

Forgotten Landscapes Project

Landscape Conservation Action Plan

5.13 Project: Common Wealth – Support for Local Producers PROD

5.13.1 Introduction

The Partnership has recognised that there is an opportunity to use heritage as a brand to help promote the sale of produce from the landscape area. Currently, few people are taking advantage of this opportunity but there is one excellent example of how the landscape heritage can be used to promote the sale of local produce. The award winning Blaenavon Cheddar Company is a thriving local business which uses local produce to flavour its many varieties of cheese. It also matures one of its cheddars, Pwll Mawr, in the Big Pit mine.

During the Development Stage, a number of local producers have been identified who wish to develop a local producer network. The Partnership will work closely with the Torfaen Rural Development Plan Partnership and Adventa to assist these producers and further develop an outline strategy.

A second heritage link will also be developed through this Project. Foraging was once a vital element in supplementing the poor diet of the thousands of people involved in local industry. Many foods were gathered simply by walking out onto the commons and gathering berries, mushrooms and nuts. This link has been largely lost in modern society, consequently a programme of professionally guided foraging walks will take place each year.

There are three elements to this Project:

- **Produce promotion PROD 1** - an outline strategy has been drawn together the key aim of which is to develop and implement an active producers network that undertakes joint promotional activities and events.
- **Development and Promotion of Bee-keeping PROD 2** - by implementing a programme of activities to enhance and encourage the tradition of beekeeping within the Forgotten Landscapes area.
- **Foraging Activities and Events PROD 3** – to reintroduce the public to the concept of ‘foods for free’.

5.13.2 Links with other Programmes

	Implementation Programme		
	A	B	C
PROD 1	BIO 1	PROD 2 PROD 3 EV 1-3	VMC 2 VMC 3
PROD 2	BIO 1	SCED 1 CLLL 2	IM 1 IOS 2
PROD 3	BIO 1	SCED 1	IM 1

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5.13.3 Principal Aims and Outcomes

Primary Aims	To develop and implement an active local producers network that undertakes joint promotional activities and events, and which complements other FLP Projects sharing heritage conservation, countryside management and visitor management objectives
Outcomes	Producer network established
	More heritage linked commodities being produced in the Scheme area
	Revised perceptions of landscape quality and value
	Improved quality of user / visitor experience
	More land users and managers recognising the opportunity the landscape offers and improving its management as a consequence
	More people aware of food for Free and links with the diet of their forebears

Delivery Plans

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Delivery Plan Title	Produce Promotion – Local Producers Network PROD 1
Budget Total	£8,800 (no contingency)
Plan Description	<p>The landscape supports a surprisingly diverse set of produce / producers ranging from cheese matured underground at Big Pit - to local honey and beef. There is also a strong likelihood that Bracken Composting (See below) will be developed during the life of the FLP Scheme and this too will need promotion. As part of the FLP development work, consultation has taken place which strongly indicates that there is a will amongst producers to work collectively to promote the produce of the Forgotten Landscape.</p> <p>The Blaenavon Ward of northern Torfaen has recently won Rural Development Fund (RDP) status from WAG. This is a bonus for local producers, as the activity identified here links in to, and compliments, the regional RDP strategy. Indeed the RDP Programme team are willing to act as the driver for the FLP network. In effect, the FLP producers will be a strong sub-brand of a regional product offer – and the FLP funding will enable the ‘brand’ to develop and act as a pilot for the other areas to learn from.</p> <p>This work will not only benefit the producers, but will also help to encourage local people to be more aware of local produce and thereby cut the carbon footprint of food distribution and procurement as well as encourage the use of fresh ingredients which will have health benefits too.</p>
Overall Aims	To develop and implement an active local producers network which undertakes joint promotional activities and events, and which complements other FLP Projects sharing heritage conservation, countryside management and visitor management objectives.
Objectives	<ul style="list-style-type: none"> * Producers’ Network formed * Terms of reference agreed between network members * A Forgotten Landscapes produce ‘mark’ developed * Promotional materials developed * Promotional campaign / activities undertaken
Detailed proposals and specification	<p>In consultation, a number of activities have been identified as being priorities for the group, these are as follows:</p> <ul style="list-style-type: none"> * Formally develop a FL producers network * Develop an identity for the network (building on the FL identity) * Produce banner stands for use at events (e.g. Abergavenny Food Festival; local produce markets; Garn Lakes and Blaenavon Heritage Day, etc) * Produce a professional piece of print for use at promotional events * Develop a web presence for the network both for networking and as a sales platform to the consumer (this could ‘dovetail’ with other developments from the Rural Development programme)

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	<ul style="list-style-type: none"> * Provide staffing at events (provided from within the network) * Provide financial support for maintaining a presence at local produce markets. * Develop food tours / foraging events to coincide with key events (e.g. Abergavenny Food Festival) * Work with local self catering outlets to offer their visitors 'welcome baskets' of local produce on arrival <p>(See also note below re: bracken composting)</p>																																			
Beneficiaries / Key audiences	<ul style="list-style-type: none"> * Producers * Visitors * Local accommodation / catering providers * Local people * Commoners 																																			
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Integration	<p>Conservation and Climate Change</p> <ul style="list-style-type: none"> • Landscape management success will result in products such as bracken compost, honey and greater levels of meat production: BIO 1 <p>Visitor Management and Interpretation</p> <ul style="list-style-type: none"> • Promoting local produce via the WHC, Big Pit Blaeanvon Iron works and Abergavenny TIC: VMC 2 and 3: <p>Community Engagement and Education and Training</p> <ul style="list-style-type: none"> • Critical links with other projects promoting local produce: PROD 2 & 3 • Opportunities to factor produce promotion in to Events: EV 1 – 3 																																			
Key stakeholders / consultees	<ul style="list-style-type: none"> * Tourism / marketing and events officers within the 4 (incl BBNP) local authority areas * Adventa * TCBC RDP Team 																																			

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Risk appraisal	<ul style="list-style-type: none"> * Insurance and liability re events attended/food tours– Inst Tourist Guiding accredited guides carry public liability insurance; Events like AFF should carry blanket cover – would need to check on an event by event basis. * Staff departures at Create – current staff are supportive, however, in order to ensure longevity of Create’s support, it would be useful if coordinating role was built in to a job description within the Create team * Lack of time/commitment on part of network members – need terms of reference and up-front commitment to key dates/events. * HandSAWA and food hygiene regulations – network members should have the insurance/training etc appropriate to their trade * DDA (incl re labelling/food mark) mitigated in design process; trickier if taking people on to premises e.g during food tours. 																																																														
Delivery roles and responsibilities	Create (Rural Development team) will act as coordinators (i.e. to call meetings, provide secretariat, etc), but the network itself will be the driver.																																																														
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	Cashflow				
	Item	Yr 1	Yr 2	Yr 3	Total
	Promotional materials	2,000			2,000
	Foodmark (brand)	500			500
	Food tours	700	700	700	2,100
	Exhibitions	1,200	1,200	1,200	3,600
	Promotion	200	200	200	600
	Total (£)	4,600	2,100	2,100	8,800
Maintenance and management implications	There are no ongoing maintenance implications.				
Sustainability and Exit Strategy	The fact that Create (RDP) will be in existence beyond the lifespan of the FLP provides an opportunity for the network's operational support to extend beyond 2013 if the benefit has been proven. It is also hoped that the network will be strong enough and its activities will have been successful enough to be able to survive without significant financial subsidy beyond 2013.				

Note: Bracken composting (extract from FLP Conserving the Commons Plan)

Bracken compost is now made and sold in many areas of the UK. Methods range from the fairly sophisticated and large scale where bracken is mixed with other material to create a good quality soil conditioner, to the more simple which relies on pure bracken being allowed to rot down to a mulch. The Mendips AONB, Lakeland Gold and the National Trust at Carding Mill Valley all have valuable experience which can be drawn upon.

The recommended model is Carding Mill Valley where 30 – 50 ha are harvested each year and composted in long heaps in a field corner. The bracken is cut in late July after birds have finished nesting or in September. This avoids the worst of the spring season. A double-chop forage harvester is used and the bracken is taken by trailer to the composting site. It needs to be kept at 60°C for at least two weeks to break down the naturally occurring carcinogenic compound ptaquilocide. Cutting, transporting and regular turning plus daily temperature checks for three weeks uses about 10 man days. Half the crop is sold in bulk (e.g. to nurseries) by the farmer who operates the scheme for the Trust. The other half is bagged by volunteers and sold in 40litre bags in the Trust shop. The system works well and there is no reason why it should not work for the Forgotten Landscapes Scheme with appropriately branded compost being sold at various local outlets.

Harvesting can only be done on boulder-free flat ground or shallow slopes where a forage harvester and trailer can operate. The areas identified for potential harvesting are shown in Implementation Programme A, BIO 1 and cover about 100ha. There is thus plenty of opportunity but an enthusiastic farmer / contractor is needed to provide an area off the common where the compost can be made. In discussion, several commoners have expressed interest in taking this forward and Scheme staff need to follow this up and draft a simple agreement setting out the requirements for the enterprise to go ahead. This can be based on the arrangement used by the National Trust.

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Delivery Plan Title	Development and Promotion of Beekeeping PROD 2
Budget Total	£7,225 (no contingency)
Plan Description	<p>The Forgotten Landscape supports a range of local producers (see Detailed Delivery Plan PROD 1) and active amongst these are the local bee keepers as represented by The Gwent Bee Keepers Association (GBKA). This organisation was founded in 1918 and has a membership of circa 100.</p> <p>The Delivery Plan has a number of facets:</p> <ul style="list-style-type: none"> * To improve understanding of beekeeping * To develop information regarding the history of beekeeping within the area * To encourage new bee keepers * To provide training in beekeeping, which will result in the production of more honey / beeswax, both of which are economically important * To build honey bee stocks (and help redress the current decline in honey bee numbers) and in doing so, contribute towards other elements of production within the Forgotten landscape (e.g. plant pollination). <p>N.B. "Beekeeping is a sustainable activity that can bring benefit to both communities and their environment" Ref page 68-69 of the 'Forgotten Landscapes' Landscape Strategy (revised 2009).</p>
Overall Aims	<ul style="list-style-type: none"> • To develop and implement a programme of activities to enhance and encourage the tradition of beekeeping within the Forgotten Landscapes • To complement other FLP Projects sharing heritage conservation, countryside management and visitor management objectives.
Objectives	<ul style="list-style-type: none"> * To develop outreach programme * To undertake research * To facilitate training opportunities * To assess feasibility of hive locations and identify site for training apiary * To develop wider promotion of bee keeping and bee products
Detailed proposals and specification	<p>In this section the Delivery Plan is broken down into its main constituent elements and these are described in greater detail.</p> <p>Outreach programme 2010-13 Develop an outreach programme to promote community involvement, for example</p> <ul style="list-style-type: none"> * GBKA members to have a presence at local events and community meetings organised by consultants * GBKA to become member of local produce associations and sell honey/hive products at local events * GBKA members to give illustrated talks about bee keeping to schools, youth and community groups (and make apiary visits a possibility).

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	<ul style="list-style-type: none"> * All activity to be recorded to include preparation / travelling time and expenses as well as the actual time given to the event - all contribute to the 'in kind' activity. <p>Research</p> <ul style="list-style-type: none"> * Research and compile information that explains bee-keeping and its historical role (2010-2011) * Production of leaflet incorporating information re heather honey * Production of computerised training course for new beekeepers / incorporating research and explanation of beekeeping past and present and introduction of bees to heather / preparations / transport etc <p>Training</p> <ul style="list-style-type: none"> * 50% subsidy for up to 5 learners a year (p.a. from 2010-2013) * 50% subsidy re GBKA membership for up to 5 people a year (p.a. from 2010-2013) <p>NB Due to climate / altitude beekeepers cannot overwinter bees in the FLP area.</p> <p>Hive locations / feasibility</p> <ul style="list-style-type: none"> * Negotiate with landowners and commoners to identify hive locations throughout the FLP Study area * Encourage existing GBKA members to install hives in the study area * Feasibility study; discussions with local landowners and authorities to identify possible apiary locations for establishment in 2014 * Subsidised purchase and stocking of five hives per year to provide a source of year-round plant and crop pollinators. <p>Wider promotion</p> <p>Promote existing GBKA apiary and allow interested local people, schools and community groups to view traditional beekeeping:</p> <ul style="list-style-type: none"> * Add extra information to web site inviting people/groups to ask about site visits * Continue to invite individual people, interested in the craft to visit apiary meetings * Contribution to apiary insurance * Contribution to cleaning costs (beesuits and gloves used by visitors) * Contribution to apiary manager time * Contribution to apiary manager travelling expenses
<p>Beneficiaries / Key audiences</p>	<ul style="list-style-type: none"> * Beekeepers * Local population * Schools * Visitors

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Monitoring and Evaluation Criteria	Targets			
	Output / activity	Yr 1	Yr 2	Yr3
	Beekeeping leaflets developed / printed	500		
	On line training resources developed	1		
	People trained	5	10	
	Feasibility study re: apiary sites		1	
	New hives purchased / established		5	10
	Public visits to apiary		15	15
Outcomes	<ul style="list-style-type: none"> * Health and well-being benefits * Revised perceptions of landscape quality and heritage value * Improved quality of user / visitor experience * Direct improvements to landscape via pollination * Economic benefits from production of honey / beeswax 			
Integration	<p>Conservation and Climate Change</p> <ul style="list-style-type: none"> • Success of commons management will affect honey production and other bee related products: BIO 1 <p>Visitor Management and Interpretation</p> <ul style="list-style-type: none"> • Strong cross-links with Guided Walks Programme: IM 1 • Interpretation at WHC IOS 2 <p>Community Engagement and Education and Training</p> <ul style="list-style-type: none"> • Opportunities to link with schools programme by incorporating workshops for schools into activities: SCED 1 • Visits to training apiary CLLL 2 			
Key stakeholders / consultees	<ul style="list-style-type: none"> * Gwent Bee Keepers Association * Landowners * Commoners * Schools / education sector * Tourism services within FL area <p>(Cross reference with PROD 1)</p>			
Risk appraisal	<ul style="list-style-type: none"> * Insurance and liability re: events attended (Events may carry blanket cover – would need to check on an event by event basis). * Membership departures at GBKA – unlikely that the departure of a single member would undermine the project given the size of the membership * Lack of time / commitment on part of members – need up-front commitment to key dates /events. * Public liability insurance re public visits to apiary etc – cover should not be expensive and is built in to the project. 			

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Delivery roles and responsibilities	<ul style="list-style-type: none"> * GBKA = lead role * Support from FLP officers * Support from Create (Rural development team Torfaen CBC) 																																																														
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Forgotten Landscapes Project Landscape Conservation Action Plan

Maintenance and management implications	There are no ongoing maintenance implications.
Sustainability and Exit Strategy	Much of the activity is being provided 'in kind' by members of GBKA. GBKA is using this to promote beekeeping and thereby sustain its own organisation; therefore it will be in GBKA's own interest to sustain the promotional activities post 2013. The new beekeepers trained / new equipment purchased should have longevity beyond 2013, and income / enjoyment derived from the activity should ensure sustainability. Links with 'Create' (RDP) will be maintained.



Forgotten Landscapes Project

Landscape Conservation Action Plan

Delivery Plan Title	Foraging Activities and Events PROD 3																					
Budget Total	£3,000 (No contingency)																					
Plan Description	<p>The Forgotten Landscape area is home to a wealth of produce, much of it 'farmed', but there is also a rich source of naturally occurring, freely available foodstuffs within it. Historically foraging was an important aspect of diet and a secondary source of income. However, the need for foraging has all but disappeared due to increased wealth and the range of produce in our shops. It is now recognised that this form of convenience shopping has led to links with the origins of natural produce being lost.</p> <p>This delivery plan is intended to enable people to reconnect with the concept of 'food for free'. It will engage people through a series of guided foraging events. Skilled guides will lead walks that impart knowledge of foraging and of the wider heritage value of the landscape and how, historically, food gathered in this way was a vital component in supplementing poor diet. It is also anticipated that following on from the walks instruction can be given as to how free food can be incorporated in to a modern, healthy diet.</p>																					
Overall Aims	To reintroduce the public to the concept of foods for free, and thereby engage them in the natural heritage of the Forgotten Landscapes project.																					
Objectives	<ul style="list-style-type: none"> * To run a series of foraging walks * To audit the foraging potential of the landscape 																					
Detailed proposals and specification	A series of three professionally led Foraging walks will be developed within the FLP area. Expert led volunteers will also undertake a survey of the area to identify suitable foraging locations / develop a seasonal foraging programme.																					
Beneficiaries / Key audiences	<ul style="list-style-type: none"> * Volunteers * Local population * Schools * Visitors 																					
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>Foraging walks over 3 years</td> <td style="text-align: center;">2</td> <td style="text-align: center;">4</td> <td style="text-align: center;">6</td> </tr> <tr> <td>People engaged in foraging walks</td> <td style="text-align: center;">10</td> <td style="text-align: center;">20</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Foraging audits completed</td> <td></td> <td></td> <td style="text-align: center;">1</td> </tr> </tbody> </table>			Output / activity	Targets			Yr 1	Yr 2	Yr3	Foraging walks over 3 years	2	4	6	People engaged in foraging walks	10	20	30	Foraging audits completed			1
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Outcomes	<ul style="list-style-type: none"> * 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"> • Successful commons management will increase foraging opportunities BIO 1 <p>Visitor Management and Interpretation</p> <ul style="list-style-type: none"> • Guided foraging walks Programme: IM 1 <p>Community Engagement and Education and Training</p> <ul style="list-style-type: none"> • Opportunities to link with schools programme by incorporating foraging activities for schools into Workshop activities: SCED 1 																																																														
Key stakeholders / consultees	<ul style="list-style-type: none"> * Volunteers * Landowners * Commoners * Schools / education sector * Catering establishments * Tourism / promotion services within FLP area <p>(Cross reference with PROD1)</p>																																																														
Risk appraisal	<p>Insurance and liability re: walks and re 'cooking' demonstrations at catering outlets. (FLP / WHS should have blanket cover for walks, or use accredited guides who have their own insurance; caterers will need own insurance if public are to be viewers of / involved in cooking process)</p>																																																														
Delivery roles and responsibilities	<ul style="list-style-type: none"> * FLP Commons Officer * Expert Guides * Volunteers 																																																														
Implementation Programme (3 year timeframe)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="width: 45%;">Task / milestone</th> <th colspan="4">Year 1</th> <th colspan="2">Year 2</th> <th>Yr 3</th> <th>Yr 4 & 5</th> </tr> <tr> <th>Q1</th> <th>Q2</th> <th>Q3</th> <th>Q4</th> <th>Q1 & 2</th> <th>Q3 & 4</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>Gaining consents from landowners / CCW</td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Preparation of seasonal foraging programme</td> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Promotion of foraging walks</td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Undertake walks</td> <td></td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td style="background-color: #cccccc;"></td> <td></td> </tr> <tr> <td>Evaluate and audit</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">•</td> <td></td> </tr> </tbody> </table>	Task / milestone	Year 1				Year 2		Yr 3	Yr 4 & 5	Q1	Q2	Q3	Q4	Q1 & 2	Q3 & 4			Gaining consents from landowners / CCW									Preparation of seasonal foraging programme									Promotion of foraging walks									Undertake walks									Evaluate and audit							•	
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Forgotten Landscapes Project Landscape Conservation Action Plan

Cost Plan	Total Costs: £3,000				
	Breakdown table:				
	Item	Detail	Per	Total	
	Fees	Professional guides; day rate £150		1,800	
	Research	Audit and liaison with owners/caterers and site surveys with volunteers		400	
Admin	Bookings, etc		300		
Marketing			500		
		Total		£3,000	
	Cashflow:				
	Item	Yr 1	Yr 2	Yr 3	Total
	Fees	300	600	900	1,800
	Research	250	75	75	400
	Admin	50	100	150	300
	Marketing	100	150	250	500
	Total (£)	700	925	1,375	3,000
	DinK Volunteer survey: 5 volunteers led by expert = 5 days Covered under VOL 1				
Maintenance and management implications	There are no ongoing maintenance implications.				
Sustainability and Exit Strategy	<ul style="list-style-type: none"> * Volunteer policy covers sustainability of voluntary involvement * Guided walks programme will identify exit strategy for walks programme. 				



Wimberries are common in the landscape and are a popular 'free food'