

Programme B:

Community Participation

This programme will contribute towards the delivery of the Landscape Partnership outcome:

Increasing community participation in local heritage

It contains the following projects:

PB1 – Be Part of It!

PB2 – Taking Stock

PB3 – A Different Way of Seeing

PB4 – To the Lighthouse

PB5 – Landscape Heritage Grants

Be Part of It! (PB1)

Project Aim

To enthuse and engage new audiences, particularly hard-to-reach groups, and local communities across the scheme area

Delivery Lead

UOTD delivery team – Community Engagement and Learning Manager

Delivery Partners

KWT, NT and WCCP

Audience

Hard-to-reach groups and communities in the scheme area

Project Description

This project is a central component of the UOTD. It involves the use of a specially designed outreach vehicle that will be the ‘face’ of the scheme. The vehicle will

tour the scheme area engaging new audiences in the narrative of the landscape by providing a wide variety of innovative and fun activities for people of all ages and backgrounds to participate in. It will also support the delivery of other Partnership events and be present at sites of work where public information and engagement is necessary. The outreach vehicle will link together all of the delivery programmes, having an important and visible role in each.

The vehicle will be accessible to all and designed to be as versatile as possible, able to deliver a wide range of activities on the spur of the moment from bug hunts to theatre. Equipment within the vehicle will include computers, DVD players, video and sound recording equipment to facilitate a wide range of interaction and use of elements of the scheme such as the online educational resources (PC2e) and oral histories. The vehicle will have its power supported by solar panels and will provide access for wheelchairs.

Community engagement and interest in the vehicle will initially be stimulated by a competition to design the exterior of the vehicle. This will be led by local artists and Partnership staff and will provide a way to get local communities engaged with their landscape and heritage. This initial buy-in from communities will help to ensure and promote interest in the project.

The outreach vehicle will have the following functions:

- qualified tutors will be employed to take the vehicle into targeted areas to engage new audiences, particularly hard-to-reach groups, in the landscape and the work of the scheme. The method of engagement will be dependent on the audience and a key aspect of this element will be the versatility of the tutors. The itinerary of the vehicle will be promoted in a variety of ways, including social media such as Facebook and Twitter. Partners will be encouraged and supported to use the vehicle in this way, helping them to develop new relationships with the local community
- it will be present at other Partnership events and can be used to support partners' guided walks, conservation days and children's activities
- it will attend village fetes and other local community events to promote the scheme and increase understanding of the landscape and community involvement
- it will act as a point of contact for the community during capital works undertaken by the Partnership, such as scrub clearing on the urban fringe
- it will be a key part of the Schools Out education programme (PC3), helping to smooth the transition between learning inside and outside the classroom

Training will be provided through Programme D (PD3) for partners and volunteers to develop their community engagement skills and ensure the sustainability, not only of this project, but also the relationship between partners and newly engaged audiences.

Outputs and Outcomes

Activity	Outputs	Outcomes
Design exterior of vehicle	Competition run to design the exterior (£2,000) A minimum of 15 groups engaged Exterior designed by local community (£2,310)	Interest in the project developed through art Greater awareness of local heritage, its importance and needs New relationships developed with local communities
Convert and fit out outreach vehicle	Outreach vehicle converted and equipped. (£44,953 vehicle inc. conversion & equipment)	Involvement of people in their local heritage
Target new audiences	60 tutor days delivering project (£200/day) 100 partner days delivering project 120 volunteer days delivering project (£150/day) 1,000 people from new audiences engaged over the life of the project	Greater understanding of the work of the scheme More knowledge of the needs of different groups and how they use the landscape
Attend local community events	45 events attended Over 1,000 people engaged in the messages of the scheme	Reduction in misuse of heritage

Project Costs

Element	Value
Total project cost (including inflation and contingency):	£94,044
Including the following:	
in-kind support	£18,000
non-recoverable VAT	£0
increased management and maintenance costs	£0
Total value of Partnership funding	£30,094
HLF contribution	£63,950
% HLF contribution	68%

Timescale

The project will commence in July 2013 and run for the life of the scheme.

Project Risks

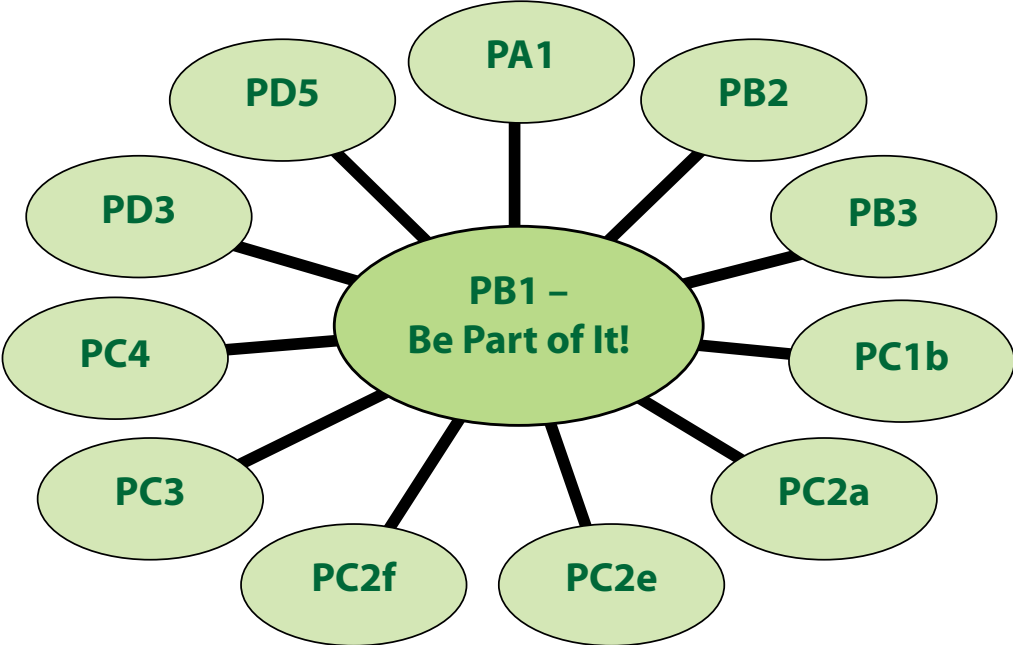
Risk	How likely	Severity	Consequence	Action
Failure to get community buy-in	Medium	High	Project's effectiveness reduced	Undertake thorough initial consultation and engagement Recruit CEL Manager with right skill set to deliver
Unable to source tutors to deliver the project	Low	High	Unable to deliver elements of the project	Development work identified potential contractors Time has been allowed for thorough recruitment and advertising



Scheme Objectives Fulfilled

4, 5, 6, 7, 8, 9, 10

Project Connectivity



PB1 Be Part of It!



Taking Stock (PB2)

Project Aim

To raise awareness and celebrate the importance of livestock to the local landscape and people to engage and involve them in the grazing management of the downland

Delivery Lead

UOTD delivery team – CEL Manager and LHG Officer

Delivery Partners

KWT, NFU, NE, NT and WCCP

Audience

Local communities and farmers

Project Description

Project PA2 involves developing new partnerships with local farmers and graziers to increase the sustainability of managing chalk downland. A key component for sustainability, particularly in urban fringe areas, is the engagement and involvement of the local community.

This project will raise awareness in the local community of the importance of grazing to the area's landscape. It will celebrate the traditions and heritage of stock farming by holding a series of open days, which will mimic the stock fairs of the past. Local people will be able to witness demonstrations and participate in activities relating to the UOTD area's connection to livestock farming, such as sheep shearing, spinning, felt and cheese making.

The open days will be an opportunity to involve local farmers and graziers with communities in traditional activities, such as sheep dog trials. This will help to communicate messages surrounding dog control and grazing animals. It will be an opportunity to raise awareness about the inextricable link between the local landscape, livestock and people; people's enthusiasm will be harnessed to involve them in the lookering of grazing animals. The successful recruitment of lookers will make the aim of PA2 more viable – attracting more external graziers.

Volunteer lookers will be trained in basic stock management and there will be the opportunity for some volunteers to undertake more advanced training (see PD3). Providing these skills will greatly aid the sustainability of the Taking Stock project, increasing support to graziers and farmers through trained volunteers. Taking Stock

Days will provide a social element to the solitary activity of lookering; involving the volunteer lookers and local farmers, they will provide additional training and encourage information sharing which is part of the rural tradition.

Taking Stock will work further with farmers to increase understanding about the importance of farming to the landscape by holding farm visits. Urban fringe communities will visit farms in the scheme area to gain a greater understanding of the farming way of life and its challenges. As well as local communities learning about farming this will also be an opportunity for farmers to gain a better understanding of the needs and values of local communities.

Further promotion about the importance of grazing to the historic landscape character will be through exhibitions at Dover Museum and the Samphire Hoe Education Hub (PC2a).

Outputs and Outcomes

Activity	Outputs	Outcomes
Hold open days	3 open days held (£3,000/day) 1,500 people attending open days	Involvement of communities in local traditions Greater awareness of the needs of the landscape, communities and farmers
Run farm visits	8 farm visits (£1,500/unit) 400 people visiting local farms	Local people involved in the conservation of their heritage
Local people lookering to support grazing	990 volunteer days stock checking (£50/day)	Greater sustainability of grazing on the urban fringe A new partnership between conservation organisations, farmers and local communities.
Hold Taking Stock days	3 Taking Stock Days held (£1,000/day) 150 people learning about issues surrounding the project	Creation of a social community of lookers Reviving the rural tradition of sharing news

Project Costs

Element	Value
Total project cost (including inflation and contingency):	£76,500
Including the following:	
in-kind support	£49,500
non-recoverable VAT	£0
increased management and maintenance costs	£0
Total value of Partnership funding	£24,480
HLF contribution	£52,050
% HLF contribution	68%

Timescale

The project will start in December 2013 and finish in December 2016.

Project Risks

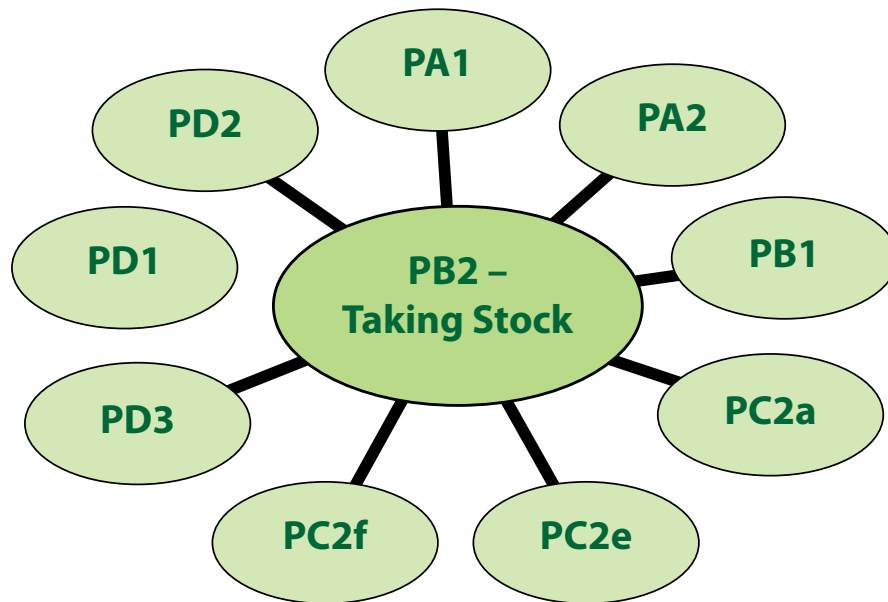
Risk	How likely	Severity	Consequence	Action
Lack of support from farmers	Low	High	Unable to deliver project outcomes	Development showed farmers to be positive. NFU are supporting the project and are on the partnership
Failure to achieve volunteer days	Low	Medium	Reduction in support for grazing. More match funding required.	Project will recruit new volunteers as well as use existing ones
Lack of community interest in open days	Medium	High	Unable to deliver project outcomes	Project will be well publicised to ensure uptake Events will be fun with free activities Outreach will be supported by PB1



Scheme Objectives Fulfilled

2, 3, 4, 5, 7, 8, 9, 10

Project Connectivity



PB2 Taking Stock

A Different Way of Seeing (PB3)

Project Aim

To engage young people in their landscape and heritage through film and increase understanding about how they value the landscape, while helping them to understand the importance of the landscape heritage.

Delivery Lead

UOTD delivery team – CEL Manager

Audience

Young people aged 13 – 18

Project Description

A Different Way of Seeing will work with young people across the scheme area to make short films, with their understanding and values of and about landscape central to the work they produce. Young people will attend workshops where they

Up on the Downs Landscape Partnership Scheme

will learn about the process of film making and the heritage of the landscape. The creative process will allow the young people to engage with landscape in new ways, including what landscape means to them and others, while learning new skills. The project will provide an interesting insight into how a typically hard-to-reach group value and use the local landscape.

Initial promotion and engagement will take place through publicity designed for the target group, the mobile outreach vehicle and through the network of local youth centres. A series of one-day workshops will provide a basic introduction to film and landscape, with short 5-minute films being produced; for those interested there will be an opportunity to attend 5-day workshops, producing 10-minute films.

The themes and subjects of the films will be led by young people based on their perception of landscape, with minimal steering from partnership staff and the tutors.

Films produced through the project will be screened at film events in the scheme area – at the Big Screen in Dover, the Samphire Hoe Education Hub, as well as other locations – this will allow a further tier of engagement and new audiences. DVDs of the films will also be produced and they will be available on the scheme website (PC2e).



Beech trees at Lydden

Photo: Paul Holt

Outputs and Outcomes

Activity	Outputs	Outcomes
Initial engagement to promote the project	6 youth groups attended to promote project Outreach vehicle used to promote the project	Positive relationship developed with target group Messages relating to landscape and film communicated
Deliver one-day film workshops	8 one-day workshops staged (£825/day) 24 five-minute films produced 240 young people engaged in making films about the landscape	Insight into how young people value and use the landscape Greater awareness of the landscape heritage and issues facing it
Deliver five-day film workshops	8 five-day workshops staged (£2,145/workshop) 8 ten-minute films produced 80 young people trained in the process of film making using the landscape as the subject matter	A unique engagement tool and study of what the landscape means to a certain group for the LP area Increased involvement of young people in the LP Young people feel their views and work are being taken seriously
Screen films	5 screenings staged (£2,200/screening) 200 people attend screenings	
Produce DVDs of films	300 DVDs produced (£4/unit)	

Project Costs

Element	Value
Total project cost (including inflation and contingency):	£36,960
Including the following:	
in-kind support	£0
non-recoverable VAT	£0
increased management and maintenance costs	£0
Total value of Partnership funding	£11,827
HLF contribution	£25,133
% HLF contribution	68%

Timescale

The project will start in September 2014 and end in October 2016.

Project Risks

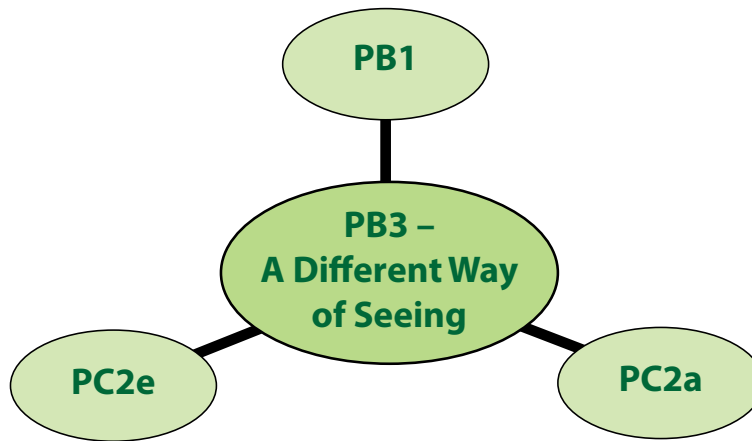
Risk	How likely	Severity	Consequence	Action
Failure to engage target group	Low	High	Project undeliverable or effectiveness reduced	Development work showed interest of target group and partnerships have started to be developed with local groups Recruit person with appropriate skill set to CEL post

Scheme Objectives Fulfilled

3, 4, 5, 7, 8



Project Connectivity



PB3 A Different Way of Seeing

To the Lighthouse (PB4)

Project Aim

To produce a Conservation Management Plan (CMP) for South Foreland Lighthouse to help make decisions about the declining condition of this important building. The CMP will provide a means for engaging local people about the heritage and importance of the lighthouse to the landscape.

Delivery Lead

National Trust

Delivery Partners

Canterbury Archaeological Trust, WCCP, UOTD delivery team

Land Ownership

National Trust

Audience

Local communities and visitors to the lighthouse

Project Description

Trinity House erected the current building in 1843 as one of a pair showing a static (or fixed) light. The principal was that if mariners maintained a course that kept the two lights in line, or they sailed south of the light line, they would miss the Goodwin Sands. Unfortunately, over the years the sands moved south, rendering navigation by the lights unreliable at best.

The building is a snapshot of a fine mid-19th century lighthouse, complete with the original clockwork weights mechanism, and the subsequent electrically powered additions.



Photo: National Trust

South Foreland Lighthouse

The impressive exterior of the lighthouse hides the true condition of the interior, in particular the walls that are shedding their plaster with increasing frequency and severity. The cause of this damage has been established to be salts within the stonework, which has been prevented from breathing externally due to the finish applied to the outside of the building. Left unchecked the damage will increase in frequency and severity, potentially causing long-term damage to the structure.

This project will produce a CMP to address the declining condition of the lighthouse. Initially a detailed monitoring survey will be carried out to establish the level of salt contamination within the stone work; this will involve the removal of plasterwork from the watch room. The results of this monitoring will provide a good basis for the CMP.

The CMP will help us to make decisions about how best to address the deteriorating condition of the lighthouse interior and provide us with a maintenance and management strategy for the future.

The lighthouse has strong connections with local communities, particularly those of St Margaret's-at-Cliffe and St Margaret's Bay, and it is an important feature of the local landscape and heritage. To harness and embed this, the CMP will be a focus for community engagement, engaging people in planning and making decisions about their heritage.

To initially engage and enthuse people, open days for the local community will be held. These will help people to understand the history and importance of the lighthouse, intrinsically and to the wider landscape. They will also act as a way of recruiting volunteers to participate in the CMP process and also to make links with people who have connections, either historical or current, with the lighthouse.

Oral histories will encapsulate these connections and provide an in-depth record of the relevance of the lighthouse to people's lives through time, with local people acting as both interviewers and interviewees. The oral histories, and the results of other community engagement and consultation, will be an integral part of the CMP, demonstrating the significance of the lighthouse to people through time to the present day. They will also provide useful information for interpretation for the lighthouse, and will be available on the Landscape Partnership website (PC2e) and at the Samphire Hoe Education Hub (PC2a).

The CMP will be written and managed by an external consultant but the process of researching and producing the CMP will heavily involve local communities. To compile the CMP archive, building and archaeological surveys will need to be undertaken. These surveys will principally be undertaken by volunteers under the supervision of the managing consultant. Volunteers will also be encouraged to participate in the detailed monitoring of the building.

A wide range of training to allow the local community to participate fully will be provided through Programme D (PD3).



Photo: National Trust

The deteriorating condition of the lighthouse

Outputs and Outcomes

Activity	Outputs	Outcomes
Undertake monitoring of the fabric of the lighthouse	Detailed information provided for CMP (£9,338) 20 volunteer days assisting with monitoring work (£150/day)	Local people engaged in technical aspects of building conservation not normally available to volunteers Volunteers for CMP and oral histories recruited
Run lighthouse open days	3 open days held (£1,050/day) 200 people attend open days	Local people engaged and enthused about the history and importance of the lighthouse
Produce CMP	CMP produced (£8,910) 60 volunteer days assisting with CMP (£50/day)	A clear strategy for how to take forward the restoration of the lighthouse
Record oral histories	20 oral histories recorded (£6,195 for oral historian plus equipment) 20 volunteer days recording histories (£150/day)	Local people deeply engaged in the CMP process and the need to restore and conserve the lighthouse A valuable and interesting addition to the CMP and local archives

Project Costs

Element	Value
Total project cost (including inflation and contingency):	£75,592
Including the following:	
in-kind support	£9,000
non-recoverable VAT	£0
increased management and maintenance costs	£0
Total value of Partnership funding	£24,189
HLF contribution	£51,403
% HLF contribution	68%

Timescale

The project will run from March 2013 to April 2016.



Photo: National Trust

The deteriorating condition of the lighthouse

Project Risks

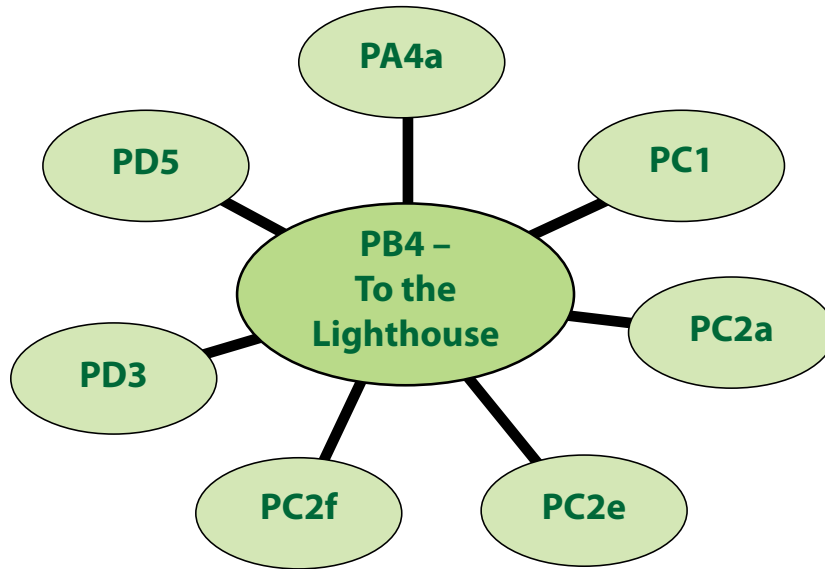
Risk	How likely	Severity	Consequence	Action
Unable to source suitable contractor for CMP	Low	High	Difficulty of producing CMP with desired level of community involvement	A list of suitable contractors has been compiled
Lack of community involvement	Medium	High	CMP lacks the desired community input. Oral histories difficult to deliver. Implications for delivery budget	Wide promotion of open days and opportunities and undertake outreach work
CMP is not used after completion	Low	High	The value of the CMP and investment from HLF and the Partnership would be undermined	The NT has a good track record in investing in its properties and it is clear from their strategies that the lighthouse is a high priority

Scheme Objectives Fulfilled

1, 2, 3, 4, 5, 8, 10



Project Connectivity



PB4 To the Lighthouse

Landscape Heritage Grants (PB5)

Project Aim

To celebrate and increase community participation in and understanding of landscape heritage of the UOTD area, with a particular focus on the scheme's hinterland. To help local communities, groups and organisations make decisions about their heritage.

Delivery Lead

UOTD delivery team

Audience

Local communities, community groups and other organisations

Project Description

The Landscape Heritage Grants (LHG) programme will offer grants of between £1,000 to £15,000 for projects that will conserve, enhance, celebrate and increase understanding of the historic landscape of the UOTD area. Appendix 3 contains draft guidance notes and application forms, which give detailed information on what the programme will fund and the mechanisms and administration of the LHG.

The LHG programme will provide a basis for the practical enhancement of the landscape character of the Scheme area. Through the process of developing, applying and implementing schemes, communities and individuals will increase their understanding of the landscape, its heritage and character as well as a giving sense of ownership of its future – an important legacy of this project.

For the purposes of presentation, the LHG has been divided into four and included in the relevant Landscape Partnership outcomes (see PA5, PC5 and PD7).

The Landscape Heritage and Grants Officer (LHGO) will be responsible for supporting applicants and the administration of the scheme, this will include undertaking considerable outreach work and training to promote the scheme and encourage applications that support UOTD objectives and contribute to the scheme's legacy.

The LHG will run for three years and there will be three deadline dates for applications per year. Applicants will submit a pre-application enquiry form before submitting the full application.

The LHGO will assess applications and produce a Recommendation Paper which will be presented to the LHG Panel, who will either support or reject the recommendation. Projects that are not supported by the Panel will be offered advice on alternative funding, and, in certain cases, the Panel will try to help them improve by making links with other similar projects or groups.

The LHG Panel will consist of:

- UOTD Manager
- Community Engagement and Learning Manager
- Tim Owen, Kent Downs AONB Unit – as well as being an AONB Officer responsible for the Sustainable Development Fund, Tim also runs a local youth group.
- David Illsley, Shepway District Council – David has a great deal of experience of urban and rural regeneration and managing and appraising local grants; he also works with a local primary school developing a wildlife garden.
- Dan Tuson, Natural England – a life-long resident of the scheme area, Dan has an in-depth knowledge of its heritage, communities and traditions.
- Andrew Richardson, Canterbury Archaeological Trust – Andrew has an in-depth knowledge of the scheme area's heritage and experience in involving the local community in its conservation. He is a former Dover District Councillor.

Outputs and Outcomes

Activity	Outputs	Outcomes
Award grants that increase community participation in and celebration of the heritage	15 small grants awarded 15 projects celebrating the heritage funded	Local people participating in and celebrating their heritage Improved understanding of the local heritage and the need for conservation Local communities and groups making decisions about their heritage

Project Costs

Element	Value
Total project cost (including inflation and contingency):	£50,000
Including the following:	
in-kind support	£3,000
non-recoverable VAT	£0
increased management and maintenance costs	£0
Total value of Partnership funding	£16,000
HLF contribution	£34,000
% HLF contribution	68%

Timescale

The LHG will start in December 2013 and run until November 2016.

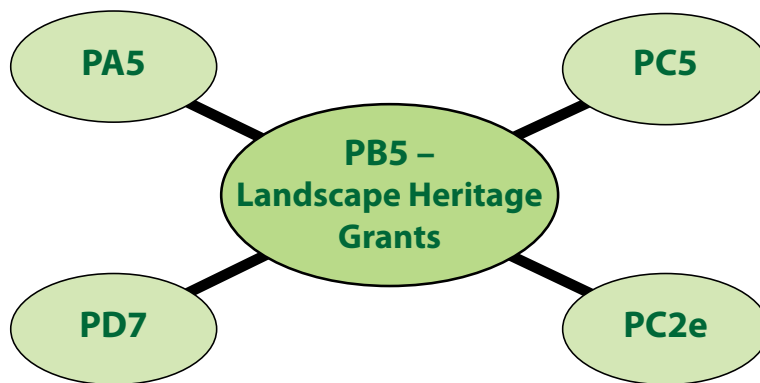
Project Risks

Risk	How likely	Severity	Consequence	Action
Lack of uptake	Medium	High	Loss of match funding. Reduction of the impact of the LHG	A significant part of the LHGO's remit will be outreach and promotion. This will be supported by other members of the delivery team and partners

Scheme Objectives Fulfilled

3, 4, 5, 7, 8, 10

Project Connectivity



PB5 Landscape Heritage Grants

Programme B: Community Participation

Project	Year 1	Year 2	Year 3	Year 4	Year 5	Grand Total
PB1 - Be Part of It!	£ -	£ 53,196	£ 15,733	£ 15,733	£ 9,383	£ 94,044
PB2 - Taking Stock	£ -	£ 24,500	£ 26,000	£ 26,000	£ -	£ 76,500
PB3 - A Different Way of Seeing	£ -	£ 12,430	£ 17,930	£ 6,600	£ -	£ 36,960
PB4 - To the Lighthouse	£ 4,551	£ 36,677	£ 32,582	£ 1,782	£ -	£ 75,592
PB5 - Landscape Heritage Grants	£ -	£ 16,667	£ 16,667	£ 16,667	£ -	£ 50,000
Programme Total	£ 4,551	£ 143,470	£ 108,911	£ 66,781	£ 9,383	£ 333,096

