exploring the Heritage Landscape – Access	VMA	Technical Support Officer
Guardians of the Landscape	BIO 1 BIO 2 STS	Events	EV	Interpretation	IOS IMS	Commons Officer
The Power of Water	HP	Volunteer Training	VOL			Education and Interpretation Officer
Monitoring	MON	Schools Education	SCED			Volunteer Trainer and Coordinator
		Community Lifelong Learning	CLLL			Police Officer

Table 2 Delivery plan reference codes	FLP	HLF LCAP Programme			
	IMPLEMENTATION PROGRAMMES	A Conserving or Restoring the Heritage Features	B Community Participation	C Access and Learning	D Heritage Training
	PROJECTS				
	Delivery Plans				
	A. CONSERVATION AND CLIMATE CHANGE				
	GEOLOGY RULES				
GEO 1	Cwm Nant Melyn (Delivery plan)	X	X	X	X
GEO 2	Llanelly Quarry lime Kilns	X	X	X	X
	TESTIMONY TO HUMAN ENDEAVOUR				
ARC 1	Conservation of Dyne Steel Incline	X	X	X	X
ARC 2	Conservation and presentation of Engine Brake Wheel	X	X	X	X
ARC 3	Presentation of Hill's Pit Cottages	X	X	X	X
ARC 4	Keeper's Pond Dam Wall	X	X	X	X
ARC 5	Pwll Ddu Tunne85% South Portal	X	X	X	X
	GUARDIANS OF THE LANDSCAPE				
BIO 1	Conserving the Commons (BIO 1 a – e)				
	BIO 1a Bracken Control	X			X
	BIO 1b Bracken Composting	X			
	BIO 1c Heather Management	X	X	X	X
	BIO 1d Boundary Repair	X	X		X
	BIO 1e Livestock Leasing Schemes Stocking Rates	X	X		
BIO 2	Man and the Environment				
STS 1	Coity Tip	X	X	X	X

Table 2 Delivery plan reference codes	FLP	HLF LCAP Programme			
	IMPLEMENTATION PROGRAMMES	A Conserving or Restoring the Heritage Features	B Community Participation	C Access and Learning	D Heritage Training
	PROJECTS				
	Delivery Plans				
	MONITORING				
MON 1	Monitoring	X	X		X
	POWER OF WATER				
HP 1	Micro hydro system		X	X	
	B. COMMUNITY ENGAGEMENT & EDUCATION				
	INVOLVING PEOPLE IN THEIR LANDSCAPE				
ELIG 1	Blaenavon Book project		X	X	
ELIG 2	Llanfoist Community Interpretation project		X	X	
ELIG 3	Camel's Back Youth Bike project		X		
ELIG 4	Cwmtillery Partnership		X		
VOL 1	Involving People in the Landscape - the volunteering programme				
	Formal training programme	X	X	X	X
	Other activities	X	X	X	X
	COMMON WEALTH				
PROD 1	Produce Promotion	X			
PROD 2	Promoting Beekeeping	X	X	X	X
PROD 3	Foraging Activities		X	X	
EV 1	Routes and Roots Festival		X	X	
	HERITAGE EDUCATION				
SCED 1	Heritage Education - Schools Explorer		X	X	

Table 2 Delivery plan reference codes	FLP	HLF LCAP Programme			
	IMPLEMENTATION PROGRAMMES	A Conserving or Restoring the Heritage Features	B Community Participation	C Access and Learning	D Heritage Training
	PROJECTS				
	Delivery Plans				
SCED 2	Dramatic Landscape - Theatre-in-education		X	X	
CLLL 1	Exploring the past - Community archaeology	X	X	X	X
CLLL 2	H Ed- Learning Landscapes		X	X	
	C. VISITOR MANAGEMENT & INTERPRETATION				
	EXPLORING THE LANDSCAPE				
VMC 1	Website content & virtual media			X	
VMC 2	St Peter's WHC visitor information			X	
VMC 3	Other Principal gateways visitor information			X	
VMC 4	FLP travelling exhibition		X	X	
VMC 5	Commons code of conduct	X		X	
VMA 1	Trails from principal gateways			X	
VMA 2	Trails from secondary gateways			X	
	TELLING THE TALE				
IOS 1	St Peter's WHC exterior interpretation			X	
IOS 2	St Peter's interior interpretation			X	
IOS 3	Secondary gateways and trails: interpretation			X	
IM 1	Guided walks		X	X	X
IM 2	Mobile Media			X	
IM 3	Bluetooth downloads			X	

Table 2 Delivery plan reference codes	FLP	HLF LCAP Programme			
	IMPLEMENTATION PROGRAMMES	A Conserving or Restoring the Heritage Features	B Community Participation	C Access and Learning	D Heritage Training
	PROJECTS				
	Delivery Plans				
	D. PROGRAMME MANAGEMENT				
EV 4	Mid term review	X	X	X	
EV 4	End of programme conference		X	X	X

It is important to stress that this is not a new set of activities but merely a more helpful way of presenting the elements of Projects approved by HLF at Stage 1.

4.4.3 Justification for FLP Implementation Programme headings and contents

It is apparent from the table above that the four FLP Implementation Programmes do not precisely match the five Programme headings issued in the HLF guidance. This is because, during Project Development, it was recognised that there were a number of generic 'activities' spread throughout the eleven Projects in the Stage 1 FLP Landscape Strategy that could be integrated for more expedient Project management and delivery purposes.

The overriding concern was to ensure that the finalised Implementation Programmes reached a point where they were not only specified, costed, valid and realistic, but also made most effective use of the limited resources available for implementation so that they might be more easily delivered by those tasked with that responsibility.

Consequently the Partnership directed the Development Staff and consultants to clarify and integrate these 'activities' into a series of detailed Projects under the Implementation Programme headings shown above.

Table 3, annexed at the end of Section 4, provides an audit trail which shows how the FLP Implementation Programmes have been populated by the Projects presented in the Stage 1 Landscape Strategy 2008.

4.5 Conserving the Area's Heritage

As stated previously in this document, the area's heritage is of great value and enjoys protection under global, international, national and regional designations. It comprises:

- industrial heritage features and biodiversity assets, many of which are under pressure
- communities linked with the area's past importance and
- the intangible cultural elements associated with this such as folklore, religion, politics, arts, etc.

All of these assets / elements have been studied and their conservation / celebration has been reflected in the Implementation Programmes listed above. The following section examines how the various aspects of the area's heritage will be conserved, who will be involved, what access and learning opportunities will be made available and what training provision will be provided to ensure the heritage workforce can continue to conserve and present the heritage now and in the future.

4.5.1 Ensuring heritage conservation is achieved

The area's heritage includes: stone age, iron age, mediaeval and industrial archaeology and natural and cultural heritage. Each aspect requires a different approach to conservation and presentation.

i. Archaeology

Aim: (from Landscape Strategy 2008)	Supports Strategic Aim
ensure the conservation of important built structures	SA 1
conserve, restore and present important industrial built structures in the post industrial landscape identified through survey work	SA 2
develop a practical system for evaluating and conserving coal spoil	SA 1
select one coal spoil site to test the Strategy	SA 1 SA 11

The Partnership's approach to the conservation of built structures will be to present them to a level that allows 'understanding'. There is no intention to rebuild or recreate man made features as they were first built. Each site, where work is planned, has been assessed in terms of landscape context, current condition and through the compilation of field notes on the fabric and extent of survival. This has allowed the production of a set of conservation principles based on an in depth understanding of each site and the aims of the Partnership as expressed in the 2008 Landscape Strategy.

Conservation Principles
Works should ensure the long term survival of the archaeological monuments whilst protecting and enhancing the ecological and other special interests of the area
Each site is archaeologically very sensitive, therefore an appropriate archaeological response must be employed on a site by site basis
Interventions should ensure that each site can be enjoyed by future generations and understood and 'read' as part of this complex industrial landscape
Conservation will be based on an in depth knowledge of the construction, use, historic development and pattern of alteration of each site
Repair will seek to reduce the degradation / deterioration of the structures / sites and retain the special significance
Works will avoid significant reconstruction and be restricted to consolidation

ii. Geological and Natural Heritage

Aim: (from Landscape Strategy 2008)	Supports Strategic Aim
help achieve landscape permeability within the FLP area	SA 7
help achieve the long term conservation of important species and habitats and increase understanding	SA 5 SA 6 SA 11
encourage recolonisation of the wider landscape	SA 7
ensure long term conservation of the geological resource and its associated wildlife	SA 5

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Legislation provides a framework for prioritising geological and natural heritage conservation action. The FL area is rich in these assets and those of the highest importance will be conserved through implementing management plans which have been produced during the Stage 2 Development Phase. These management plans are designed such that a wide range of associated species will benefit too.

iii. Commons

Aim: (from Landscape Strategy 2008)	Supports Strategic Aim
achieve a significant and sustained improvement in the condition of the moorland habitat	SA 2 SA 5 SA 6 SA 8
support existing commoners in the agricultural management of the commons	SA 8
encourage inactive commoners back into the agricultural management of the commons	SA 12
reinstate traditional activities	SA 8
help restore the heather moorland and other habitats through holistic land management	SA 5 SA 8

While the commons are important in a SE Wales context for areas of high quality heather moorland and the most southerly population of red grouse in the United Kingdom, the commons are, nonetheless, subject to varying pressures which include:

- Relaxation of management by commoners due to lack of financial incentives
- Low levels of succession within commoners families resulting in ever decreasing numbers of commoners willing / able to manage the landscape
- Associated reduction in stocking levels, especially of cattle and ponies, which has resulted in bracken encroachment
- Reduction in game keeper activity. At their height, these grouse moors were managed for both farming and shooting. Keeping is now occurring on an *ad hoc* basis and habitat necessary for red grouse conservation is not being managed adequately. Consequently the population is experiencing a serious decline.

Management plans for the sustainable future use of the commons have been produced. They address these issues and relate to plans for more widespread species and habitat conservation, mentioned above.

4.5.2 Resolving conflicts between different types of heritage

The Partnership can be confident that it will be able to achieve its stated Project objectives as its membership includes all the bodies necessary to ensure that delivery plans are appropriate, realistic and deliverable. For instance: the development of Projects to conserve and present industrial archaeology have been overseen by Cadw, the Royal Commission for Ancient and Historic Monuments Wales (RCAHMW), National Museum Wales, Gwent and Glamorgan Archaeological Trust (GGAT) and local community history and archaeological societies. Wildlife conservation Projects have evolved through the input of the Countryside Council for Wales (CCW) the Environment Agency (EA), LA Ecologists, Gwent Wildlife Trust, Torfaen LBAP Partnership, Royal Society for the Protection of Birds (RSPB), Gwent Ornithological Society and amateur naturalists. Cultural heritage aspects have been

developed under the guidance and input of World Heritage Centre staff, GGAT, local history societies and through exhaustive literature reviews.

All Programmes and Projects have emerged through a consensual approach based on the input of specialist Technical Working Groups. These groups have not only helped shape Projects relating to their specialist knowledge, they have also had the opportunity to consider all other proposed Projects and comment on any threats as they see them. The result of this approach has been to reduce risk to a minimum. For instance, access to geological exposures will be promoted, however a number of quarry faces provide nesting sites for birds of prey protected under European law. To avoid disturbance during the nesting season, access will be promoted solely through a programme of professionally led guided walks.

4.5.3 Meeting conservation standards

Due to the wide ranging set of skills available to the Partnership, including bodies with statutory responsibility for heritage conservation, conservation standards for each type of heritage will be achieved through appropriate Project design. Conservation activity will be undertaken by a combination of specialist contractors (conservation of industrial built structures, habitat and species management, etc.). An accredited training plan will also ensure that a well motivated FLP volunteer workforce can assist in the conservation effort. Commoners will also be trained in the use of specialist land management machinery so that they can assist with land management tasks including bracken control and heather moorland management. They will also be encouraged, through a 'soft' loan scheme, to reintroduce large grazing animals (cattle and ponies) to the landscape. The grazing behaviour of these animals will help suppress bracken re-growth.

4.6 Participation and Learning

Aim: (from Landscape Strategy 2008)	Supports Strategic Aim
raise awareness and spread the message to a broader audience	SA 2 SA 10 SA 11
raise awareness of the importance of the local geology as the fundamental resource that shaped the historic and current use of the landscape	SA 2 SA 10 SA 11
reconnect the community with its rich and important heritage	SA 2 SA 10 SA 12
encourage community groups, including farmers, to install hydro electric plant	SA 4
develop links with migrant communities	SA 10
share best practice experiences	SA 14
provide education opportunities for all	SA 11
link landscape heritage to the curriculum	SA 11
develop educational materials	SA 11
train volunteers in personal development skills that allow them to: <ul style="list-style-type: none"> - advise visitors - assist with practical projects - monitor habitats and species, trails and car parks - lead guided walks, become involved in events and promotional activities 	SA 12

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train local people to a standard that allows them to seek work as qualified specialist, raises their skills to a level where they can join specialist firms and provide accredited skills training for them to volunteer on projects	SA 12
a Friends of the Forgotten Landscapes not for profit business will be explored	SA 3 SA 12
charged training will be made available for Partnership staff and members of the public wishing to acquire skills	SA 12 SA 14
develop and disseminate best practice in commons management	SA 14
diversify income sources and develop a Forgotten Landscape brand of traditional products	SA 3
develop local markets for local produce	SA 3
encourage local people to learn about and take part in traditional activities and provide additional income	SA 3 SA 11 SA 12
inform the land use planning system with regard to priority action for: ecological and heritage management; enhanced access and recreation; development of interpretive facilities	SA 1 SA 10 SA 11

4.6.1 Target audiences

Projects which emerged during the 2007 – 08 Stage 1 consultation period have, to a large degree, helped identify the audiences to be targeted.

Access and interpretation Projects will benefit local people and visitors and they have been developed to benefit the widest possible audience. The principal Gateway for access, information and heritage interpretation will be through the BILWHS website. This will be supported through a network of primary and secondary gateways including the Blaenavon World Heritage Centre, the Abergavenny TIC, peripheral arrival points and ‘honeypot’ sites within the landscape.

4.6.2 Getting involved and understanding the heritage

Formal and informal education programmes have been developed to meet the needs of local community ‘interest’ groups such as history and heritage societies. A course of general interest lectures will be held each year. These are intended to inform but also to encourage people to become involved as volunteers in the conservation and promotion of their heritage landscape.

The story of the people, or the intangible heritage, will be studied by schools and local heritage and history societies. This will result in enhanced educational and interpretive material and the production of books, plays, poetry and film which will capture the rich social heritage, especially of the industrial period.

Universities will be involved in primary research on changes to the physical nature of the landscape over time and impacts on archaeology, habitats and wildlife.

An outreach programme based on talks and exhibitions will attract those local people who have lost their connection with the landscape’s heritage to ‘come and see’ the heritage in situ.

Local producers will be encouraged to utilise the 'brand' the heritage landscape offers through production and sale of quality local produce.

Participation will be underpinned by a programme of training courses that will provide the skills needed by a volunteer workforce. This will be developed over the life of the Scheme. The volunteer workforce will play a significant part in conservation Projects through practical land management and buildings conservation; acting as interpretive guides for visitors; undertaking wardening duties. The same offer will be made to the area's commoners who understand that they have a vital role to play in restoring the common land to favourable condition. It is recognised that a well motivated and skilled volunteer workforce will be the central element of Scheme sustainability.

4.6.3 Involving people in decision making

Having already played a significant part in Project planning and development, local community interest groups, land owners and land use stakeholders will be involved in Project monitoring and future management decisions. A citizens' panel has already been established as part of the Partnership structure. It will play a vital role in Project monitoring and decision making.

4.6.4 Heritage skills training

A comprehensive programme of skills training will be delivered over the implementation phase. This will include:

- Land management, including the conservation of: dry stone walls, heather moorland, grazing areas, important habitat areas and associated species (especially red grouse), geological exposures, coal spoil and water bodies
- Conservation of industrial built structures, including: stone dressing, pointing and presentation through vegetation clearance
- Machinery and equipment training, such as: agricultural equipment, use of herbicide for bracken control
- Research skills: for heritage societies, community groups and schools
- Interpretive guide training: for volunteers wishing to become guided walk leaders
- Visitor management skills, such as: wardening and monitoring visitor behaviour and numbers at specific sites
- Meeting and greeting skills for reception staff at the WHC, so that visitors feel welcome, confident and are given sound advice regarding a landscape visit

4.6.5 The audience for training and benefits accrued

Due to the identified need to develop a well trained and motivated volunteer heritage workforce much of the skills training will be directed towards this group. Local commoners constitute the other key group as their input into land management will be a vital contribution towards the sustainable future use of the commons.

Some skills training will not need to be accredited, but where machinery and the handling of biocides (weedkillers for bracken control) is involved accreditation will be necessary for each individual participant. This will ensure competency and will also allow those accredited individuals to seek paid contract work. The British Trust for Conservation Volunteers (BTCV) has been appointed as the Partnerships principal land management training provider and will arrange accreditation in this area. Training in industrial archaeology conservation will be overseen by Cadw and the Gwent and Glamorgan Archaeological Trust (GGAT) and accreditation provided. For life long learners an opportunity to earn accreditation through the heritage lecture programme will be offered through the University of Wales, Caerleon Campus.

4.7 Access and interpretation

Aims: (Landscape Strategy 2008)

Aim: (from Landscape Strategy 2008)	Supports Strategic Aim
improve access and interpretation for visitors	SA 2 SA 11
improve visitor facilities	SA 13
link sites together through coherent use of existing access facilities	SA 2 SA 10
develop access to specific sites to help tell the heritage story	SA 2
highlight the importance of water in the landscape linking past and future power generation	SA 2 SA 4
raise awareness of the importance of the commons in the heritage landscape	SA 2 SA 11
address illegal activity through management and ways to stop negative perceptions of heritage features	SA 1 SA 13

Access will be improved both intellectually and physically. The Blaenavon World Heritage Site web site will offer a virtual 'taste' of the FLP site and stimulate interest in making an actual visit. It will be possible to pre-plan visits and download information on routes, events, activities, courses and interpreted heritage trail guides.

4.7.1 Ensuring new access provision does not harm heritage

Increased access to the heritage features and the increase in numbers of people visiting the sites, if not managed appropriately, could result in negative impacts on both industrial heritage features, sensitive habitats and wildlife. Through a comprehensive audit, conducted during the Development Phase, all access projects have been designed to minimise the risk to heritage features. For instance, industrial features, too vulnerable to support unlimited access, will only be made available through guided walks. The same is true for species such as ground nesting birds, which includes the iconic red grouse. Routes through such areas will not be promoted during sensitive or vulnerable periods in the life cycle of those species and fragile habitats will only be accessible via the guided walks programme and led by experts. However, it will be possible to present these areas and features through virtual means. Film, photos and interpretation, available on line or at the World Heritage Centre, will allow the visitor 'access' to these more sensitive aspects of the area's heritage.

Physical access, in almost all cases, will make use of existing access provision. The FLP will add value to this existing network by utilising it in a coherent way and by adding new way marking, interpreted self guided leaflets, guided walks and interpretation panels, where appropriate. This will allow the various interpretive themes to come into play as they will be linked to specific routes and the features along them.

Primary and secondary gateways will be used to allow visitors to orientate themselves and discover where they can obtain additional information / interpretation. The access audit conducted during the development phase revealed that the vast majority of existing access is intended for the long distance walker. The FLP consultation process indicated that very few visitors wished to make significant journeys into the landscape but would enjoy a short walk of

half to three quarters of an hour. Again, by using the existing access in a different way, it has been possible to create short heritage trails, some of which start and finish at secondary / peripheral gateways and some from the WHC, Big Pit and the Ironworks. For instance, to understand the making and processing of iron into finished goods, the sourcing and transportation of the necessary raw materials from within the landscape and transportation of goods for sale, a route commencing and finishing at the popular visitor arrival point Keeper's Pond via the Pwll Ddu tunnel south portal, the Pwll Ddu limestone quarry and the Garn Ddyrys forge site, will be used to interpret this story.

4.7.2 Improved access to all aspects of heritage

As previously stated access need not be simply physical. Access can be intellectual as well as physical. The Partnership recognises that important heritage assets are in areas that are either inaccessible, sensitive to disturbance, vulnerable to high visitor numbers or are intangible as they relate to the lives of past generations. To overcome these obstacles a range of media will be used to make this heritage accessible. This will include printed material, film, plays, stories, oral histories and the use of state of the art Computer Generated Imagery (CGI).

4.8 Cross Cutting Issues

4.8.1 Effects on the Environment and Climate Change

Aims: (Landscape Strategy 2008)

Aim: (from Landscape Strategy 2008)	Supports Strategic Aim
provide 'clean' energy to help counter climate change	SA 4 SA 5
to assist carbon sequestration	SA 4 SA 5

4.8.2 Public Transport

To encourage the use of local public transport the BILWHS web site, and Partner organisation web sites, will be used to promote access to the area via peripheral bus stations which have connections to the national coach and railway networks. In essence, these are Newport to the south and Abergavenny to the north. From all other directions public transport services are poor due principally to the rugged upland terrain and the linear nature of the south Wales valleys which run north south. It is therefore likely that the majority of visitors will arrive by private car.

4.8.3 Reducing greenhouse gas emissions / offsetting climate change

On arrival in the BILWHS, the FLP promoted routes will encourage visitors to walk or cycle. Nonetheless, it is inevitable that many visitors will drive between gateway starting off points should they wish to make several journeys into the heritage landscape during the course of their stay.

The Partnership has chosen to install a micro hydro plant on the Afon Lwyd. Its main purpose is to help offset CO₂ emissions by generating carbon neutral electricity. However, it will also be used to focus attention on the former use of water in the landscape as a means of transport and as an energy source for industry – water wheels and steam for driving pumps, bellows and mine shaft lifting gear. The hydro scheme will also be used to demonstrate the potential for wide scale installation of similar turbines in a landscape rich in water resources. Revenue

derived from the sale of electricity will be used to maintain the ongoing delivery of community based heritage projects following the three year funding period and will constitute an important element of Scheme sustainability.

4.8.4 Maintenance and ongoing Management

The two key aspects of heritage conservation, requiring physical input, are:

- i. landscapes and associated habitats and species, especially heather moorland and red grouse
- ii. industrial built structures including features relating to mineral extraction such as quarries and coal spoil

Following the prescriptions set out in the detailed Project Delivery Plans (see Section 5), these features will be conserved through collaborative action between:

- i. key Partnership members, such as the four Administrative Authorities (TCBC, BBNPA, MCC, BGCBC), the Environment Agency (EA), the Countryside Council for Wales (CCW), Cadw, Glamorgan and Gwent Archaeological Trust (GGAT)
- ii. the FLP volunteer workforce in collaboration with volunteer groups from the BBNPA, TCBC Countryside Department and the BILWHS
- iii. contractors, who hold the necessary skills to work in sensitive habitats and on Scheduled Ancient Monuments and associated built structures

4.8.5 Resourcing the work

Programmes for conservation, access, education, interpretation, outreach and training will be supported by HLF and the Partnership. Funding for this work has been identified through HLF support at 60% of Project costs with the remaining 40% coming from match funding sources. This will be in the form of both cash contributions to cover capital and revenue costs and through 'in kind' officer time for the delivery of specialist skills such as the production of high quality interpretation and volunteer input.

The Partnership is fortunate to have amongst its membership all the skills required to deliver its Scheme Programmes.

Conservation management for industrial archaeology and nature conservation will be directed and overseen by BILWHC, Cadw, National Museum Wales (NMW), the Royal Commission for Ancient and Historic monuments Wales (RCAHMW), GGAT, Department of Economy and Transport (DE&T) and CCW, EA, Gwent Wildlife Trust (GWT), Gwent Ornithological Society (GOS), RSPB, BBNPA respectively

Programmes concerned with education, volunteering and outreach will involve UWN, BBNPA, NMW, RCAHMW, Cadw and BTCV

Access, interpretation and visitor management will be directed and overseen by WHC, BBNPA, NMW, Cadw, RCAHMW and local authority Countryside Departments and Rights of Way Improvement Plan (ROWIP) staff.

Interpretation will be developed for currently promoted features and those that will be conserved and made accessible over the implementation period. The WHC will act as the primary gateway for access to the heritage landscape and its promoted features. This role will be supported through additional promotion at Big Pit, the Blaenavon Ironworks and the

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Abergavenny Tourist Information Office (TIC). These facilities will be supported through the installation of new, or improvements to existing, secondary gateways

To cover the range of skills required by the heritage workforce, a number of training bodies will be utilised. The vast majority of conservation skills training will be led by BTCV in conjunction with the Groundworks Trust and other specialist trainers who will be contracted in when necessary.

Budgets for this can be seen in Section 5 Plan Costs.



Example of a secondary gateway

For a review of the relationship between the area's heritage features, risks to them, the opportunities they present and the Partnership's aims and objectives for their conservation, presentation, access, interpretation, understanding and training see Appendix 1.

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Annex

Table 3 is an audit trail that shows how specific elements of Stage 1 Landscape Strategy Projects have been re-allocated to Development Stage Implementation Plans (see 4.3.3 above)

	Landscape Strategy - Stage 1 Projects	sub element	Activity	LCAP Project codes
A Conservation and Climate Change Implementation Programme	1.1 Geology Rules	1.3	Conservation work	GEO
	1.2 Power of Water	1.2	Arch conservation	ARC
		2.3	Installation costs	HE
		2.4	installations costs	HE
		2.5	installations costs	HE
		2.6	Installation costs	HE
		2.7	Installations costs	HE
		2.8	Installation costs	HE
		2.9	Sundry costs	HE
		2.10	Installation costs	HE
		2.11	Implementation costs	HE
	1.3 Testimony to Human Endeavour	1.2	Arc conservation Dyne Steel	ARC
		1.3	Arc conservation Fencing	ARC
		2.3	Arc conservation Pwll Ddu	ARC
		2.4	Arch conservation Survey equip	ARC
		3.2	Arc conservation Brake wheel	ARC
		4.2	Arc conservation Stone walls	ARC
		4.3	Arc conservation Hill's pit	ARC
	3.1 Man and the Environment	1.4	Research Cardiff University/UWN	BIO 2
		3.1	Illegal activities Liaison	BIO 2
		3.2	Land management Liaison	BIO 2
		4.1	Wildlife conservation	BIO 2
		4.2	Wildlife conservation	BIO 2
	4.1 Conserving Commons	1.1	Commons Management Group	BIO 1
		3.1	Bracken management	BIO 1

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	Landscape Strategy - Stage 1 Projects	sub element	Activity	LCAP Project codes
		3.3	Survey and monitoring	MON
		4.2	Land management	BIO 1
		4.3	Boundary repairs	BIO 1
		4.4	Cattle scheme	BIO 1
		4.5	Associated costs	BIO 1
		5.2	Manage machinery ring	BIO 1
		5.3	Machinery ring purchase	BIO 1
		5.4	Machinery ring maintenance	BIO 1
		5.6	Machinery storage	BIO 1
		6.3	Wildfire Strategy	BIO 1
		6.4	Wildfire procedures	BIO 1
	4.3 Spoil to Spectacular	3.1	Carry out work	STS
		3.2	Carry out management	STS
	B Community Engagement, Education and Training Implementation Programme	3.1 Man and the Environment	2.2	Guided walks, talks, events
3.2 Involving People		1.1	Volunteer induction	VOL1
		1.2	Volunteer equipment	VOL1
		1.3	Volunteer training	VOL1
		1.4	Accredited training	VOL1
		1.5	Volunteer training	VOL1
		2.1	Volunteer activity	VOL1
		2.2	Volunteer activity	VOL1
		3.1	Friends of FLP	VOL1
		4.1	Vol activity	VOL1
4.1 Conserving Commons		2.1	Commoners training	VOL1
		2.2	Volunteer training	VOL1
		3.2	Training	VOL1
		4.1	Commoners exchange programme	VOL 1

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	Landscape Strategy - Stage 1 Projects	sub element	Activity	LCAP Project codes
		5.5	Accredited training programme	CLLL1
	4.2 Common Wealth	1.3	Promotion – local produce	PROD1
		2.1	Bee keeping	PROD 2
		2.2	Bee keeping research	PROD2
		2.3	Training - bee keepers	PROD2
		2.6	Apiary site	PROD 2
		2.7	Bee keeping equipment	PROD2
		2.8	Bee keeping awareness raising	PROD2
		3.1	Foraging events	PROD3
		3.2	Foraging events - monitoring	PROD3
C Visitor Management and Interpretation Implementation Programme	1.3 Testimony to Human Endeavour	2.2	Pwll Ddu tunnel access	
		2.3	Access	IOS3
		5.1	Access - industrial features	
		5.2	Interpretation	IOS1 IOS2 IOS3 IM2
		5.3	Family cycling routes	VMA2
	2.1 Telling the Tale	2.2	Web based visitor info	VMC1 VMC2
		2.3	Visitor info and signage	VMC2 VMA1 VMA2
		2.4	Exhibition kit	VMC2 VMC4
		3.2	Secondary gateways	VMA1 VMA2 IOS3
		4.2	Circular walks	VMA1
		4.3	Improve canal visitor facilities	VMA2 IOS3
	4.1 Conserving the Commons	6.1	Commons code	VMC5
	1.1 Geology Rules	2.1	Interpretation	VMC1
		2.2	Interpretation, human story	VMC2
		2.3	Interpretation, wildlife	VMC 1
		2.4	Combined interpretation	IOS3
	3.1	Guided walks	IM1	

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	Landscape Strategy - Stage 1 Projects	sub element	Activity	LCAP Project codes
		3.2	Promotional costs	IM1
		3.3	5 guided walks	IM1
		3.4	Walks in Welsh	VMC2
		3.5	Walks in Welsh	IM1
		4.1	3D landscape model	IOS1
	1.2 Power of Water	4.1	Awareness raising	IM2
	2.3 Heritage Education	2.2	Education materials	IOS2
		2.4	Web based ed material	IM2
		2.7	Education materials	IOS1 IOS2
		4.4	Education/Interpretation Sound/film	IOS2
	3.1 Man and the Environment	2.1	Interpretation - wildlife	IOS2
D Scheme Management and Maintenance Programme	2.3 Heritage education	5.1	Education and Interpretation Officer	EI
		5.2	Mini bus costs	VEH
		5.3	Mini bus costs	VEH
		5.4	Mini bus costs	VEH
		5.5	Mini bus costs	VEH
	3.2 Involving People	5.1	Volunteer co-ordinator	VO
		5.2	Van lease and costs	VEH
		5.3	Van lease and costs	VEH
		5.4	Van lease and costs	VEH
		5.5	Van lease and costs	VEH
	4.1 Conserving Commons	6.2	Seconded Police Officer	PO
		6.5	Commons Officer	CO