

Forgotten Landscapes Project

Landscape Conservation Action Plan

5.21 Project: Interpretation IOS

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

5.21.1 Introduction

The Approach to Interpretation

To add value to the existing offer, 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

5.21.2 Links with other Programmes

Delivery Plan Code	Implementation Programme		
	A	B	C
IOS 2	All GEO ARC BIO	VOL 1 SCED 1	VMA 1 VMA 2 VMC 2 IOS 2 IM 1
IOS 2	All GEO ARC BIO	VOL 1 SCED 1 CLLL 2	VMC 1 VMC 2 VMA 1, VMA 2 IOS 3 IM 1
IOS 3	GEO 1 GEO 2 ARC 5 HP 1	ELIG 4 SCED 1 CLLL 2	VMC 1 VMC 2 VMA 1, VMA 2 IM 1 IM 2
IM 1	GEO 1 GEO 2 ARC 1-3 ARC 5	VOL 1 PROD 3 EV 2 CLLL 2 SCED 1	VMC 1 IOS 1 VMC 2 IOS 2 IM 2 VMC 4
IM 2	ARC 1-3, ARC 5	EV 2 CLLL 2	VMC 1 VMC 2 IOS 2 IOS 3 VMC4 VMA1 VMA 2 IM 3
IM 3	ARC 1-3, ARC 5	ELIG 1 EV 2 SCED 1	VMC 2 IOS 2 IOS 3 VMC 4 VMA 1 VMA 2 IM 2

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5.21.3 Primary Aims and Outcomes

Primary Aims	<ul style="list-style-type: none"> • To interpret key Forgotten Landscapes themes • To help people understand and appreciate the landscape story along each trail • To add value to existing WHC facilities • To encourage people to take part through volunteering
Outcomes	More people (including under-represented groups) enjoying and understanding the Forgotten Landscapes
	Reputation of the Scheme attracts additional visitors to the heritage landscape
	More people are inspired to download a trail and explore the Forgotten Landscapes
	Enhancement of attractive established secondary gateways as key points for discovery of the wider Forgotten Landscape

Delivery Plans

Forgotten Landscapes Project Landscape Conservation Action Plan

<p>Delivery Plan Title</p>	<p style="text-align: center;">St Peter's World Heritage Centre : Exterior IOS 1</p> 
<p>Total Budget</p>	<p>£16,500 (10% contingency)</p>
<p>Plan Description</p>	<p>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 'storytelling chair' which will be a focus for educational programmes, the beginning of guided walks and talks, storytelling events and children's activities. Both will be installed in the terrace area accessed from the café.</p> <p>Guided walks departing from the centre will be able to refer to the topographic map for an initial introduction to the landscape and geographical context of the Blaenavon Industrial Landscape World Heritage Site (WHS) / Forgotten Landscape Project (FLP) area.</p> <p>It is proposed that the two elements will be:</p> <ul style="list-style-type: none"> * Cold cast bronze topographic map circa 2m x 2m on a 750mm high stone plinth: bi-lingual labels to draw attention to key features and access points (N.B. this will be visually coordinated with the coloured orientation plan leaflets available from WHC – see VMC 2) * Sculpted 'arm chair' style chair with high back and landscape motifs / silhouettes: materials subject to design
<p>Aims</p>	<ul style="list-style-type: none"> * To interpret the landscape and landform of the FLP area * To enable visitors to appreciate the topographical nature of the landscape * To help visitors locate specific features and understand their geographical context * To provide a starting point for guided walks and talks * To provide a focus for storytelling, educational games and activities

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Objectives	<ul style="list-style-type: none"> * To appoint and manage designers / artist - craftsperson / fabricators * To obtain approvals for design and installation as appropriate * To install the topographic map and storytelling chair on site 		
Interpretive Objectives	<p>What the audience will learn:</p> <ul style="list-style-type: none"> * The shape and form of the surrounding historic landscape and the geographical position and context of key sites and features <p>NB: The guided walks, talks and storytelling programmes using the topographic map and storytelling chair could address any and all of the core interpretive themes as appropriate</p> <p>What the audience will feel:</p> <ul style="list-style-type: none"> * A better sense of understanding of the landscape and location of key sites and features * A desire to explore the landscape * A desire to participate in storytelling, talks, games and activities <p>What the audience will do:</p> <ul style="list-style-type: none"> * Use the 3D topographic model as a way to better understand and appreciate the landscape (especially people with visual impairment) * Participate in guided walks, talks or storytelling sessions * Participate in self-guided trails from the WHC 		
Beneficiaries / Key audiences	<p>Local people Visitors Families Young people Educational groups</p>		
Monitoring and Evaluation Criteria	Outputs	Measures	Targets
	To interact with, and involve, all visitors to help them appreciate the importance, fragility and significance of Forgotten Landscapes	Number of small scale talks and activities per annum	12 walks per annum (6 in year 1 (link to IM 3))
	Number of visitors taking part in these activities	Number	180 per annum (estimate 15 per talk/presentations) (Link to IM 3)
	Number of people interested in walking the trails	Number of trails downloaded	5,000 pa by the end of year 3
	It will be important to have user feedback through visitor surveys and observation		

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Outcomes	<ul style="list-style-type: none"> • Reputation of the programme attracts additional visitors to the World Heritage Centre. • More people understand and appreciate the importance and significance of the Forgotten Landscapes • More people are inspired to download a trail and explore the Forgotten Landscapes
Integration	<p>Links with other Delivery Plans</p> <p>Conservation and Climate Change:</p> <ul style="list-style-type: none"> * All GEO, ARC, BIO, STS and HP projects. <p>Visitor Management and Interpretation:</p> <ul style="list-style-type: none"> * Information on use of secondary gateways and trails to explore the landscape: VMA 1, VMA 2 * Links to WHC information and interpretation: VMC 2, IOS 2 * Information on guided walks programme: IM 1 <p>Community Engagement and Education and Training:</p> <ul style="list-style-type: none"> * Opportunities for volunteering and training: VOL 1 * Link to schools educational programmes: SCED 1
Key Stakeholders / Consultees	<p>Key stakeholders will be :</p> <ul style="list-style-type: none"> * The Blaenavon Partnership * Torfaen CBC Regeneration Services * World Heritage Centre team <p>Consultation with Cadw required on design and location of chair and plinth. Proposal in principle accepted but Scheduled Ancient Monument consent may be required.</p>
Risk Appraisal	<p>The implementation of this project is dependent on, and must take account of, the following risk factors:</p> <ul style="list-style-type: none"> * A robust design for a 10 year + life span * Obtaining consents as required
Delivery Roles and Responsibilities	<p>This display will be delivered by the WHC Manager in close liaison with the FLP Interpretation Officer on the interpretive content.</p> <p>Their role will be to:</p> <ul style="list-style-type: none"> * Produce a design brief * Appoint and manage designers / artists - craftspeople / fabricators * Undertake partner and stakeholder consultation as appropriate * Research and produce the map label copy * Coordinate the installation

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Implementation Programme	<table border="1"> <thead> <tr> <th>Task / milestone</th> <th>Yr 1 Q1</th> <th>Q2</th> <th>Q3</th> <th>Q4</th> <th>Yr 2 Q1,2</th> <th>Q3,4</th> <th>Yr 3</th> <th>Yr 4-5</th> </tr> </thead> <tbody> <tr> <td>Produce briefs and let specialist contracts</td> <td></td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Develop design of features and obtain final approvals</td> <td></td> <td></td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Complete and fabricate features</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> </tr> <tr> <td>Installation on site</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="background-color: #cccccc;"></td> <td></td> <td></td> </tr> </tbody> </table>	Task / milestone	Yr 1 Q1	Q2	Q3	Q4	Yr 2 Q1,2	Q3,4	Yr 3	Yr 4-5	Produce briefs and let specialist contracts									Develop design of features and obtain final approvals									Complete and fabricate features									Installation on site								
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Maintenance and Management Implications	The chair and topographic map will require an annual 'service' with any repairs or touching up as necessary.																																													
Sustainability and Exit Strategy	<p>These items will be specified to have a long working life well in excess of the FL project period.</p> <p>The programme of talks and activities in the courtyard will be continued by the WHC staff team.</p>																																													
Summary Recommendations for future work years 4-10																																														

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<p>Delivery Plan Title</p>	<p>St Peter's World Heritage Centre: Interior Interpretation Enhancements IOS 2</p> <div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center;">Inside the World Heritage Centre AV theatre</p>
<p>Total Budget</p>	<p>£96,000 (10% contingency)</p>
<p>Plan Description</p>	<p>The World Heritage Centre (WHC) is the only place in the Partnership Scheme area which focuses purely on the story of the World Heritage Site. This is based on an Interpretation Plan written by the WHC Manager which, itself, is based on the Blaenavon Industrial Landscape World Heritage Site (WHS) Interpretation Plan.</p> <p>At present the Interpretation does not focus on the wider landscape story of the pre and post industrial landscape, its important habitats and wildlife and its management requirements. The Partnership will redress this by utilising part of the Forgotten Landscapes budget to enhance the interpretation, by adding an additional layer to the story, and to reflect the objectives of the project.</p> <p>This Plan will:</p> <ul style="list-style-type: none"> * Add an additional layer of information installed in the software programme of the computer touch screen in the main exhibition hall which will focus on the pre and post industrial landscape, its wildlife and its management * Produce a 5 minute audio visual presentation on the story of the Forgotten Landscapes which will be installed in the Blaenavon audio visual theatre to be shown alternatively with the story of Blaenavon video * Produce a 5 minute audio visual presentation on the story of the transport features which have shaped the landscape including the Pwll Du tunnel which will be installed in the World Heritage audio visual theatre to be shown alternatively with the Story of the World Heritage Site worldwide

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	<p>community</p> <ul style="list-style-type: none"> * Produce 6 no. interpretive panels (3 no. each) reinforcing the story of the Forgotten Landscapes (in the Blaenavon AV theatre) and the importance of global citizenship and the stewardship of World Heritage Sites (in the World Heritage Centre AV theatre) * Develop Landscape Explorer Packs, interpretive ‘rucksacks’ for hire by family groups which are also available for education groups (see the Schools Education programme –SCED 1) * Establish a daily programme of short interpretive talks (maximum 15 minutes), demonstrations and activities * Provide access to the digital archive of the WHS through the computers located in the foyer.
Aims	<ul style="list-style-type: none"> * To add value to existing WHC facilities * To raise awareness and understanding of the WHS and its Forgotten Landscapes * To interpret key WHS / Forgotten Landscapes themes * To enable people to access information so that they can explore the WHS and its Forgotten Landscapes.
Objectives	<ul style="list-style-type: none"> * To establish an FLP interpretation working group to oversee the development of interpretation media * To appoint a lead interpretive design consultant to work with the FLP Interpretation Officer * To work with the interpretive design consultant with researching and producing the storyline, scripts and media content * To produce and install the AV presentations * To produce and install the new interpretive panels in the WHC * To produce the Landscape Explorer Packs - interpretive ‘rucksacks’ for hire * To establish the programme of short talks and activities at the WHC (link to IM 3) * To establish access to the WHS archive and downloadable materials at the WHC foyer computer terminals
Interpretive Objectives	<p>We want visitors and local people to understand that:</p> <ul style="list-style-type: none"> * The ease of access to the natural resources was why industry was developed in this area * This led to a revolutionary change in society as people moved from an agrarian to an industrial economy * There was an equally revolutionary change in the landscape as humans extracted minerals and disposed of the residual materials * The residual landscapes were slowly taken over by nature * The ‘Forgotten Landscapes’ include both natural features (of European significance) and cultural features (of global significance) which nature is

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	<p>softening</p> <ul style="list-style-type: none"> * These natural and cultural features require on-going management if they are to be conserved, enjoyed and understood to the full by present and future generations * This plan provides the opportunity to create ‘guardians’ of the landscape by inspiring people to volunteer. <p>NB: These learning objectives are inevitably close to the overall interpretive themes for the Plan.</p> <p>We want visitors and local people to feel:</p> <ul style="list-style-type: none"> * Welcome when they arrive * A sense of awe as to the sheer scale of endeavour and impact humans have had on the landscape and the power of nature to repair the wounds * Enjoyment and a sense of physical and mental well being from exploring the landscape * A sense of wilderness, whilst feeling safe and secure, as they explore the landscape * A desire to participate in guided walks, events and activities * A caring and, hopefully, life long responsible attitude towards looking after these special ‘Forgotten Landscapes’. <p>What the visitors will do:</p> <ul style="list-style-type: none"> * Come and explore the Forgotten Landscapes staying longer than they originally envisaged, spending more and leaving eager to return and to tell their friends * Use the area safely, and responsibly, respecting its cultural inheritance. <p>Visitors will be encouraged to:</p> <ul style="list-style-type: none"> * Visit the WHS and its Forgotten Landscapes * Participate in the work of the FLP through volunteering, events and activities.
<p>Detailed Proposals and Specification</p>	<p>1. Forgotten Landscapes AV presentations</p> <p>The WHC currently has two AV theatres showing films about:</p> <ul style="list-style-type: none"> * World Heritage Sites * The history of Blaenavon. <p>It is proposed to add two new presentations which will be shown alternatively with the existing programmes in the two theatres:</p> <ul style="list-style-type: none"> * Presenting the story of Forgotten Landscapes * Presenting the story of transport and the role of Pwll Du tunnel <p>Each programme, or an edited version, could also be made available on the website and any future multi-media tour. Specialist consultants would be appointed to lead on the design and management of these productions.</p>

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(a) **Forgotten Landscapes**

The presentation would be based on an aerial flyover film, about 5 minutes in duration, exploring the landscape from above and providing visitors with a view and perspective they could not otherwise experience (flyover films are especially effective in landscape interpretation as a general introduction). This should include snippets of CGI within the film peeling back layers of history and recreating the previous working industrial landscape as an overlay on the present. As with the other films, it would be subtitled and have a voiceover in English, Welsh and French.

(b) **Pwll Du Tunnel**

The presentation would focus on the transport features that served the iron-making industry including a fly through animation of the Pwll Du Tunnel and its remarkable role in the transportation of raw materials and the product across the landscape.

Each AV theatre will need an additional press button option for visitors to choose which presentation to watch.

2. Forgotten Landscapes Touchscreen adaptation

The WHC currently has eight touchscreen modules, each providing a choice of six interpretive options exploring subjects such as 'Working conditions in the 19th century', 'Ironmaking' and 'Transport'. It is proposed to add a new Forgotten Landscape layer to the existing material with interactive content that could be carried on other digital platforms such as the website and potential multi-media tour. The new layer would include material about the pre and post industrial landscape, the wildlife and conservation value of the various habitats within the WHS / Forgotten Landscapes and explain the need for appropriate landscape management.

There is a direct link to the educational programme related to 'timezones' allowing pupils to explore each of the five timezones interactively with each timezone telling a different story
(see Schools Education delivery plan SCED 1)

3. Interpretive panels

New interpretive panels are proposed as follows:

(c) large OS Base map panel

A replacement for the existing, large map-based panel in the foyer. This is described in more detail in the visitor communication delivery plans – see VMC2.

(d) interpretive panels in the Blaenavon AV theatre

Three additional panels in the Blaenavon film AV theatre, 1 @ 1250mm wide x 1840mm high and 2 @ 780mm wide x 1840mm high, in 10mm wrap sealed foamex mounted on split battens. The panels would explore three aspects of the Forgotten Landscape in relation to the story of Blaenavon, reinforcing the AV presentation as follows:

- * the unique underlying geology was the reason why entrepreneurs exploited the area around Blaenavon during the Industrial Revolution

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- * the combined forces of humans and nature created an equally revolutionary change in the landscape with an emphasis on the sheer scale of the change in the landscape around Blaenavon
- * after this 'revolution' the story of how the new landscape, largely of waste materials, was abandoned and the forces of nature returned.

(e) interpretive panels in the WHC theatre

Three additional panels in the World Heritage film AV theatre, 1 @ 1250mm wide x 1840mm high and 2 @ 780mm wide x 1840mm high.

The panels would explore three aspects of the Forgotten Landscapes in relation to the story of World Heritage, reinforcing the AV presentation, as follows:

- * a world map of World Heritage Sites
- * global citizenship and the stewardship of World Heritage Sites with reference to the Blaenavon WHS and Forgotten Landscapes Scheme
- * the specific conservation features and conservation status of the WHS / Forgotten Landscapes Scheme area (both natural and cultural).

Specialist consultants will be appointed to assist in the design and management of the media productions.

4. Landscape Explorer Packs – rucksack with interpretive media content

The hire of interpretive / educational rucksacks which include laminated information sheets / maps / instructions plus magnifying glass and other activity features to encourage family groups to go out and explore the Forgotten Landscapes. Also available for hire by school groups. 100 no. to be made available. To be developed by the FLP Interpretation and Education Officer.

N.B. Linked to provision of resources in Schools Education programme (see delivery plan SCED 1).

5. Daily programme of interpretive talks, demonstrations and activities

Tailored to seasonal and weekly variations in target visitor audiences which take place at different places around the WHC (or the garden) which are advertised in the events programme and in the Centre. To be planned and managed by the FLP Interpretation and FLP Education Officer and delivered by WHC staff, FLP team and volunteers.

N.B. included in roles described for staff.

6. Computer terminals in the WHC foyer with access to WHS website

allowing visitors to investigate specific trails, routes, sites and features and to be able to download material onto their own equipment, or as print, as a prelude to exploring the landscape. Incorporated with visitor communication budgets – see VMC 2.

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Beneficiaries / Key audiences	Local people (including under represented groups) Visitors Families Educational and Special Interest Groups		
Monitoring and Evaluation Criteria	Outputs	Measures	Target
	To provide new interpretation media focused on the story of the Forgotten Landscapes	Number	6
	Increased visitors to WHC	Number	50% by the end of 3 years
	Increased visitors exploring the Forgotten Landscapes area using the download trail interpretation	Number of trail downloads	5,000 by year 3
	Increased visitors exploring the Forgotten Landscapes area using the interpretive rucksacks	Number of pack hires	500 by year 3
Outcomes	<p>Monitoring will include visitor surveys and observation</p> <ul style="list-style-type: none"> * Increased awareness and understanding of the Forgotten Landscapes Scheme * Increased visitor numbers to the WHS and WHC * Increased number of visitors exploring the Forgotten Landscapes area * More people download trails and explore the Forgotten Landscapes area 		
Integration	<p>Links with other Delivery Plans</p> <p>Conservation and Climate Change:</p> <p>Visitor Management and Interpretation:</p> <ul style="list-style-type: none"> * Role of WHC as a principal gateway from which to explore the FLP area: VMC 1 * Use of WHC as the intellectual gateway to the WHS/FLP area: VMC 2 * Information on secondary gateways, trails and heritage features: VMA 1, VMA 2, IOS 3 * Information on guided walks programme: IM 1 		

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	<p>Community Engagement and Education and Training:</p> <ul style="list-style-type: none"> * Primary location for recruitment of volunteers and their training: VOL 1 * Primary location for the delivery of the WHS and Forgotten Landscapes education programme: SCED 1, CLLL 2 * Integration of the education resources and interpretive themes: SCED 1, CLLL 2
<p>Key Stakeholders / Consultees</p>	<p>These proposals have been developed with the WHC Manager and the BILWHS team who will need to approve the detailed proposals. It will be necessary for the detailed interpretive proposals to also be approved by:</p> <ul style="list-style-type: none"> * Forgotten Landscapes / Blaenavon Partnership <p>NB FLP client interpretive subgroup to be established to facilitate approvals</p>
<p>Risk Appraisal</p>	<p>The implementation of this Plan is dependent on, and must take account of, the following risk factors:</p> <ul style="list-style-type: none"> * approval of Forgotten Landscapes Partnership and WHS team for detailed proposals * a robust design for a 5 year + life span * careful integration with the existing display to create a seamless (added value) experience for visitors
<p>Delivery Roles and Responsibilities</p>	<p>This display will be delivered by the FLP Education and Interpretation Officer in liaison with the WHC Manager.</p> <p>The FLP Education and Interpretation Officer will lead on the development of a talks / activity programme and production of Landscape Explorer Packs. Their role would include:</p> <ul style="list-style-type: none"> * developing, coordinating and delivering the programme of talks and activities in association with the FLP/WHC staff teams * developing and arranging for production of the Landscape Explorer Packs * arranging the networking of downloadable interpretive content to interactive computers in foyer * assisting the WHC manager with appointing and managing a lead interpretive designer for the AV productions, interpretive panels and touch-screen adaptations * undertaking partner and stakeholder consultation as appropriate <p>A specialist consultant will lead on the AV presentations and interpretation panels. Their role would include:</p> <ul style="list-style-type: none"> * liaison with FLP Interpretation Officer and WHC Manager * tendering and appointing specialist sub-consultants / contractors * researching and producing the storylines and script, sourcing suitable images etc * advising with the AV filming schedule and editing as appropriate <p>The WHC Manager will coordinate the installation of new software content to the existing touch screen terminals and proposed new terminals in the foyer.</p> <p>Their role would include:</p> <ul style="list-style-type: none"> * ensuring compatibility with current software and interpretive programmes * ensuring that maintenance is undertaken as necessary

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Implementation Programme	Yr 1				Yr 2		Yr 3	Yr 4-5
	Q1	Q2	Q3	Q4	Q1,2	Q3,4		
Task / milestone								
Appoint FLP Interpretation Officer								
Talks / activity programme								
Develop content for programme of talks and activities								
Undertake pilot talks/activities								
Launch and deliver programme								
Landscape Explorer Packs – develop contents, purchase rucksacks								
Interpretive media								
Prepare and agree brief for consultant								
Appoint interpretive design consultant								
Agree briefs and let contracts for AV								
AV presentations - filming and editing								
Production and Installation of AV media on site								
Touch-screen programming - agree brief and let specialist contract								
Develop and agree new interpretive content								
Install new touch-screen interpretive layer								
Interpretive panels – appoint graphic design specialist								
Develop and agree format and content								
Produce and install interpretive panels								
Computer terminals in foyer – networked to digital interpretive media / archives								

N.B. The Plan assumes that branding for the FLP has been determined by the Partnership prior to development of new media and will be available to designers at commencement of their commissions.

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Cost Plan	Total Costs: £96,000			
	Breakdown table:			
Item	Yr 1	Yr 2	Yr 3	Total £
Interpretive Walks and Activities programme (to be coordinated / delivered by FLP/WHC staff team)	Time costs inc. elsewhere			NIL
Landscape Explorer Packs - Development and production of media contents for packs – 100 no. packs (partly covered elsewhere)		2,000	500	2,500
Purchase of branded rucksacks (50no.)		500		500
AV presentations				
Aerial filming, helicopter and AV crew and expenses		20,000		Inc. below
CGI programming		20,000		„
Video editing and mixing		3,500		„
Voiceover recording in 3 languages		2,500		„
Professional voice artists x 3		1,500		„
Subtitle programming and translation		2,000		„
Final mastering, uploading and testing		1,000		„
Push button hardware and installation at WHC		1,500		„
Lead consultant - Production design / management		14,000		„
SUB TOTAL				66,000
Touch-screen adaptation				
Programming			11,000	Inc. below
Final testing and uploading			1,000	„
Translation			1,500	„
Lead consultant - design / management			3,000	„
SUB TOTAL				16,500
Interpretive Panels x 6				
Graphic design, artwork and translation		4,500		Inc. below
Manufacture and installation		4,000		„
Lead consultant – interpretive design / management		2,000		„
SUB TOTAL				10,500
Computer terminals in foyer (costed in Visitor Communication)	costs inc. elsewhere			NIL
Annual Sub totals		79,000	17,000	
			Total	96,000

NB 1: FLP Client partner organisations to provide all still images, no copyright fees

NB 2: A film shot on the ground and with no CGI content would be significantly cheaper to produce but far less effective and impactful both in the WHC and on the website and multi-media tour

NB 3: Assumption: All media to be bilingual text – translation costs incorporated in budget

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<p>Maintenance and Management Implications</p>	<p>Because the AV and touchscreen presentations are using existing equipment there will be no significant additional maintenance implications. The push button AV selection will need an annual service as part of the existing AV maintenance schedule.</p> <p>The graphic panels will need to be checked regularly as part of the existing display maintenance schedule.</p> <p>The rucksacks will need to be checked after each hire and replacements provided for items broken or missing.</p>
<p>Sustainability Exit Strategy</p>	<p>The various elements will become an integral part of the WHC presentation and incorporated into the revenue consequences built into the WHC budget.</p>
<p>Summary and Recommendations for future work years 4-10</p>	<p>Interpretive panels: provision should be made for refreshing the panels within 6-10 years of installation to provide new interest for repeat visitors.</p> <p>Landscape Explorer Packs: allow for replenishing the packs every two years and reviewing/refreshing contents in years 6-8 from start of provision.</p> <p>Touch-screen information layer: allow for reviewing and refreshing format and content within 6 – 10 years of installation to bring information up to date and provide new interest for repeat visitors.</p>

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<p>Delivery Plan Title</p>	<p>Secondary Gateway Installations IOS 3 (including interpretation of the trails)</p> 
<p>Total Budget</p>	<p>£126,400 (10% contingency)</p>
<p>Plan Description</p>	<p>The landscape story is best appreciated ‘in the raw’, an opportunity that will be enhanced through the proposed FLP trail routes. Each of these routes will require a bespoke ‘trailhead’ installation providing a combination of orientation, interpretation and information.</p> <p>These trailhead points have been defined as ‘Secondary Gateways’ in the interpretation strategy (see Visitor Management and Interpretation Plan, Part 1, PHT 2009). From these points it will be possible to take a themed and waymarked trail into the Forgotten Landscapes, each of which will visit key sites, viewpoints, landmarks and destinations. The Plan also includes provision for the promotion of two geo-caching trails.</p> <p>This delivery plan sets out the proposals for the following Secondary Gateways and the interpretive elements related to the trails emanating from them:</p> <p>Within the FLP programme (2010 -13):</p> <ol style="list-style-type: none"> 1. Big Pit car park 2. Garn Lakes car park – heritage railway station (making use of the existing shelter) 3. Keepers Pond car park 4. Govilon Wharf car park 5. Clydach South car park / picnic site

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	<p>Future installation locations (Recommendations for Further Work):</p> <ol style="list-style-type: none"> 6. Llanfoist Crossing car park 7. Talywain –rugby club car park (tbc) 8. Brynmawr – (location tbc) <p>(NB If one of the sites in the first list cannot be progressed or additional funding becomes available then the sites on the list below will be brought forward for implementation)</p> <p>Each trailhead will need to be both functional and robust and a suitable but stimulating addition to the landscape. They will have a vital ‘visitor welcome’ role to encourage and re-assure visitors who might want to leave the car and walk the trails. It is also proposed to introduce interpretive elements along the trails through multi-layered trail guides and interpretive features at key points of relevance. It is important to recognise that the trail and interpretive elements will be supported by the FLP website, print and mobile media.</p>
<p>Overall Aims</p>	<ul style="list-style-type: none"> * To identify the start point for trails from each visitor gateway * To encourage visitors to walk the trails (including the two geo-caching trails) * To help people understand and appreciate the landscape story along each trail
<p>Objectives</p>	<ul style="list-style-type: none"> * To appoint a lead interpretive design consultant * To develop and install visitor orientation, information and interpretation panels for each promoted secondary gateway site * To commission, develop and install specially designed interpretation structure for appropriate gateway sites * To design FLP Short Trails leaflets for download * To design and upload branded interpretive trail guides for proposed family cycling trails, riding trails and geo-caching trails * To promote two geocaching trails with 6 no. cache points * To commission, develop, obtain consents for and install bespoke interpretive features
<p>Interpretive Objectives</p>	<p>Whilst all the interpretive objectives are relevant to each site the Plan will draw out the most relevant learning objectives in relation to each secondary gateway:</p> <p>1. Big Pit</p> <ul style="list-style-type: none"> * a general introduction to the industrial landscape between the Big Pit and St Peter’s WHC * the scale of the landscape changes created by the Industrial Revolution, especially the visible impact of coalmining * the geographical connections between Big Pit, the town centre of Blaenavon and the wider Forgotten Landscapes Scheme area * the story of Coity Tip, its creation, natural recolonisation, diversity and fragility

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2. Garn Lakes

- * the story of the pre-industrial landscape, the pre-19th C agricultural dwellings and smallholdings
- * the story of the establishment of shooting and grouse moors on the Coity estate and the subsequent decline of heather moorland
- * the story of the Garn Lakes LNR and its land reclamation managed for conservation
- * the story of the Waun Afon Bog: the largest upland blanket bog in SE Wales and the source of Afon Llywd

3. Keepers Pond

- * the story of Garn-Ddyrys Works and the Hills Tramroad
- * the story of Pen-ffordd-goch and the early stages of coal and iron workings
- * the geology of Pwll Du and Canada Tips
- * the story of Canadian troops and the Graham Sutherland war-time images
- * the story of the Bloreng SSSI

4. Govilon Wharf

- * the story of the historic transport features including the Monmouthshire and Brecon Canal and Wharf, the Tramroad and the Merthyr, Tredegar and Abergavenny Railway
- * the wildlife of the Monmouthshire and Brecon Canal and its importance as wildlife corridor

5. Llanfoist Crossing

- * the story of the historic transport features including the M&B Canal, the Llanfihangel Tramway and the MT&A Railway
- * the story of Crawshay Bailey – the notorious ironmaster

6. Clydach South

- * the geology of Clydach Gorge and its exploitation for quarrying
- * the story of ironmaking in Clydach Gorge including the Llanelly Furnaces and Clydach Ironworks
- * the importance of the Gorge for biodiversity (the NNR and SAC)
- * the folklore of 'Cwm Pucca': the place of goblins, Shakespeare's Cave and Puc

7. Talywain

- * an understanding of the view of the surrounding landscape
- * the story of the grouse moors on the Coity and the Dog Stone
- * the story of the haunted ridge on Coity mountain: Gwrach-Y-Rhybyn ('Witch of the Warning')

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	<p>8. Brynmawr</p> <ul style="list-style-type: none"> * an understanding of the exposed geology of the upper Clydach Gorge and its importance to the story of the FLP area * the role of water in shaping the landscape * the story of the historic transport features including Baileys Tramroad, the Llanfihangel Tramway and the MT&A Railway * the importance of the Gorge for biodiversity (the NNR) <p>What the audience will feel:</p> <ul style="list-style-type: none"> * a desire to visit and explore the FLP and other trails departing from this point * a feeling of security that they understand where the trails go, that they will be easy to follow (in combination with the proposed FLP trail leaflet and waymarking) and how long they will take <p>What the audience will do:</p> <ul style="list-style-type: none"> * walk and enjoy the FLP and the other trails departing from this point.
<p>Detailed Proposals and Specification</p>	<p>Gateway feature</p> <ul style="list-style-type: none"> * 2 no interpretive panels, A1 size, one containing computer generated map-based orientation and information together with interpretive images and text * a bespoke, thematic, sculpted hub point and shelter constructed in galvanised mild steel, powder coated one colour, with a single pitch roof and cut out metal silhouettes, about 2m x 2m in size (see photo example of a similar installation in timber below) <div data-bbox="705 1314 1222 1966" data-label="Image"> </div>

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The proposed visitor gateways and promoted trails emanating from them are as follows:

1. **Big Pit** – Easy Cycle Tour (NCN 492), short trail to WHC, Coity Tips Trail and ‘Whistle Stop Tour’
2. **Garn Lakes** – Easy Cycle Tour (NCN 492), Whistle Stop Tour, Iron Mountain Trail, Coity Tips Trail and Blaenavon Circular Walk
3. **Keepers Pond** – Blorengce Cairn Short Trail, Short trail via Garnddyrs / Pwll Du, Iron Mountain Trail
4. **Govilon Wharf** – Short Trail to Llanfoist and Abergavenny via Monmouthshire and Brecon Canal, Easy Cycle Tour (NCN 46), Govilon Heritage Trail
5. **Clydach South** - Short Trail via Devils Bridge, Short Trail via Clydach Station / Quarry, Easy Cycle Tour (NCN 46)
6. **Llanfoist Crossing** - Short Trail to Govilon and Abergavenny via Monmouthshire and Brecon Canal, Llanfoist Heritage Trail, Easy Cycle Tour (NCN 46)
7. **Talywain** – Easy Cycle Tour (NCN 492), Varteg & Balance Circular Walk, (TCBC trails), Cwm Ffrwd Short Trail
8. **Brynmawr** – Short Trail via Hafod Arch, geology trail via Llanelly Quarry, Easy Cycle Tour (NCN 46)

Short Walking Trails leaflet

Preparation of a full colour A2 folded to 1/3A4 (DDL) illustrating and interpreting on a single broadsheet all ten of the proposed walking trails from the principal gateways (3) and the secondary gateways (7) (see delivery plan VMA 1, VMA 2)

This to include maps, general description and interpretive significance incorporating photographs and illustrations. These trails to also be downloaded from the WHS website onto an MP3/4 player, and mobile phone. This to include further material over and above the content of the walking leaflet (including fact sheets etc).

Easy Cycling, Riding and Geocaching Trails downloads

The project will produce downloadable trail guide leaflets (or self-print versions) for the proposed easy cycling and long-distance walking/riding routes obtainable from the internet or from the foyer at the WHC (see delivery plan VMC 2). The routes for the proposed trails are described in VMA 2.

Downloadable information for two geo-caching trails will also be made available for two **geo-caching trails** from Keepers Pond and Garn Lakes which are essentially a ‘treasure hunt’ trail based on grid references. These include creating a hiding place where the cache is kept. Visitors will be asked to sign the book and exchange the cache for a gift of their choice before moving on to the next stopping point.

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	<p>Interpretive features along the trails</p> <p>Each trail has its own characteristic features which deserve to be interpreted. Some of these are subject to other project proposals described elsewhere in the FLP delivery plans (see Integration section below). These include industrial archaeological features eg. the Pwll Du Tunnel southern portal and Garn Ddyrys Forge site, geological features eg. Llanelly Quarry, biodiversity features e.g. the recolonisation of Coity Tips, and other new features that will be developed eg. the 'Dragon's Teeth' micro-hydro site.</p> <p>There is also an opportunity to provide a stopping/sitting/orientation point where trail routes cross or at the best viewpoints. There is currently very little provision of rest points on the cycleways that will form the basis of the promoted cycle tours. The project proposes the creation of 'hubs' at key locations which fulfil a recreational and interpretive function</p> <p>It is proposed to install one or two interpretive panels/features on each trail, sensitively designed and located and constructed in appropriate materials. These would include an interpretive panel feature cleverly related to a bespoke seat or feature which could be developed in association with an artist as a community arts project.</p>		
<p>Beneficiaries / key audiences</p>	<p>Local people (including under-represented groups)</p> <p>Visitors</p> <p>Education and special interest groups</p>		
<p>Monitoring and Evaluation Criteria</p>	<p>Output</p>	<p>Measure</p>	<p>Target (by 2012)</p>
	<p>Enhance the secondary gateways with visitor information, orientation, interpretation and referral</p>	<p>Number</p>	<p>5</p>
	<p>Install gateway 'trail-head' features</p>	<p>Number</p>	<p>4</p>
	<p>Develop an interpretive trail from each secondary gateway with trail leaflet (which can be downloadable)</p>	<p>Number</p>	<p>8</p>
	<p>Develop interpretive features along the trails to enhance the interpretive experience</p>	<p>Number</p>	<p>4</p>
	<p>Enhanced public access routes</p>	<p>Number</p>	<p>8</p>
	<p>Raise awareness and understanding of the importance and fragility of the historic landscape</p>	<p>Number of people downloading trails</p>	<p>5,000 pa by year 3</p>

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<p>Outcomes</p>	<ul style="list-style-type: none"> • Enhancement of attractive established secondary gateways as key points for discovery of the wider Forgotten Landscapes • Encouraging local people and visitors to explore the Forgotten Landscapes with confidence <p>More people understand and appreciate the importance and significance of the Forgotten Landscapes.</p>
<p>Integration</p>	<p>Links with other Delivery Plans</p> <p>Conservation and Climate Change:</p> <ul style="list-style-type: none"> * Interpretation of geological exposures: GEO 1, GEO 2 * Access and interpretation at Pwll-Du Tunnel: ARC 5 * Interpretation on site at Coity Tips: STS * Interpretation on site at 'Dragons's Teeth' micro-hydro power scheme: HP 1 <p>Visitor Management and Interpretation:</p> <ul style="list-style-type: none"> * Pre-visit information on where to explore the FLP area: VMC 1 * Orientation from WHC and downloads for trailguides etc: VMC 2 * Information and promotion of secondary gateways, trails and heritage features: VMA 1, VMA 2 * Information on guided walks programme: IM 1 * Download information for mobile media: IM 2 <p>Community Engagement and Education and Training:</p> <ul style="list-style-type: none"> * Development of interpretive feature on Coity Mountain: ELIG 4 * Integration of the education resources and interpretive themes: SCED 1, CLLL 2 * Secondary gateways also trailhead for education programme landscape detective walks: SCED 1
<p>Key Stakeholders / Consultees</p>	<p>The key stakeholders and consultees in relation to the proposed seven trails are:</p> <ul style="list-style-type: none"> * Big Pit/Coity Tip National Museum of Wales, Torfaen CBC, Commoners Association, Sustrans * Garn Lakes Torfaen CBC, Coity Commoners Association, Walters Mining, Sustrans * Keepers Pond Brecon Beacons National Park Authority, Momouthshire County Council, Torfaen CBC, Cadw, Bloreng Commoners Association * Govilon Wharf British Waterways, Monmouthshire County Council, Brecon Beacons National Park Authority, Llanfoist Community Council, Sustrans

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	<ul style="list-style-type: none"> * Llanfoist Crossing Monmouthshire County Council, Brecon Beacons National Park Authority, Llanfoist Community Council, Sustrans * Clydach South Monmouthshire County Council, Llanelly Community Council, Brecon Beacons National Park Authority * Talywain Torfaen CBC, Commoners Association, Private landowners, Sustrans * Brynmawr Blaenau-Gwent GCBC, Brynmawr Town Council, Sustrans, Private landowners, Brecon Beacons National Park Authority
<p>Risk Appraisal</p>	<p>The implementation of this project is dependent on, and must take account of, the following risk factors:</p> <ul style="list-style-type: none"> * a robust design for a 10 year + life span (NB interpretive panels to be updated in year 6) * undertakings from FLP partner members for ongoing maintenance of installation / interpretive features * the necessary planning permissions and any landowner or other consents being obtained eg. Cadw, CCW, Commoners Association * necessary landscaping setting works being accommodated
<p>Delivery Roles and Responsibilities</p>	<p>This project would be managed and lead by the FLP Education and Interpretation Officer. Their role would include:</p> <ul style="list-style-type: none"> * appointing and managing a lead interpretive designer for the gateway installations and trail guide leaflets / downloads * appointing and administering the commission for the design, production and installation of the bespoke interpretive features * undertaking partner and stakeholder consultation as appropriate * ensuring all necessary permissions and consents have been obtained <p>A specialist lead interpretive design consultant will have responsibility for design, production and installation of the gateway installations and design and production of the trail guide leaflets and downloads. Their role would include:</p> <ul style="list-style-type: none"> * liaison with FLP Interpretation Officer and key partner representatives * tendering and appointing specialist sub-consultants / contractors * researching and producing the storylines and script, sourcing suitable images etc * undertake statutory consultations for gateway structure installations <p>The FLP Project Manager will support the Interpretation Officer by</p> <ul style="list-style-type: none"> * assisting with production of design briefs * appointing designers / specialists * undertaking key partner and stakeholder consultation as appropriate * advising on applications for planning permissions and any other consents as necessary

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Implementation Programme	Yr 1				Yr 2		Yr 3	Yr 4-5
	Q1	Q2	Q3	Q4	Q1,2	Q3,4		
Task / milestone								
FLP Interpretation officer appointed								
Prepare and agree brief for consultant								
Appoint Lead consultant								
Secondary Gateway installations								
Develop graphic panel content, artwork								
Develop bespoke hub structure designs								
Obtain permissions / consents for structures								
Produce and install graphic panels								
Fabricate and install hub structures								
Trail guide leaflets / downloads								
Short Trails leaflets Design and artwork								
Printing and distribution								
Cycling trails - Design and artwork								
Geo-caching trails - Design and artwork								
Development of 6 no. cache points-£500 ea								
Install and launch downloads								
Interpretive features along trails								
Prepare brief for interpretive features								
Appoint designers / artists / craftspeople								
Designs and consultation								
Obtain permissions / consents for features								
Installation of features on site								
<p>NB: The Plan assumes that branding for the FLP has been determined by the partnership prior to development of new media and will be available to designers at commencement of their commissions.</p>								

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Cost Plan	Total Costs: £126,400 Breakdown table:				
	Item	Yr 1	Yr 2	Yr 3	Total £
	Lead design consultant fees	2,000	7,000	3,000	12,000
	Secondary Gateway installations				
	Computer generated plan view map artwork x 5, Graphic panel design and artwork x 10		7,500		
	Translation		1,400		
	Graphic panel production x 10			2,500	
	Bespoke hub structure designs, fabrication and installation x 4		2,000	30,000	
	SUB TOTAL				43,400
	Trail guide leaflets / downloads				
	Short Trails leaflets				
	All inclusive trail leaflet showing trails from the principle and secondary gateways. A2 reduced to ¼A4 full colour and folded Design and artwork		6,000		
	Printing 10,000no. copies		7,000		
	SUB TOTAL				13,000
	Cycling trails - download				
	Design and artwork		1,000		
	Short trails - download				
	Design and artwork		1,000		
	Geo-caching trail - download				
	Design and artwork		1,000		
	Development of 6 no. cache points @£500 each		3,000		
	SUB TOTAL				6,000
	Interpretive features along trails				
	Development of bespoke interpretive features, 4 no. @ £10k ea.		20,000	20,000	
	Installation of features on site @ £3k ea.			12,000	
	SUB TOTAL				52,000
	Annual Sub totals	2,000	56,900	67,500	
				Total	126,400
	<p>DinK: Volunteer input in landscape infrastructure monitoring and maintenance programme. 8 days per year</p> <p>Year 2 volunteers unskilled at £50/day = £400 Year 3 volunteers skilled at £150/day = £1,200</p> <p>Included in VOL 1</p> <p>NB 1: FLP membership to provide all still images, no copyright fees NB 2: All media to be bilingual text – translation costs incorporated in budget NB 3: trails to be designed in a multi-layered way to be uploaded onto WHS website and available for downloading onto visitors MP3/MP4, PDA and mobile phone equipment. Budgeted in Mobile Media delivery plan IM 2.</p>				

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<p>Maintenance and Management Implications</p>	<p>Each installation will need an annual 'service' with any touching up as necessary. The area of ground around the installation will need to be regularly cleared / cleaned / mowed as appropriate.</p> <p>The leaflets will need to be reprinted as necessary.</p> <p>The geo-caching trail will need to be regularly inspected, repaired and renewed as necessary.</p>
<p>Sustainability and Exit Strategy</p>	<p>The gateways would function beyond the 3 years of the FLP Scheme and continue to be used as long as they remain in good condition (estimated at 10 years+). The content would therefore need to relate to the wider historic landscape and not be tied to the time-limited Forgotten Landscapes 'brand'.</p> <p>A budget is recommended in year 6 to replace the graphic panel elements.</p> <p>The trail leaflets will need to be revised / printed as necessary. The Plan will be integrated into the overall WHS budget after the Forgotten Landscape Scheme expires.</p> <p>Each LA / BBNPA will take on the responsibility for maintenance of new infrastructure in their operational area.</p>
<p>Summary and Recommendations for future work years 4-10</p>	<p>Future visitor gateway installation locations: The following locations have been identified for future enhancement -</p> <ul style="list-style-type: none"> • Llanfoist Crossing car park - insufficient funding at present to take this location forward • Talywain – rugby club car park (tbc – subject to agreement with rugby club) - insufficient funding at present to take this location forward • Brynmawr – (location tbc – subject to development of NCN cycleway links and plans for A465 realignment) <p>If one of the priority sites cannot be progressed or additional funding becomes available then the sites noted above should be brought forward for implementation.</p> <p>Trail downloads: Ideally, these trail downloads should be multi-layered offering narration, video, images to bring the trail alive. The current approved budgets will not cover this cost but there may be an opportunity to further develop the media in due course should further funding become available.</p> <p>Interpretive features on trails: A budget of £10,000 per feature plus £3000 for installation is proposed. Based on the 10 no. proposed short trails this represents at least £130,000 which is currently beyond the Forgotten Landscapes budget provision. It is therefore anticipated that most of these combined interpretive/rest features that will be the subject of additional funding bids and phased over years 4-10.</p>