5.18 Implementation Programme C   Visitor Management and Interpretation

	Projects	Delivery Plan Code
1	**Visitor Communication: Telling the Tale VMC**	
	Visitor Communication: Website and Pre-Visit Information	VMC 1
	St Peter's World Heritage Centre - Interior	VMC 2
	Principal Gateways	VMC 3
	Commons Code of Conduct	VMC 4
2	**Access: Exploring the Heritage Landscape VMA**	
	Short Trails from the Principal Gateways	VMA 1
	Secondary Gateways and Trails	VMA 2
3	**Interpretation IOS and IM**	
	St Peter's World Heritage Centre – exterior	IOS 1
	St Peter's World Heritage Centre – interior	IOS 2
	Installations and interpretation of the promoted trails	IOS 3
	Guided Walks Programme	IM 1
	Mobile media content	IM 2
	Bluetooth downloads	IM 3

The relationship between the Visitor Management and Interpretive Projects and relevant Projects in the FLP Landscape Strategy (2009 revised version) can be seen in the accompanying document Visitor Management and Interpretation Implementation Programme Part 1 Overview of Proposals.

The relationship between access, visitor management, interpretation, audience engagement, education and training is shown in the table below:

Audience Development and Access

Visitor Management	Interpretation	Community Engagement	Education and Training
Physical Access	Interpretive Aims and Objectives and Themes	Local Interest Groups	Community Landscape Project
Visitor Information		Community Outreach and Events	Schools Programming
Guided Walks	Proposed Media	Volunteer Training and Activities	
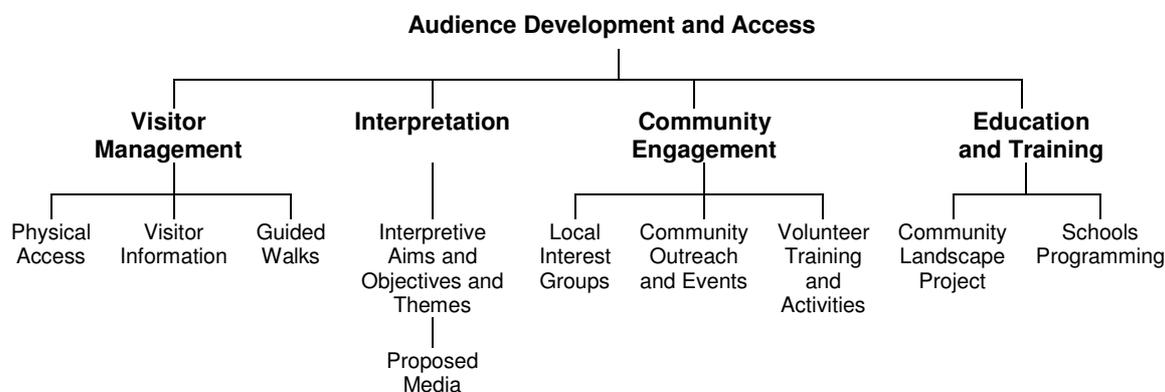
5.18.1 Scope of the Programme

This Programme will enable the delivery of Projects intended to assist the visitor in all aspects of physical and intellectual access to the heritage landscape and its features.   Its core components are:

- visitor communication

- additional access gateways and promotion of easy trails to key sites of significance (destinations), family cycling tours and cross-country riding routes

- interpretation

5.18.2 Key audiences

The Programme is aimed at key audiences which have been identified through consultation and study. These are

i.   **key visitor audiences** – new visitors unfamiliar with the landscape, young families, urban dwellers, the elderly and people with disabilities, people interested in wildlife.

ii.   **key outreach audiences** – communities just outside the BILWHS but within the wider Forgotten Landscapes area and communities living within the wider SE Wales area with particular historic links to the Forgotten Landscapes.

iii.   **key participant audiences** – anybody interested in becoming a volunteer and helping with a variety of project work relating to visitor management such as helping with guided walks and events or through research projects that will help provide better information for visitors and students of the landscape. It has been assumed that participants will be mostly people living within the local catchment area.

5.18.3 Visitor communication

This Programme recognises and utilises four distinct elements of communication:

i.   **welcome and orientation** – this introduces the visitor, provides a plan which explains what there is to see and do

ii.   **information** – to assist the visitor in getting the most out of the visit

iii.   **referral** – encourages the visitor to go to other sites or features

iv.   **interpretation** – the method by which to communicate the key stories and messages about the heritage landscape

5.18.4 Information provision

This has been designed to utilise the:

i.   wider tourism marketing framework provided by Visit Wales / Visit Britain
ii.   use of the BILWHS website and partner websites
iii.   WHC Tourist Information facility
iv.   complementary role of the established destinations such as Big Pit and the Blaenavon Ironworks

5.18.5 The role of the BILWHS website
The BILWHS website was overhauled and significantly improved during 2009. FLP will add value to the website by adding:

i.   information on trails
ii.   fact sheets on key sites and features
iii.   educational resources
iv.   audio visual programmes
v.   excerpts from the main interpretive exhibition

5.18.6 Visitor gateways
These will act as physical and intellectual 'starting out' places from which to explore the Forgotten Landscapes.

Principal gateways – the WHC, Blaenavon Ironworks and Big Pit will be promoted as the first port of call for visitors. Here they will find secure parking, refreshments, information, interpretation and orientation to the landscape.

Secondary gateways – based on existing smaller arrival points within and around the boundary of the FL area, these will provide parking, information about and orientation to the landscape. They will also offer limited local interpretive media.

5.18.7 Access
In the main access will rely on existing provision and will comprise:

Short, circular trails – a series of routes of between one and two hours duration emanating from Gateways. They will follow existing Rights of Way and take visitors past heritage features.

Family cycle trails – circular routes of an easy half day duration commencing from Gateways and utilising quiet roads, parts of the National Cycle Network and historic transport features.

Cross country riding routes – longer distance circular routes based on the bridleway network that can be enjoyed by horse riders, cyclists and walkers. These will also provide a strategic link into the wider landscape.

All of these routes will take the visitor to a range of heritage features and be supported by printed and downloadable guides. This Programme also includes actions that will enhance these routes through the installation of high quality signage and interpretation.

Promoted family cycle trails
The chosen routes are proposed to commence from existing gateways situated on the cycleway network:

5.18.8 Interpretation
The Partnership has adopted the use of the following interpretive objectives:

• learning
• emotional
• behavioural

Forgotten Landscapes: Interpretive Themes

- the unique nature of the underlying geology was the reason why entrepreneurs exploited the natural resources

- there was a revolutionary change in society as people moved from an agrarian to an industrial economy

- the combined forces of humans and nature created an equally revolutionary change in the landscape (the waste residual landscape)

- after the 'revolution' the 'new' landscape (largely of waste products) became forgotten as the power of nature took over once again

- these 'forgotten landscapes' include both special natural features (often of European significance) and cultural features (seen to be of global importance) which nature is softening

- these natural and cultural features require on-going management if they are to be enjoyed to the full by present and future generations

5.18.9 The Approach to Interpretation

To support the visitor experience described above, the Partnership has agreed to build on:

i. key aspects of the BILWHS Visitor Experience Plan

ii. existing interpretive provision at the WHC, Big Pit and the Ironworks

iii. existing interpreted trails, leaflets, guided walks programmes, events and festivals

iv. energy and enthusiasm of local heritage groups

To achieve this, the Partnership will:

i. concentrate interpretation provision at the WHC, with supporting material being made available at other Gateway sites

ii. use a wide range of novel and recognised 'best practice' interpretive techniques

iii. aim to develop world class interpretation befitting a world class site

iv. minimise physical intervention in the landscape

v. utilise first person interpretation wherever relevant

Implementation Programme C Visitor Management and Interpretation

Project title	Delivery Plan Code	Project description	Audience	Benefits for people	Expected outputs
Exploring the Landscape	**VMC / VMA**				
Visitor Communication: Website and Pre-visit information	VMC 1	Provision of an interactive site for remote audiences to engage with the Forgotten Landscapes Project, achieved by enhancement of the Blaenavon Industrial Landscape World Heritage Site (WHS) website. To include linked information pages and downloadable visitor guides and educational materials.	Local people Young people Schools/educational groups Domestic visitors Overseas visitors	Increased awareness and understanding of the Forgotten Landscapes Project Increased visitor numbers to the World Heritage Centre to learn more about the Forgotten Landscapes Increased number of visitors exploring the Forgotten Landscapes area.	• Website upgrade • 50% increase in no. of hits on website over 3yrs • 5,000 information downloads from website by end of year 3
Visitor Communication: St Peter's World Heritage Centre Interior	VMC 2	Provision of visitor information and orientation of the Forgotten Landscapes at the St. Peter's World Heritage Centre, Blaenavon thereby encouraging and helping visitors to explore the landscape.	Local residents Young people Day visitors Schools/educational groups Special interest groups Overseas visitors	Increased awareness and understanding of the Forgotten Landscapes Increased visitor numbers exploring the Forgotten Landscapes area Increasing use of the website and downloading digital materials	• 5 types of improved visitor information media provided • Visitor usage of the World Heritage Centre increased by 50% over 3 yrs • 5,000 visitors using the digital material provided by end of year 3
Visitor Communication: Principle gateways	VMC 3	To promote awareness of the story of the Forgotten Landscapes at Big Pit, Blaenavon Ironworks and the Abergavenny Tourist Information Centre by the introduction of: • orientation and interpretation panels • promotional leaflets, trail guides, guided walks and	Local people UK visitors Overseas visitors	Increased awareness and understanding of the Forgotten Landscapes project Increased visitor numbers to the Forgotten Landscape and the WHC	• visitor orientation and interpretation media provided at three principal gateways • Visitor usage of the World Heritage Centre increased by 50% over 3 yrs

Project title	Delivery Plan Code	Project description	Audience	Benefits for people	Expected outputs
		events programme, etc • referral to the World Heritage Centre		Increased number of visitors exploring the Forgotten Landscapes area	• 7,000 trail guides taken by visitors from principle gateways by end of year 3
Visitor Communication: Commons Code of Conduct	VMC 4	The promotion of a code of behaviour for visitors to the commons through provision of information in various media for circulation across the Forgotten Landscapes area. This will raise awareness of the – • sensitivity of the heritage landscape • crucial role the Commoners play in its management • historic rights of Common • problems caused by inappropriate behaviour and encourage people to follow a simple commons code of conduct.	Local residents Young people All visitors	Increased awareness of the fragility of the landscape Increased awareness of the rights of Common and importance of Commoners to landscape management Increased knowledge of appropriate behaviour by visitors Help with safe-guarding Commoners livelihoods	• Commons Code of Conduct produced • 1000 copies of the Code distributed • 50% reduction of detrimental incidents on the commons
Heritage trails from principle gateways	VMA 1	Promotion of short circular trails from the principle visitor gateways to encourage more people to explore the heritage landscape. The themed and waymarked trails will visit key sites, viewpoints, landmarks and destinations. The project work will provide clear way-marking and route improvements where required. Information and interpretation for the trails will be developed under other proposals.	Young families Elderly and less-able groups Healthy walking groups Urban dwellers School/educational groups Visitors with limited time Foreign-language visitors	Increased number of visitors exploring the heritage landscape Easier access to heritage for less confident or able visitors Improved quality of user/visitor experience	• 4 short trails from principle visitor gateways established and promoted • 15.5 km of public access routes enhanced • 50% increased in usage of trails by end of year 3 • Increased interest in trails - 5,000 short trail guides downloaded by yr 3
Heritage trails from Secondary gateways	VMA 2	The promotion of a series of short circular walking trails, easy cycling trails and cross-country riding/walking trails emanating from the promoted secondary visitor gateway sites.	Young families Elderly and less-able groups Healthy walking groups Urban dwellers	Increased number of visitors exploring the heritage landscape Easier access to heritage for less confident or able	• 6 short trails from secondary visitor gateways established and promoted • 2 easy cycle trails established and promoted

Project title	Delivery Plan Code	Project description	Audience	Benefits for people	Expected outputs
		The themed and waymarked trails will visit key sites, viewpoints, landmarks and destinations. These will be supported by interpretive heritage guides produced under other proposals.	School/educational groups Visitors with limited time Foreign-language visitors Cyclists	visitors Improved quality of user/visitor experience	• 60 km of public access routes enhanced • 50% increased in usage of trails by year 3 • Increased interest in trails - 5,000 short trail guides downloaded by yr 3
Telling the Tale	**IOS / IM**				
St. Peter's World Heritage Centre exterior interpretation	IOS 1	The exterior interpretation at the St Peter's World Heritage Centre (WHC) will be significantly enhanced by the addition of a 3D topographic map of the WHS landscape and a sculpted 'storytelling chair' that will be a focus for educational programmes, the beginning of guided walks and talks, storytelling events and children's activities. Both would be installed in the terrace area accessed from the café.	Local people Day visitors Families Young people Educational groups Staying visitors Overseas visitors Welsh speakers	Imaginative introduction to the Forgotten Landscapes for diverse visitors audiences. More people understand and appreciate the importance and significance of the Forgotten Landscapes More people inspired to download a trail and explore the Forgotten Landscapes	• Programme of external interpretive talks and activities established -12 events per annum (bilingual) (6 in year 1) (Link to IM 3) • Number of visitors taking part in these activities - 180 per annum (Link to IM 3) • Number of people interested in walking the trails - 5,000 trail guides downloaded by the end of yr 3 (Link to IM 3)
St. Peter's World Heritage Centre interior interpretation	IOS 2	To enhance the interpretation at the World Heritage Centre by adding an additional layer to the story to focus on the wider landscape story of the pre and post industrial landscape, its important habitats and wildlife and its management requirements. This will include: • information on the existing interactive consoles • visitor access to digital archive	Local people (including under represented groups) Day Visitors Families Educational and Special Interest Groups Staying visitors Overseas visitors Welsh speakers	More people understand and appreciate the importance and significance of the Forgotten Landscapes Increased visitor numbers to the WHC and the Forgotten Landscapes area More people inspired to	• Number of visitors taking part in these activities – 50% by the end of year 3 • 6 new interpretation media installed focused on the story of the Forgotten Landscapes • 50% increase in visitors to WHC by the end of year 3 • Increased no. of visitors exploring

Project title	Delivery Plan Code	Project description	Audience	Benefits for people	Expected outputs
		• audio visual presentation on the Forgotten Landscapes • interpretive panels reinforcing on the Forgotten Landscapes • Landscape Explorer Packs for hire by family groups • a daily programme of short interpretive talks and activities		download a trail and explore the Forgotten Landscapes	the Forgotten Landscapes area using the download trail interpretation - 5,000 downloads by the end of year 3 • Increased no. of visitors exploring the Forgotten Landscapes area using the interpretive rucksacks - 500 by the end of year 3
Secondary gateways and trails: interpretation	IOS 3	Interpretive proposals for the secondary visitor gateways and the trails emanating from them including: • Bespoke 'trailhead' installations at each gateway providing visitor information, orientation and interpretation • multi-layered trail guides and installation of sensitive interpretive features at key points of relevance. The project also includes provision for the promotion of two geo-caching trails. The trails and interpretive elements will be supported by the FLP website, print and mobile media.	Local people (including under-represented groups) Day visitors Education and special interest groups Staying visitors Overseas visitors	Enhancement of visitor gateways as setting-out points for discovery of the wider Forgotten Landscape Local people and visitors given greater confidence and stimulus to explore the Forgotten Landscapes More people understand and appreciate the importance and significance of the Forgotten Landscapes	• 5 secondary gateways enhanced with visitor information, orientation, interpretation • 4 gateway 'trail-head' features Installed • 8 trails provided with interpretive trail leaflet (downloadable) • 4 interpretive features installed along the trails to enhance the interpretive experience • 8 public access routes enhanced • 5,000 pa interpretive trail guides downloaded by year 3
Interpretation: Guided Walks Programme	IM 1	A programme of short guided walks, led by an expert, into the wider Forgotten Landscapes for local people and visitors. These will have a series of FLP themed aspects including: • geology– focussed on key features in Clydach Gorge • remnants of the past – visiting archaeological features • natural heritage – particularly the	Local people (including under-represented groups) Welsh speakers Educational/special interest groups Day visitors Families Staying visitors Overseas visitors People with mobility	More people (including under-represented groups) enjoying and understanding the Forgotten Landscapes Increasing number of people having the confidence to go out and safely explore the Forgotten landscapes	• 14 walks per annum delivered • 140 people attending year 1 rising to 280 after Year 3 • 10,000 pa after 3 years To encourage local people and visitors to explore the Forgotten Landscapes alone (or in groups) to enjoy the landscape and its story

Project title	Delivery Plan Code	Project description	Audience	Benefits for people	Expected outputs
		commons, wetlands, ponds etc • the pre-industrial landscape – helping to read the landscape • spoil to spectacular – walks around Canada and Coity Tips • Welsh language and culture – through bi-lingual walks • transport – former railways, tramways, inclined planes, etc. • food for free – foraging walks Walks will also be designed to enable less mobile people to attend. NB: Local people recruited and trained to become walks leaders as part of the volunteering programme.	or health problems.	alone More people understanding the significance and fragility of the Forgotten Landscapes	
Interpretation: Mobile media	IM 2	Provision of interpretive media content about the Forgotten Landscapes in digital formats that visitors can download to their own mobile communication devices. Its effectiveness as an interpretive tool will rest on the quality of its content (imagery, audio, video, copy etc). It is therefore proposed to build a bank of interpretive digital multimedia that could be deployed on the most common media platforms e.g. MP3/4 players, PDAs, mobile phones etc. The project will focus on producing downloads for two interpreted trails- • Blaenavon Heritage Trail • Forgotten Landscapes Trail Versions of the mobile media will also be designed specifically for young people and for visitors with	Local people (particularly under-represented groups) Young people Education and special interest groups Day visitors Staying visitors Overseas visitors People with visual or auditory impairments	Attracting young people to access the Forgotten Landscapes interpretive media and learn about the heritage More people understanding the significance and fragility of the Forgotten Landscapes Improved quality of visitor experience	• Provision of downloadable interpretive media - 5,000 downloads by the end of year 3 • 30% increase in use of Forgotten Landscapes trails over 3 yrs

Project title	Delivery Plan Code	Project description	Audience	Benefits for people	Expected outputs
		sight or hearing impairments.			
Interpretation: Bluetooth downloads	IM 3	Provision of Bluetooth information download points at Keeper's Pond and Big Pit car parks. Users can download digital interpretive content to their mobile phones. No mobile 'phone signal is required. The digital content will be developed as part of the interpretation provision for the gateways and trails (see IOS 3). The formatting of the mobile media applications will be developed in conjunction with project IM 2.	Local people (particularly under-represented groups) Education and special interest groups Young People Day visitors Staying visitors Overseas visitors People with visual or auditory impairments	Attracting young people to access the Forgotten Landscapes interpretive media and learn about the heritage More people understanding the significance and fragility of the Forgotten Landscapes Improved quality of visitor experience	• 10,000 bluetooth downloads p.a. 3 years after launch

Budget Summary   Implementation Programme C   Visitor Management and Interpretation

Plan	Activity	Year 1		Year 2		Year 3		Total		Total cash & DINK
		Cash	**DINK**	**Cash**	**DINK**	**Cash**	**DINK**	**Cash**	**DINK**	
VMC 1	**Visitor Communication: Website and pre-visit information**	**13,400**	**0**	**0**	**0**	**0**	**0**	**13,400**	**0**	**13,400**
	Podcast training	800						800	0	
	Audio equipment	600						600	0	
	Development of 3 x online games	4,000						4,000	0	
	Interactive trail map	2,500						2,500	0	
	Website integration with social networks	1,500						1,500	0	
	Artwork briefing	500						500	0	
	Content development and client support	1,000						1,000	0	
	Brainstorming workshop	500						500	0	
	Specialist project management	2,000						2,000	0	
VMC 2	**St Peter's World Heritage Centre: Interior**	**0**	**0**	**15,570**	**0**	**17,000**	**0**	**32,570**	**0**	**32,570**
	OS based graphic panel			1,170				1,170	0	
	Tear off full colour orientation map			10,900				10,900	0	
	Computer terminals with printer			3,500				3,500	0	
	Trail leaflets, fact sheets					17,000		17,000	0	
VMC 3	**Principal Gateways**	**0**	**0**	**3,000**	**0**	**4,100**	**0**	**7,100**	**0**	**7,100**
	Graphic design and artwork			3,000		2,000		5,000	0	
	Production and installation					2,100		2,100	0	
VMC 4	**Commons code of conduct**	**4,750**	**0**	**0**	**0**	**0**	**0**	**4,750**	**0**	**4,750**
	Graphic design and artwork	2,250						2,250	0	
	Printing and distribution	1,000						1,000	0	
	Car sticker	1,500						1,500	0	

Plan	Activity	Year 1		Year 2		Year 3		Total		Total cash & DINK
		Cash	DINK	Cash	DINK	Cash	DINK	Cash	DINK	
VMA 1	**Exploring the Heritage Landscape**	**18,000**	**0**	**9,000**	**0**	**0**	**0**	**27,000**	**0**	**27,000**
	Project management fees (TBCB area)Trail 1, 2, 3	2,000		1,000				3,000	0	
	Produce signage schedules and access improvement details: Trail 1, 2, 3	1,500						1,500	0	
	Project management fees (BBNPA area)Trail 4	1,000						1,000	0	
	Produce signage schedules and access improvement details: Trail 4	500						500	0	
	Route way-marking and improvements; Trail 1	7,500						7,500	0	
	Trail 2			3,000				3,000	0	
	Trail 3			4,500				4,500	0	
	Trail 4	5,000						5,000	0	
	Materials expenses for volunteer works	500		500				1,000	0	
	Volunteer assistance with trails monitoring and maintenance									
VMA 2	**Promoting Access to the Heritage Landscape**	**52,000**	**0**	**14,500**	**0**	**0**	**0**	**66,500**	**0**	**66,500**
	Project management fees (TCBC area)	5,000		2,000				7,000	0	
	TCBC area: Produce signage schedules and access improvement details:	3,000						3,000	0	
	Project management fees (BBNPA area)	5,000		2,000				7,000	0	
	BBNPA area: Produce signage schedules and access improvement details:	5,000						5,000	0	
	Route orientation, way-marking and improvements; Short Trails (x 6)	33,000						33,000	0	
	Cycle Trails (x2)			10,000				10,000	0	
	Materials expenses for volunteer works	1,000		500				1,500	0	
	Waymarking, clearing and upgrading by vols									
	Monitoring and maintenance									
IOS 1	**St Peter's World Heritage Centre: Exterior**	**0**	**0**	**16,500**	**0**	**0**	**0**	**16,500**	**0**	**16,500**
	Topographic map			12,000				12,000	0	
	Storytelling chair			4,500				4,500	0	

Plan	Activity	Year 1		Year 2		Year 3		Total		Total cash & DINK
		Cash	**DINK**	**Cash**	**DINK**	**Cash**	**DINK**	**Cash**	**DINK**	
IOS 2	**St Peter's interior interpretation**	**0**	**0**	**79,000**	**0**	**17,000**	**0**	**96,000**	**0**	**96,000**
	Interpretive walks and activities programme									
	Landscape Explorer Packs			2,000		500		2,500	0	
	Purchase of branded rucksacks			500				500	0	
	AV presentations									
	Aerial filming, helicopter and AV crew and expenses			20,000				20,000	0	
	CGI programming			20,000				20,000	0	
	Video editing and mixing			3,500				3,500	0	
	Voiceover recording in 3 languages			2,500				2,500	0	
	Professional voice artists x 3			1,500				1,500	0	
	Subtitle programming and translation			2,000				2,000	0	
	Final mastering, uploading and testing			1,000				1,000	0	
	Push button hardware and installation at WHC			1,500				1,500	0	
	Lead consultant - Production design / management			14,000				14,000	0	
	Touch-screen adaptation									
	Programming					11,000		11,000	0	
	Final testing and uploading					1,000		1,000	0	
	Translation					1,500		1,500	0	
	Lead consultant - design / management					3,000		3,000	0	
	Interpretive Panels x 6									
	Graphic design, artwork and translation			4,500				4,500	0	
	Manufacture and installation			4,000				4,000	0	
	Lead consultant - interpretive design / management			2,000				2,000	0	

Plan	Activity	Year 1		Year 2		Year 3		Total		Total cash & DINK
		Cash	**DINK**	**Cash**	**DINK**	**Cash**	**DINK**	**Cash**	**DINK**	
IOS 3	**Secondary gateways and trails: interpretation**	**2,000**	**0**	**56,900**	**0**	**67,500**	**0**	**126,400**	**0**	**126,400**
	Lead design consultant fees	2,000		7,000		3,000		12,000	0	
	Secondary Gateway installations							0	0	
	Computer generated plan view map artwork x 5, Graphic panel design and artwork x 10			7,500				7,500	0	
	Translation			1,400				1,400	0	
	Graphic panel production x 10					2,500		2,500	0	
	Bespoke hub structure designs, fabrication and installation x 4			2,000		30,000		32,000	0	
	Trail guide leaflets / downloads							0	0	
	Short Trails leaflets			6,000				6,000	0	
	Printing 10,000no. copies			7,000				7,000	0	
	Cycling trails - download Design and artwork			1,000				1,000	0	
	Riding trails - download Design and artwork			1,000				1,000	0	
	Geo-caching trail - download Design and artwork			1,000				1,000	0	
	Development of 6 no. cache points @ £500 each			3,000				3,000	0	
	Interpretive features along trails			20,000		20,000		40,000	0	
	Installation of features on site @ £3k ea.					12,000		12,000	0	
	Volunteer survey and maintenance									
IM 1	**Guided walks programme**	**4,100**	**0**	**5,950**	**0**	**5,950**	**0**	**16,000**	**0**	**16,000**
	Promotion and marketing	2,000		2,000		2,000		6,000	0	
	Professional interpreter/actors (@ £500 per walk)	1,000		2,000		2,000		5,000	0	
	Welsh-speaking guide (@ £150 each walk)	300		600		600		1,500	0	
	Specialist guides(@ £150 each walk)	300		600		600		1,500	0	
	Sundry media and expenses	500		750		750		2,000	0	
	Volunteers as part of accredition programme lead extra walks in year 3 to gain acreditation (4 welsh, 4 specialist)									

Plan	Activity	Year 1		Year 2		Year 3		Total		Total cash & DINK
		Cash	DINK	Cash	DINK	Cash	DINK	Cash	DINK	
IM 2	**Mobile Media**	**6,500**	**4,000**	**13,000**	**4,000**	**9,000**	**2,000**	**28,500**	**10,000**	**38,500**
	Digital media specialist fees			6,000		4,000		10,000	0	
	Secondment of RCAHMW specialist	4,500	4,000	4,500	4,000	3,000	2,000	12,000	10,000	
	Pilot hardware costs	2,000		2,500				4,500	0	
	Content hosting, image copyright, launch and promotion costs, etc					2,000		2,000	0	
IM 3	**Bluetooth downloads**	**0**	**0**	**500**	**0**	**7,000**	**0**	**7,500**	**0**	**7,500**
	Specialist contractor fees			500		500		1,000	0	
	Exterior grade bluetooth download points with integrated PDA for wireless updating of content					2,000		2,000	0	
	Creation of tagfile to be distributed from device					1,500		1,500	0	
	*Power supply: Rechargeable batteries					3,000		3,000	0	
	Total	**100,750**	**4,000**	**213,920**	**4,000**	**127,550**	**2,000**	**442,220**	**10,000**	**452,220**