Delivery Plan Title	Interpretation: Guided Walks Programme IM 1
Total Budget	**£16,000** (no contingency required)
Plan Description	There is a disjointed but wide range of guided walks provided across the Forgotten Landscapes Scheme area. The task of this Plan is to consolidate, augment and add value to the existing programme. A series of themed aspects have been identified which, to some extent, are currently under-represented. They include: * geology walks – particularly looking at key features in Clydach Gorge * remnants of the past – visiting archaeological features including Clydach Ironworks, Pwll Du Tunnel, etc. * natural heritage – particularly the commons, wetland areas, ponds, etc. * the pre-industrial landscape – helping to read the landscape * spoil to spectacular – walks around Canada Tips and the Coity Tip * Welsh language and culture – through bi-lingual walks * transport – former railways, tramways, inclined planes, canals, etc. * food for free – foraging walks Walks will be accessible to all (up to 4 miles in length and 2 - 4 hours long) led by experienced walk leaders. Local people will be trained as walk leaders also. Some walks will involve costumed interpreters (based on the characters in the Blaenavon Industrial Landscape World Heritage Site Interpretive Plan).
Aims	* To encourage local people and visitors (particularly those not used to walking in the countryside) to join a walk led by an expert and visit the wider landscape of the World Heritage Site (WHS) and Forgotten Landscapes * To raise awareness and understanding of the importance and fragility of the wider landscape setting of the WHS and the importance of on-going management * To encourage local people to be excited by their landscape and consider volunteering in various ways to help ensure its long term conservation and presentation.
Objectives	* To research, plan and develop a diverse and stimulating guided walks programme * To launch and promote the guided walks programme * To deliver the walks programme with 6 walks in year 1, 12 walks in years 2 and 3 * To train volunteers to act as interpretive guides and walks leaders

Interpretive Objectives	Visitors and local people will **understand** that:
	* the underlying geology was the reason why the natural resources were exploited
	* 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 are being slowly taken over by nature
	* these 'Forgotten Landscapes' include both natural features and cultural features which nature is softening
	* these natural and cultural features require on-going management if they are to be enjoyed and understood to the full by present and future generations
	* this project provides the opportunity to create guardians of the landscape whilst recognising, and embracing, the essential and on-going role of the commoners.
	Visitors, and local people will **feel**:
	* 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 in repairing the damaging
	* 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 life long positive attitude towards looking after these special 'Forgotten Landscapes'.
	Visitors and local people **will**:
	* 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, with respect for the rich cultural and natural heritage.
	Local people **will**:
	* participate and contribute to the recreational and cultural development and long term sustainability of the area through volunteering, events and activities including landscape conservation, guiding, re-enactments and developing a community archive
	* get involved in researching and interpreting the cultural heritage of the area
	* come and use the community archive and, through this, to establish and strengthen their own roots in the community.

Beneficiaries / Key audiences	Local people (including under-represented groups) Welsh speakers Educational/special interest groups Visitors Families People with restricted mobility or health issues		
Monitoring and Evaluation Criteria	**Outputs**	**Measures**	**Targets**
	To plan and deliver a programme on Forgotten Landscape guided walks (2no. per theme per annum	Number	12 per annum (6 in year 1)
	To encourage local people and visitors to join a walk led by an expert into the wider landscape of the WHS and Forgotten Landscapes	Number	180 people by the end of Year 3 (assume 15 attendees per walk)
	To encourage local people and visitors to explore the Forgotten Landscapes alone (or in groups) to enjoy the landscape and its story	Number of trails downloaded	5,000 pa after 3 years
	Important to monitor and evaluate by attendee survey and independent evaluation.		
Outcomes	* More people (including under-represented groups) enjoy and understand the Forgotten Landscapes * Increased number of people have the confidence to go out and safely explore the Forgotten landscapes alone * More people understand the significance and fragility of the Forgotten Landscapes		
Integration	**Links with other Delivery Plans** **Conservation and Climate Change**: * guided trail of geological exposures: GEO 1, GEO 2 * guided walks to Cefn Gran –yr – Erw: ARC 1-3, ARC 5 * explanation of Commons management objectives **Visitor Management and Interpretation:** * pre-visit information on guided walks programme: VMC 1 * orientation from WHC and downloads for trail guides etc: IOS 1, VMC 2 * use of Landscape Explorer Packs: IOS 2 * download information for mobile media: IM 2 * raise awareness of Commons Code of Conduct: VMC 4 **Community Engagement and Education and Training:** * training of volunteers as heritage interpretation guides: VOL 1 * promotion of wild food foraging activities: PROD 3 * promotion through outreach talks and activities: EV 2 * promotion of community landscape project: CLLL 2 * Schools Education programme Landscape Detective walks: SCED 1		

Key Stakeholders / Consultees	Important to devise guided walks programme in close consultation with existing walks providers including: * Torfaen County Borough Council * Blaenau Gwent County Borough Council * Brecon Beacons National Park * World Heritage Centre town centre walks * Health Walks * Walking Festivals * Community based programmes (e.g. Govilon, Cwmtillery) * University of Third Age Will be essential that programmes are co-ordinated and complementary.
Risk Appraisal	This includes: * need for Health and Safety and Risk Assessment for each walk * need to ensure walks leader has First Aid, Health and Safety and Walks Leader qualifications * walker : leader ratios are achieved * ensure programmes are co-ordinated and complementary * ensure walking routes are 'accessible to all' in terms of distance and time (also import to spread walks throughout week, the seasons etc)
Delivery Roles and Responsibilities	The guided walks programme to be developed, co-ordinated and managed by the FLP Interpretation Officer who will: * liaise with other walks providers * devise a programme of themed walks * develop the key messages each walk should communicate (in association with subject specialists eg. ecologist, geologist etc * use specialist leaders as appropriate but aim to lead the first 14 walks themselves * develop the walks programme and market through WHS website and the other walks providers * identify walks that would be appropriate to be led by/involve costumed interpreters and devise/develop * work closely with the Volunteer Coordination and Training Officer to recruit and train local people to work as assistant guides on walks until they are proficient to lead walks themselves In due course it is proposed that trained volunteer interpretive guides will lead the walks (with monitoring by the FLP Interpretation Officer). A mentoring officer from the BBNPA will monitor and evaluate the effectiveness and success of the programme on an annual basis (and help amend / develop the programme as appropriate).

Implementation Programme			**Yr 1**				**Yr 2**		**Yr 3**	**Yr 4-5**
	Task / milestone		**Q1**	**Q2**	**Q3**	**Q4**	**Q1,2**	**Q3,4**		
	FLP Interpretation Officer appointed		▓							
	Development of guided walks programme			▓						
	Promote and launch guided walks programme				▓					
	Walks programme delivered and refined Yr 1 – 5 walks Yr 2 – 14 walks Yr 3 - 14 walks					▓	▓	▓	▓	▓
	Train volunteer guides						▓		▓	

Cost Plan	**Total Costs: £16,000**

Breakdown table:

Item	Yr 1	Yr 2	Yr 3	Total £
Promotions and marketing	2,000	2,000	2,000	6,000
Professional interpreter/actors (@ £500 per walk)	1,000	2,000	2,000	5,000
Welsh-speaking guide (@ £150 each walk)	300	600	600	1,500
Specialist guides (@ £150 each walk)	300	600	600	1,500
Sundry media and expenses	500	750	750	2,000
Annual Sub totals	4,100	5,950	5,950	
Total				16,000

Volunteers assist in Year 3. Lead extra walks to gain accreditation.
Four in Welsh, four English. £1,200
Covered in VOL 1

Sustainability and Exit Strategy	The objective is to seek to:

* work with other walks providers to create one co-ordinated programme by Year 3 covering the Forgotten Landscapes area

* this could be posted on all relevant websites and be supplemented by a walks publication to which all providers financially contribute

* the Forgotten Landscapes programme becomes subsumed into the overall programme delivered by the Blaenavon Partnership to ensure its long term sustainability.

Summary and Recommendations for future work years 4-10	No further capital expenditure proposed

Delivery Plan Title	Mobile Interpretation: Mobile Media IM 2
Total Budget	**£38,500** (15% contingency)
Project Description	This Plan aims to provide visitors with interpretive media content about the Forgotten Landscapes that they can download to their own mobile communication devices. The phased approach to the implementation of interpretation in the FLP Scheme, coupled to the rapidly advancing changes in mobile media, makes it unrealistic to offer a specific media solution at this point. The growth and potential of the 'Smartphone' market makes this an increasingly exciting and versatile option to be deployed within the FLP but significant advances in technology are all but certain over the next three years, suggesting that any specific media recommendations at this point are certainly not 'future proof'. This is also an opportunity to engage with younger audiences familiar and interested in the use of this kind of media. Whichever mobile medium is eventually chosen for deployment its effectiveness as an interpretive tool will rest on the quality of its content (imagery, audio, video, text, etc.). It is therefore proposed that a content-driven approach, rather than a 'media' one, is followed within the FLP. Initially it is intended to build a bank of **interpretive digital multimedia** that can be deployed on the most suitable media platform and, in particular, using the personal equipment of visitors e.g. MP3/4 players, PDAs, mobile phones, etc. This will provide Forgotten Landscapes with the most versatile and cost- effective way forward, ensuring that high quality digital interpretive content is at the heart of the scheme rather than a specific technological platform. There is an opportunity to take advantage of an offer from the a digital media specialist at the Royal Commission for Ancient and Historic Monuments in Wales (RCAHMW) to develop specific multi-layered tours for: ∗ **Blaenavon Heritage Trail** – prototype clearly available with 14no. PDAs. This will be available for hire from the World Heritage Centre when technical anomalies are resolved ∗ **A Forgotten Landscapes tour** – which will be developed in partnership with the FLP Interpretation and Education Officer in Spring 2011. Finally, consultations with other key agencies has suggested that they would like to work with Forgotten Landscapes to review the options for the use of new media (pioneering as appropriate) as an interpretive tool which will help take the techniques forward for the benefit of all involved in developing interpretation in Wales. These other agencies / bodies include:

	Cadw Countryside Council for Wales National Museum of Wales
	Forestry Commission Wales RCAHMW
	Brecon Beacons National Park Authority
Aims	* To provide flexible, mobile and multi sensory multimedia interpretation for the FLP and WHS
	* To enable visitors to explore the landscape at their own pace and to their own level of interest
	* To ensure visitors are always well orientated and informed of their surroundings
	* To provide the FLP and WHS with a carefully considered, content driven, 'future-proofed' mobile media offer.
Objectives	* To appoint a digital media specialist company to assist with development of media applications and content hosting/delivery
	* To work with the digital media specialist from the RCAHMW to develop and launch a pilot tour focussed on a short trail from the WHC.
	* To develop media content and format for the Forgotten Landscape tour
	* To launch and promote the FL tour
Interpretive Objectives	We want visitors to **learn**: * 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' landscapes (largely of waste products) became forgotten and the forces of nature returned. NB The media (and its specific associated content) could address any and all of the core interpretive themes as appropriate We want visitors to **feel**: * a sense of awe as to the sheer scale of endeavour and impact humans have had on the landscape and then the power of nature in reverting the situation * a desire to participate in guided walks, events and activities. We want visitors and local people to: * participate in the work of the World Heritage Site through volunteering, events and activities including guiding, re-enactment and conservation work * get involved in researching and interpreting the cultural heritage of the Forgotten Landscapes and contributing to the community archive.

Detailed Proposals and Specification	The phased delivery of the FLP interpretation and the multiple advancements in mobile media technology envisaged suggest that a content rather than platform- driven interpretive approach is adopted - with the exception of the PDA-based work being developed by Tom Pert at RCAHMW for the Blaenavon Town heritage trail. (See Appendix B Visitor Management and Interpretation Plan, Part 1, PHT, 2009). This pilot will enable the proposed media applications to be tested in a controlled way before attempting to make them available for more universal applications.
	This will involve the creation of high quality digital interpretive resources in standardised formats (mp3, mp4, wav, jpeg, mpeg, etc.) that can then be deployed on a range of media devices (be they individual visitor or WHC owned) as is appropriate or recommended at the time.
	These resources will include:
	* fact sheets on all key natural and built features within Forgotten Landscapes * audio interpretations of key features in the FL landscape * oral history recordings * video re-enactment of workers describing what life was like or going about their tasks * digital imagery providing a visual comparison between the modern landscape and its appearance at the height of its industrial past.
	NB: A more detailed description of the above approach is provided in Appendix A.
	In addition, the project will develop and evaluate:
	* the Blaenavon Heritage Trail PDA tour which will be managed from the WHC * a Forgotten Landscapes PDA tour involving Tom Pert (RCAHAW) working closely with the Landscape Interpretation and Education Manager in Spring 2011.
Beneficiaries / Key audiences	Local people (particularly under-represented groups) Young people Education and special interest groups Visitors People with auditory or visual impairment

Monitoring and Evaluation Criteria	Outputs	Measure	Target
	To devise and develop interpretive media which tells the story of Forgotten Landscapes in an inspirational and memorable way	Number of downloadable trails	5,000 by the end of 3 years
	Use interpretive media which reaches young people and other under-represented groups	Number of hits on the website	TBA
	Increased use of the Forgotten Landscapes by local people	Numbers using the trails (measured through counters)	30% increase over 3 years
	It will be crucial that the FLP Education and Interpretation Officer monitors advances in mobile interpretive media. It will be important to obtain visitor feedback on the Blaenavon Town Centre PDA tour through observation, questionnaires and, potentially, focus groups and evaluation workshops.		
Outcomes	Attracting young people to use the Forgotten Landscapes		
	Raising awareness and understanding of the importance and sensitivities of the Forgotten Landscapes		
	Improved quality of visitor experience		
Integration	**Links with other Delivery Plans** **Conservation and Climate Change**: * guided walks to Cefn Garn –yr – Erw: ARC 1-3, ARC 5 * information on specific species and habitats * explanation of Commons management issues and objectives **Visitor Management and Interpretation:** * pre-visit information – downloads from website: VMC 1 * orientation from WHC and downloads for trail guides etc: VMC 2 * development of media content: IOS 2, IOS 3 * raise awareness of Commons Code of Conduct: VMC 4 * provide trail guides for all promoted and interpreted trails: VMA 1,VMA 2 * bluetooth downloads at secondary gateway entry points: IM 3 **Community Engagement and Education and Training:** * promotion through outreach talks and activities: EV 2 * promotion of community landscape project: CLLL 2 * can be used to support the 'Timezones' for the Schools Education programme Landscape Detective walks: SCED 1		

Key Stakeholders and Consultees	The key stakeholders and consultees will be those concerned with the ongoing upgrading of the WHS website and will include representatives from: * Blaenavon Partnership * Blaenavon World Heritage Centre * Torfaen County Borough Council * RCAHMW * BBNPA In will be important to develop the links with the key Welsh agencies so Forgotten Landscapes benefits from the specialist knowledge of the use of new media in interpretation
Risk Appraisal	The implementation of this initiative is dependent on, and must take account of, the following risk factors: * advances in technology and the 'risk' of investing in a short lived and unproven solution * the specialist skills required to produce high quality digital interpretive content (here we envisage working closely with RCAHMW) the need to keep abreast of technological developments and the opportunities and limitations of different solutions to ensure the appropriate decisions are taken (this will be done through our expert advisory group).
Delivery Roles and Responsibilities	The digital media content for deployment on mobile devices would be developed and delivered by the FLP Interpretation and Education Officers (in association with the WHC Manager). NB; This digital content will be based on the similar content proposed under other delivery plans – see VMC 2, IOS 2, IOS 3. Specific responsibilities for the FLP Interpretation Officer will include: * producing a design brief * working closely with RCAHMW (Tom Pert) and digital interpretive designers / developers * brainstorming and developing a digital interpretive plan * overseeing the ongoing development of high quality digital resources * keeping abreast of the advances in mobile interpretive media to enable an informed deployment decision to be taken * devising a sustainable model for the borrowing / renting of devices from the WHC (for those visitors who do not have (or bring) the necessary equipment). Research, preparation and production of a bank of digital resources including walking trails, fact sheets, photograph library, oral history files etc will be undertaken by the FLP Interpretation Officer as part of shared activity with other projects – see VMC 1 & 2, VMA 1 & 2, IOS 2 & 3, IM 1, SCED 1, CLLL 2

Implementation Programme	Phased delivery over three-year period with deployment to specific devices as and when funding and technological opportunities allow. In the first instance this will include:

* working with the RCAHMW on the Blaenavon Heritage Trail PDA tour to make it 'live' at the earliest opportunity as a pilot for the media applications

* developing the Forgotten Landscapes PDA in association with RCAHMW (in spring 2011)

		Yr 1				Yr 2		Yr 3	Yr 4-5
Task / milestone	**Q1**	**Q2**	**Q3**	**Q4**	**Q1,2**	**Q3,4**			
FLP Interpretation Officer appointed	■								
Develop Blaenavon tour and launch as pilot using WHC PDAs			■	■					
Develop media content and formats for FL tour					■	■			
Organise content hosting, launch and promote FL tour							■		

Cost Plan

Total Costs: 38,500

Breakdown table:

Item	Yr 1	Yr 2	Yr 3	Total £
Digital media specialist fees		6,000	4,000	10,000
Secondment of RCAHMW specialist	4,500	4,500	3,000	12,000
Pilot hardware costs	2,000	2,500		4,500
Content hosting, image copyright, launch and promotion costs, etc			2,000	2,000
Annual Sub totals	6,500	13,000	9,000	
Total				28,500
Secondment DinK	4,000	4,000	2,000	
Total DinK				10,000

N.B. 1: RCAHMW – time input of digital media specialist, valued at £300/day - Yr 1: 15 days; Yr 2: 15 days; Yr 3: 10 days.
DinK of £12k in total offered by RCAHMW over 3 yrs.

N.B. 2: Due to the content driven approach taken with this element of the Scheme, it is difficult to discern a 100% accurate cost for the specific mobile devices that will ultimately be selected.
With this in mind, a carefully approximated budget is instead provided that will include the ability to develop a 'bank' of digital resources and choose the most appropriate digital medium when selection is finalised.

Maintenance and Management Implications	Depending on the nature of mobile media deployed it may be necessary to keep a small 'stock' of devices at the WHS for those visitors who do not possess the necessary equipment. This has not, as yet, been budgeted but the pilot hardware used for testing the media could be retained for that purpose. With this in mind a maintenance budget may have to be considered as well as a system for the management and 'loaning' of devices to users. A similar scheme is currently provided by the BBNPA that could provide a model example.
Sustainability and Exit Strategy	The content driven approach will ensure that the most appropriate decision is taken by the Partnership with regard to specific mobile devices. If it is decided that a mobile multimedia tour is no longer the desired way forward the digital resources will still be available on the website for download and within the WHC as a learning and educational resource. Conversely, if the flexible, content-driven approach is demonstrably well received by visitors and taken up by other interested parties, this will provide a very cost-effective way of delivering information and interpretation for the foreseeable future.
Summary and Recommendations for future work years 4-10	Allowance of costs for maintenance of hosting website and media content: £500 per annum. Allowance for replacement of rentable hardware devices at WHC: £500 per annum. Further development of software content and media applications for mobile interpretation of the Forgotten Landscape area, subject to securing additional funding; allow £50k over yrs 4-6 for refining and expanding media provision.

Delivery Plan Title	Mobile Interpretation: Bluetooth download provision IM 3
Total Budget	**£7,500** (10% contingency) NB. Battery operated £5,396
Plan Description	Bluetooth download points provide a means by which users can download digital interpretive content whilst exploring the World Heritage Site (WHS) / Forgotten Landscapes area. It negates the need for users to have downloaded content from the website pre visit, or from the World Heritage Centre (WHC), and thus provides a versatile and appealing solution. No mobile 'phone signal is required. Download points can be hidden within interpretive installations such as panels or sculptures and could therefore be integrated within the primary and secondary gateway installations that mark the start of trail within the FLP area. It is proposed that initially the bluetooth download points will be installed at Keeper's Pond and Big Pit car parks. The digital content available at the download points will be developed as part of the interpretation provision at the WHC (see IOS 2), the interpretation for the gateways and trails (see IOS 3), the schools education programme (see SCED 1) and the guided walks (see IM 1). The formatting of the mobile media applications will be developed in conjunction with Delivery Plan IM 2. This could be combined with simple marketing and events information, such as times of guided walks or an events calendar. Bluetooth download points are updateable through a specially programmed PDA (included within costs). Two options exist for power – solar or rechargeable battery – and cost options are included for each. Batteries, though significantly cheaper, will need replacing on a regular basis. This brings staffing / resource implications into question. It may therefore be possible to pilot a system in which the bluetooth point 'powers down' at low usage times to prolong battery life.
Aims	* To provide a versatile, cost effective means of distributing digital interpretive content at secondary gateway points * To enable visitors with a range of mobile devices to access digital content easily and at no extra cost.
Objectives	* To appoint a specialist advisor / company to provide the Bluetooth technology * To prepare media content for use in Bluetooth application * To integrate Bluetooth devices into the proposed new gateway installations (2 no) * To launch and promote Bluetooth facilities

105

Interpretive Objectives	At a generic level, we want our audience to **learn that**: * 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' landscapes (largely of waste products) became forgotten and the remarkable powers of nature returned. N.B. The Bluetooth connections (and their specific content) could address any and all of the core interpretive themes as appropriate but are likely to focus on the specific interest of the trail in question. We want our visitors to **feel**: * a desire to visit, explore and understand the FLP area * 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. We want our visitors to: * walk and enjoy the Forgotten Landscapes through trails emanating from the Bluetooth download point / Gateway.
Beneficiaries / Key audiences	Local people (particularly under-represented groups) Education and special interest groups Young People Visitors Families People with visual and audio impairments

Monitoring and Evaluation Criteria	**Outputs**	**Measures**	**Target**
	Provision and use of new digital interpretive media formats	Number of bluetooth downloads	5,000 after 3 years
	Increased use of the Forgotten Landscapes trails	Number of people (measured through counters)	30% increase over 3 years
	N.B. Bluetooth download points provide detailed usage statistics and analysis including: * how often content is downloaded * what content is most popular * when the installation is most used.		

Outcomes	• Attract younger people to use the Forgotten Landscapes • Raise awareness and understanding of the importance and sensitivities of the Forgotten Landscapes • Improve quality of visitor experience
Integration	**Links with other Delivery Plans** **Conservation and Climate Change**: ∗ guided walks to Cefn Garn –yr – Erw: ARC 1-3, ARC 5 ∗ information on specific species and habitats ∗ explanation of Commons management issues and objectives **Visitor Management and Interpretation:** ∗ orientation from WHC and downloads for trail guides etc: VMC 2 ∗ development of media content: IOS 2, IOS 3 ∗ raise awareness of Commons Code of Conduct: VMC 4 ∗ provide trail guides for all promoted and interpreted trails: VMA 1,VMA 2 ∗ development of media format and applications: IM 2 **Community Engagement and Education and Training:** ∗ install download point at Llanfoist Village Hall?: ELIG 1 ∗ promotion through outreach talks and activities: EV 2 ∗ can be used to support the 'Timezones' for the Schools Education programme Landscape Detective walks: SCED 1
Key Stakeholders / Consultees	The key stakeholders and consultees in relation to the use of blue tooth download provision are the core Forgotten Landscape Partnership members with responsibility for the sites where devices will be installed: ∗ Big Pit, National Mining Musuem ∗ Torfaen County Borough Council ∗ Brecon Beacons National Park Authority ∗ Monmouthshire County Council
Risk Appraisal	Implementation is dependent on, and must take account of, the following risk factors: ∗ visitors' lack of understanding / access to the facility ∗ Instructions must, therefore, be provided on, or within, the installation in which the bluetooth points is housed ∗ if batteries are the preferred power option they may need to be replaced on a monthly basis ∗ if solar power units are used they must be installed in a vandal resistant way ∗ the need for ongoing maintenance of the installations

Delivery Roles and Responsibilities	The digital media that will be provided by the bluetooth download points will be created by the FLP Education and Interpretation Officer as part of the 'mobile media' element of the Project.
	Specific actions required to deliver the bluetooth download points include:
	* drawing up a design brief
	* appointing a design or bluetooth marketing consultancy
	* managing the installation of bluetooth points within gateway installations
	* establishing the digital content to be disseminated
	* replacing batteries at regular intervals (if this power option is decided upon).

Implementation Programme

Task / milestone	Q1	Q2	Q3	Q4	Q1,2	Q3,4	Yr 3	Yr 4-5
	Yr 1				**Yr 2**			
FLP Interpretation Officer appointed	▓							
Appoint specialist advisor / co.					▓			
(Gateway installations at design stage – see IOS 3)					▓			
(Trail guide download contents prepared – see IOS 3)						▓		
Prepare media content files for use in Bluetooth application							▓	
Integrate Bluetooth devices in gateway installations (2 no.)							▓	
Launch and promote Bluetooth download facilities							▓	▓

Cost Plan	**Total Costs: £7,500** **N.B. Add £5,000 for alternative use of solar power units for energy source.** **Breakdown table:**

Item	Yr 1	Yr 2	Yr 3	Total £
Specialist contractor fees		500	500	
Exterior grade bluetooth download points with integrated PDA for wireless updating of content (2 no.)			2,000	
Creation of tagfile (content file) to be distributed from device			1,500	
*Power supply: Rechargeable batteries (to be swapped over at specified intervals)			3,000	
Annual Sub totals		500	7,000	
Total				7,500
Alternative power supply: 2 x solar panel unit*			7,000	

Maintenance and Management Implications	Content is updated via PDA quickly and easily. Responsibility will have to be defined for carrying out this task and replacing batteries if this power option is chosen.
Sustainability and Exit Strategy	Bluetooth download points and associated power apparatus (batteries or solar) have a projected lifespan of between 5-10 years which is well beyond the FLP funding period. Ongoing costs will be covered from budgets for the WHS Management Plan.
Summary Recommendations for future work years 4-10	∗ Allowance of costs for adding / refreshing media content: £250 per annum ∗ Allowance for replacement of 2no. bluetooth devices in year 10: £2000 ∗ Further installation of bluetooth devices at other gateways subject to evidence of usage of initial installations and securing additional funding; allow £15k over yrs 4-6 for expanding Bluetooth provision in conjunction with installation of new gateway and trail features.