countryscape

Interpretation Plan

Pendle Hill Landscape Partnership

DRAFT VERSION   FINAL
PROJECT REF.   LP-13-02466

This document was prepared on behalf of the Forest of Bowland Area of Outstanding Natural Beauty (AONB) in consultation with project stakeholders. It was produced by Paul Mahony, Rose Galsworthy and Laura Partington of Countryscape.

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Pendle Hill © Donald Jay

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1.0 Introduction

This section explains what is meant by 'interpretation' and sets out the purpose of the Interpretation Plan.

There is an important difference between information and interpretation. Information consists of facts, figures and statements about something. Interpretation is all about adding *meaning* to information. It's about 'translating' information so that it's more relevant, understandable and meaningful to other people. Put simply: interpretation is about telling stories, not just facts.

It is necessary to provide visitors with both information and interpretation as part of an overall experience. It is also important to match the messages or stories being conveyed with the types of visitor, their interests and abilities. This can be a complex process that sometimes requires different approaches to telling the same story, ensuring people of different ages, backgrounds and levels of understanding can become engaged.

> "Good interpretation evokes ideas, emotions and memories and causes people to ask questions. It may provoke and encourage them to find out more."
>
> Association for Heritage Interpretation

Through the Pendle Hill Landscape Partnership Scheme, we want to celebrate the rich natural and cultural heritage of the area - and importantly, weave it with modern heritage, using the past to help inspire new traditions and new connections between people and place. Everyone knows about the Pendle Witches, a story that has long been the focus of local tourism (and often misinterpreted!); but there's so much more to the area's heritage that remains undiscovered. For example, few visitors or even residents are aware of the Pendle Radicals: historic local people who were inspired to take action and change the world. Neither is the area's fascinating ancient history common knowledge, nor the diversity of its natural heritage, or the influence of people in shaping the landscape into that which is so dearly loved today.

There are many tales to be told around Pendle Hill and many new stories emerging today, all of which the Scheme aims to capture and celebrate. In doing so, we aim to (re)ignite people's curiosity with the landscape, help them to develop a strong sense of place, provide enriched experiences and many new opportunities for enjoyment.

> "A place where you can "speak to the universe". Much more than just a hill."
>
> PHLP Communications Strategy

The purpose of the Interpretation Plan

The Interpretation Plan is the central document for formulating the interpretive outputs of the Scheme and setting out the themes and stories that will be told. It defines both the content and the means for implementation. Its overall purpose is to:

- ❀ Ensure the interpretation serves the broader aims and objectives of the Scheme
- ❀ Support the objectives of the Communications Strategy
- ❀ Promote access, both physical and intellectual, to the area's heritage
- ❀ Provide guidance on the themes, stories and methods for interpretation

The Interpretation Plan is based upon:

- ❀ A review of available documents and best practice related to heritage interpretation
- ❀ Insights gained from other Landscape Partnership Schemes
- ❀ Consultation with project partners and stakeholders

Scheme boundary

Although the work funded through the HLF is focused on the area defined by the Scheme boundary, consideration should be given to both audiences and heritage beyond this boundary if the Scheme is to achieve its overall objectives. The boundary should therefore be considered "fuzzy" and flexible for the purpose of engagement and storytelling.

> Map showing Scheme boundary and Landscape Character Areas
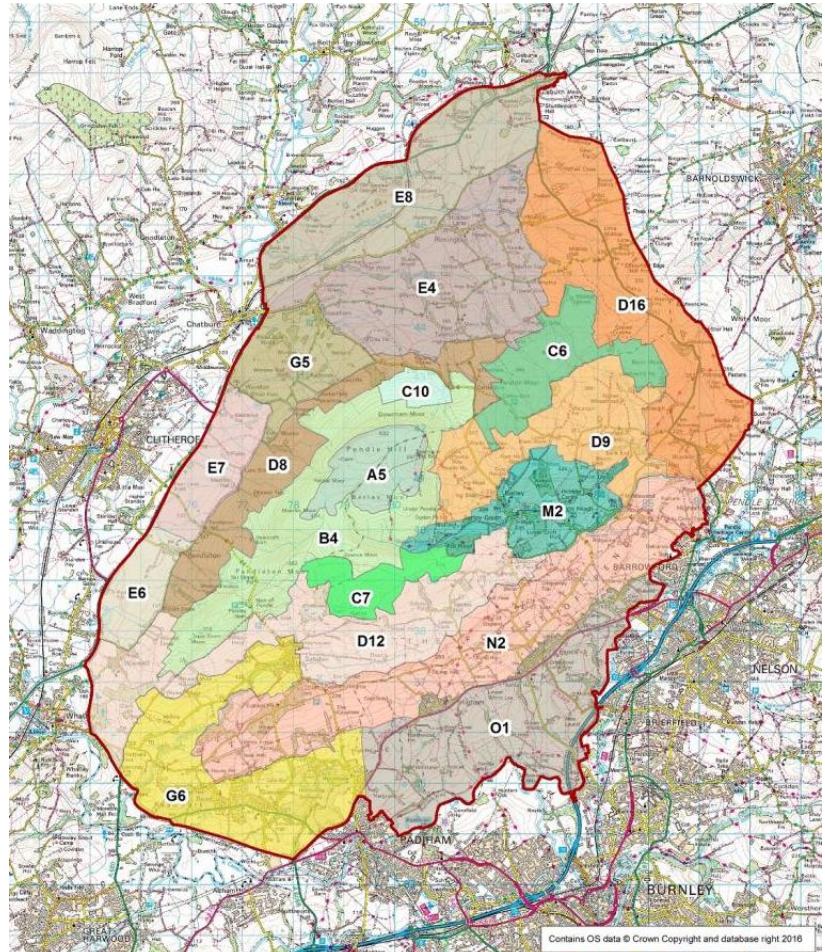
2.0 Objectives

This section outlines what the interpretation aims to achieve.

Most people are attracted to a destination because of a specific recreational opportunity that it offers – for example walking, experiencing nature, exploring heritage, shopping and enjoying good food are all common activities that draw people to particular places. Interpretation can be used to both enrich people's enjoyment of a place, to make it memorable and also signpost other places they may not otherwise consider as part of their visit. In this way, interpretation can contribute greatly to the overall visitor experience and 'destination brand'.

Interpretation can also provoke people into reconsidering their views and perceiving a subject or place in new ways. It can stimulate thought and reveal the meaning of places, things, people and events. It can also provoke people to discuss their experiences with others – an approach that has been proven to work especially well with families – and it encourages people to foster a sense of place and attachment with their surroundings.

The interpretation proposed for the Pendle Hill Landscape Partnership Scheme will help people to become more engaged with the area's natural and cultural heritage. The interpretation will be provocative rather than simply instructive; we want to actively engage audiences and provoke them to think and learn, journeying beyond the area's preoccupation with 'witches' to unearth stories of equal significance that resonate with life around Pendle Hill today.

At the heart of our approach is the story of the Pendle Radicals, free-thinkers who changed the world: people like George Fox whose vision on the summit of Pendle Hill in 1652 led to the founding of the Quaker movement; Richard Cobden who was a pioneer of free trade; numerous religious non-conformists; and the founders of the Independent Labour Party's Clarion Club. We will capture the creativity and resourcefulness of these historic movements and use it to inspire radical new projects seeking to address the needs of Pendle's communities today.

We are keen for communities to be empowered through the Scheme and benefit directly from skills development, capacity and confidence-building, targeting those in society who need the most help. We will foster a taskforce of volunteers to help deliver local projects and become custodians of their legacy – from physical improvements to habitats, heritage and public access; to web-based assets including a heritage trail and the innovative Pendlefolk website; to old traditions made new, such as the Gathering events and involvement of local artists and performers in storytelling.

Through these activities we aim to achieve our vision of positioning Pendle Hill as a landmark of Pennine Lancashire, bringing people together to understand, restore and celebrate the distinctive landscape and heritage of this much loved and inspiring place.

The core aims of the interpretation are to:

- **Increase people's engagement with the heritage of Pendle Hill:** we want more and a wider range of people to engage with and learn about the landscape.

- **Improve the quality of interpretation across the Scheme area:** we want to enhance the visitor experience and destination brand by ensuring the interpretation is clear, consistent, contemporary and attractive.

- **Encourage people to establish an emotional connection with the landscape:** we want to strengthen the area's sense of place and highlight the stories that make Pendle Hill distinct from other areas of Pennine Lancashire.

In addition to these core outcomes, the interpretation will also seek to:

- Position the Scheme as an exemplar of good practice in heritage interpretation, providing valuable insights to benefit other local initiatives and help boost the area's heritage tourism market.

- Improve the identification and recording of heritage through citizen science, providing a framework for ongoing research.

- Improve the health of wellbeing of local communities by strengthening the connections between people and place.

The outcomes of the interpretation will be that:

- Heritage is better interpreted and explained
- Heritage is identified and recorded
- More and a wider range of people will have engaged with and learned about heritage
- People will have had an enjoyable experience

3.0 Interpretive Themes

This section summarises the heritage of Pendle Hill and sets out the interpretive themes that will be explored by the Scheme.

Pendle Hill is an iconic feature of the Lancashire landscape and a backdrop to the lives of 3 million people. It marks a watershed between the rural Ribble Valley and the urban catchment of the Calder and has long been a meeting place of both natural and cultural forces. The area is most frequently associated with the story of the Pendle Witches, arguably the most famous witch trials in English history, which resulted in the hanging of eight women and two men in 1612. The story of the Pendle Witches has worldwide recognition and is undoubtedly a key feature of the area's heritage, yet as such it overshadows other important heritage, much of which remains largely untold and unknown.

It is these other, 'undiscovered' stories that the interpretation will focus on. Not simply as a counterbalance to the Pendle Witches, but because the area is steeped in heritage that holds great pertinence for people's lives today, heritage that has potential to help catalyse change for the better. This rich cultural heritage will be combined with exploration of Pendle Hill's diverse and abundant natural heritage, aiming to help (re)connect people with the landscape and improve understanding of the important ecosystem services it provides.

The interpretive themes of the Pendle Hill Landscape Partnership are as follows:
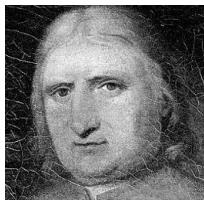
[1] The Pendle Radicals

Exploring the history of the Pendle Radicals and using this heritage to inspire creativity and innovation today.

The Pendle Hill area has a history of being home to religious non-conformists such as the Quakers, Wesleyans and Methodists; and to political radicals including the Chartists, Free Traders and Trades Unionists. For example: George Fox (pictured) famously had a vision on the summit of the hill in 1652, which led to him founding the Quaker movement; Richard Cobden, the 19th century manufacturer and Liberal statesman, lived in Pendle and was instrumental in several major free trade campaigns; Clarion House in Newchurch has a unique place in history as the last remaining birthplace of the Socialist Labour Party. This theme gives us opportunity to explore the lives and aspirations of these and other influential free-thinkers: people who went on from this quiet corner of rural Lancashire to change the world. It also allows us to explore the notion of "being radical" – a term that has taken on new meaning in recent times – through a range of creative media, including art, film and performance.

Theme [1] supports the Scheme objective to ensure *"more and different types of people and local groups will understand, appreciate, and take positive care of the natural and cultural heritage of the Pendle Hill area".* It will also contribute to creating *"a strong brand and identity enabling businesses and communities to promote the heritage and landscape of Pendle Hill as a unique destination within Lancashire".*

[2] What does the landscape do for us?

Researching and understanding the many different ecosystem services that the landscape provides.

The Pendle Hill landscape has supported its communities for centuries and this continues today. The benefits to people provided by the landscape – known as ecosystem services – will be identified and interpreted by several of the Scheme's projects, the outputs of which will be used to help improve understanding and appreciation of landscape as being "more than just the view". Projects will explore aspects of provisioning services (such as food production and water); regulating services (such as climate change mitigation); supporting services (including crop pollination); and cultural services (spiritual and recreational benefits).

Theme [2] supports the Scheme objective to *"influence policy makers and practitioners by increasing the understanding of how to value a high quality landscape, and the benefits that it can bring to people".*

[3] How people have shaped Pendle Hill

Unearthing the cultural heritage of the area and explaining the role played by successive settlers in shaping the landscape we love today.

This theme will explore the built and cultural heritage of the area from prehistory to the present day. It will develop an understanding of how people have shaped the Pendle Hill landscape, including topics such as land use, settlement, ownership and boundaries, together with local traditions and aspects of folklore. The Landscape Partnership boundary itself encompasses several scheduled ancient monuments, including a packhorse bridge, lime kilns, lead mines and the Iron Age fort at Portfield; as well as numerous Listed Buildings, such as the Vicarage House in Wiswell, the Church of St Mary the Virgin in Newchurch and the late 16th century halls at Little Mearley and Great Sabden. These and other sites of importance will be investigated and their heritage interpreted with the involvement of volunteers – putting local people directly in touch with the lives of past communities.

Theme [3] supports the Scheme objective to *"increase skills in surveying, understanding and restoring heritage."*

[4] In touch with nature

Discovering the diversity of local habitats and wildlife; and fostering an understanding of the need to protect them.

This theme will focus on interpreting the natural heritage of the Pendle Hill area, including its important geological and biological diversity. There are four Sites of Special Scientific Interest (SSSI) within the Scheme boundary, all of which are geological formations or exposures. In addition there are 63 local wildlife sites covering 2043 hectares or 17% of the area. The Scheme boundary also encompasses important ancient and semi-natural woodlands, species rich grassland, peat bogs and heather moorland, supporting notable plants, insects and wading birds. The interpretation will explain the importance of this biodiversity and engage audiences in its conservation and restoration – through both research and practical interventions on the ground.

Theme [4] supports the Scheme objective to create *"a more resilient and biodiverse landscape that will be better managed, in better condition with a reduced risk of flooding".* It will also contribute to helping people *"increase their skills and motivation to find work in the heritage / land based sectors".*

[5] Modern heritage: the Gatherings and "Pendlefolk"

Celebrating the modern-day traditions and cultural identity of the Pendle Hill landscape: its people and places, its quirks and special qualities.

The fifth and final theme of the interpretation will highlight the modern heritage of the area: the traditions, sense of identity, local pride and expressions of creativity that make Pendle Hill what it is today. It will provide a platform upon which local people can come together to discuss and celebrate the many different 'sides' of Pendle Hill – and in so doing, find common ground with other communities who share the hill as a backdrop to daily life. The interpretation will involve a mix of innovative activities, both online and in situ, notably the annual Gathering events (commencing in year two) and the Pendlefolk website, where local stories will be collected, shared and given prominence.

Theme [5] supports the Scheme objective to *"increase awareness and understanding of what makes Pendle Hill special amongst a wide range of individuals, particularly from neighbouring communities and hard to reach groups".* It will also contribute to the creating *"a strong brand and identity enabling businesses and communities to promote the heritage and landscape of Pendle Hill as a unique destination within Lancashire".*

4.0 Target Audiences

This section outlines the target audiences of the interpretation.

[1]Pendle Hill is a constant backdrop to the lives of local people, facing the towns of Colne, Nelson, Burnley and other parts of the Ribble Valley. Visitors are predominantly local people, but the wider area is also a popular tourist destination attracting visitors from much further afield.

The Pendle Hill Visitor Survey (2016) indicates that the majority of people visiting the hill itself are groups of white British adults (aged 54+) and younger families who visit a few times a year for walking and outdoor experience. However, the wider audience for the Scheme and its interpretation comprises all local communities, urban and rural, which have much more diverse demographics and include areas of social deprivation.

As such the interpretation must be accessible to a broad public audience, but as recommended by the Community Strategy and Audience Development Plan, particular focus will be placed on the following target audiences that require special attention in order to become engaged:

Audience	Who are they?	Current level of engagement	Goals
Young people	Teenagers and young adults (living in nearby urban areas) who engage with the landscape infrequently or in a limited capacity, partly due to a perceived lack of opportunities relevant to their needs.	MODERATE	Increase engagement by raising awareness of attractions / opportunities *specific* to young people – especially activities 'outside the norm' with potential to challenge preconceptions.
Ethnic minorities	Members of neighbouring communities who engage with the Pendle Hill landscape infrequently (or not at all) and who lack the sense of place held by other local groups.	LOW	Increase engagement and the sense of 'ownership' by celebrating shared values and cultural heritage; and by providing specific, tailor-made experiences.
People with mental health problems	Members of neighbouring communities with mental health problems, including people at risk from social isolation.	LOW	Enable engagement by (1) creating new opportunities to access the landscape and (2) improving matchmaking with existing activities, both physically and intellectually (including through digital delivery).

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[1] Pendle Hill Landscape Partnership Communications Strategy

5.0 Existing interpretation

This section summarises the current extent of heritage interpretation at gateway sites within the Scheme area[2].

Barley

There is reasonable signage on the various walking routes departing from Barley picnic site and car park, albeit somewhat dated and sparse in places. The biggest challenge for visitors who are less familiar with the area is to find the actual start of these walks and to orientate themselves about their options in terms of route directions, length and key things to see and do. We understand that Barley Parish Council is in the process of addressing this issue and will soon install a large orientation board on the wall of the toilet block at Barley car park. This is a good starting point and may be improved/expanded as part of the Pendle Hill Landscape Partnership Scheme.

Unless visitors join a guided walk or buy one of the few guidebooks available from The Cabin, there are currently no other ways for visitors to inform themselves about the special character of the area's landscape, its history or the activities on offer. Improving signage and interpretation is an area for improvement for all four gateway sites, but perhaps most important for Barley as it is the most used gateway.

In addition to physical interpretation boards, there is also an opportunity to introduce digital interpretation. In fact, this applies to all four gateway sites, but a strategy could be to commence at Barley given it attracts the greatest number of visitors. Digital interpretation would result in less clutter, less maintenance and a more flexible way to provide visitors with a tool to interpret their surroundings.

Downham

Due to the Downham Estate's management of the appearance of the village, the only interpretation and signage at the gateway site can be found inside the refurbished barn building, next to the toilets. The material is somewhat dated and gives little information on where to head from the car park and information centre. Without local knowledge or a map/guide book bought in advance, visitors are a little lost.

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[2] Fourth Street (2016) *Pendle Hill Landscape Partnership: Visitor Management Plan*

There are some waymarks on the route, including waymarker arrows carved in stone and set in the path side walls, but these can be hard to spot and are sparse in and immediately around Downham.

Spring Wood

The self-guided walks in Spring Wood are marked by the round wooden posts, with the purple and yellow stripes near the top. At the entrance of Spring Wood visitors will find one of the cast iron white markers with a fragment of the Anne Duffy poem to commemorate the 400th anniversary of the Pendle Witches (1612). A 'Spring Wood Visitor Guide' can be obtained from the information centre, when it is open. There are a number of information boards placed at various points detailing the history of the wood, as well as what to look out for.

Nick of Pendle

Other than a faint trodden path there is not much in the way of signage to assist walkers once visitors have left the car parking area. This is an issue that could be well addressed via the Pendle Hill LPS in the form of limited fixed interpretation panels, self-guided trails and Apps.

Key Issues

- Limited local heritage interpretation leading to a lack of knowledge and understanding.
- Inadequate visitor information at village hubs leading to congestion in villages and on footpaths.
- Lack of coordinated and evidence based information for tourism businesses to disseminate.
- Need to engage with new audiences via more technological, interactive and exciting media.

Visitors at top of Pendle Hill

6.0 Methods and Outputs

This section sets out the ways in which the interpretation will be delivered.

At the heart of our approach to interpretation is the principle of co-production. We want to avoid the pitfalls of individual projects working in silos and instead be proactive in enabling projects to collaborate in developing shared outputs.

This approach offers benefits to cost-efficiency and creativity, but moreover it will ensure crossover between the interpretive themes so that audiences benefit from a more 'rounded' picture of the landscape in which natural and cultural heritage are intertwined, rather than treated separately. This will help to strengthen understanding of the landscape as being a product of both people *and* nature, and create opportunities for audiences to engage with aspects of the area's heritage that they might not otherwise discover.

Co-production activities will be coordinated by Project 15 - Interpretation. Outputs developed through collaboration between different projects are as follows:

Scheme website and "Pendefolk"

The Landscape Partnership Scheme website will be established as a 'microsite' within the existing AONB website, with its own url, (to capitalise on existing web traffic) and developed using content supplied by all projects. This will include interpretive information designed to enrich the visitor experience, which will be organised under the themes outlined in this plan. Information will be layered in terms of accessibility and complexity, with highly accessible summaries on all headline pages (suitable for all audiences) accompanied by cascading pages providing an increasing amount of detail (for people who wish to explore topics in-depth). Priority will be placed on providing intellectual access to aspects of heritage that may be otherwise difficult to interpret on site – e.g. for reasons of physical inaccessibility or an absence of landscape features on which to 'pin' stories. The Scheme website will feature a content-rich interactive map that will serve as a tool for both discovering heritage (displaying local stories and features of interest) and for planning visits.

In addition, the Pendlefolk website will focus on capturing and promoting content submitted by local people. It will contain stories and expert insights, walking guides providing local facts and historic audio-visual content originating from the Pendle Hill area. There will be a focus on the heritage and history of local people and local places originating through research, written memories, photographs and oral history interviews, as well as those who currently live and work in the area.

Film and audio

Audio-video will play a key role in the interpretation. Video in particular is becoming an increasingly important medium: on mobile alone, YouTube reaches more 18-49 year-olds than any broadcast or TV network and this trend is set to continue throughout the duration of the Scheme. We want to capitalise on this for the purpose of engaging audiences and amplifying the outreach of the project through channels such as social media. Numerous projects include budget allocated to audio-video which will be used to develop project video diaries; co-produce interpretive films, oral histories and podcast trails; document events and activities; and invest in training that will enable volunteers to produce their own audio-video material throughout the project and beyond as part of legacy activities.

Portable exhibition

It is typical of projects to create their own interpretive displays; but with the Pendle Hill Scheme we will adopt a different approach and enable projects to collaborate in creating a 'modular' and portable exhibition, comprising a range of materials that can be combined and customised to suit specific events, audiences and locations. The exhibition will feature a set of core materials (produced under Project 15: Interpretation) that will introduce the Scheme and summarise its main themes and activities. Additional materials will then be contributed by individual projects so that the overall resource includes options for telling many different stories in combination – for example, presenting archaeology alongside geology, or creating an exhibition that links local wildlife with ecosystem services. The exhibition will include facility to incorporate audio-video and be fully portable, capable of being transported by the Scheme's mobile Shepherd's Hut.

Outdoor displays

Outdoor displays will be installed at locations where on-site interpretation is most appropriate and effective, such as gateways and honeypots. Displays will be produced using materials that are in keeping with the setting; predominantly GRP or durable aluminium panels mounted in seasoned timber units. A Geographical Information System (GIS) will be used to identify the optimum locations for installation based on factors including ground condition, public access routes and intersections between project areas. Interpretive content for the displays will be co-produced by projects so that where possible features of natural and cultural heritage are presented in combination.

Self-guided trails
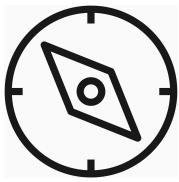
A number of self-guided trails for walking, cycling and all-ability access will be developed over the course of the Scheme, following the highly successful model used by the AONB. These will be made available as downloadable route maps (PDF format optimised for home printing) and uploaded to www.viewranger.com to facilitate wider usage. Trails will be categorised based on location, distance, terrain and topic. Each trail will highlight heritage features along its route, with interpretive content produced collaboratively by projects sharing the same geographical area. For instance: incorporating information on cultural heritage in nature-based trails and vice-versa, where appropriate.

Heritage trail app

One of the Scheme's flagship digital outputs will be an innovative mobile and/or web-app, enabling users to create their own scrapbook of a visit or experience. The app will enables users to 'collect' stories by scanning QR codes (or similar identifiers) at points of interest. These scan points will be linked to online stories, archive material, pictures and/or audio-video, which the app will collate into a personalised eBook (and other formats) that the users can access during or following their visit. The core principle is that visitors are not obliged to digest the information *in situ*, as they are with physical displays. Nor must they navigate through information that isn't relevant to their own interests, as they are with conventional websites. They can instead choose to collect snippets of relevant information to digest at their leisure. The app will improve access to heritage and encourage visitors to explore new places in new ways – thereby providing a tool for aiding visitor dispersal away from congested honeypots.

Importantly, the app will also facilitate crowd-souring of content from individual projects, volunteers, schools, community groups and others. This will enable visitors to gain unique insights into the area's heritage and the activities of the Scheme from different people and perspectives. The app will also contribute significantly to Scheme legacy, providing an easy-to-use platform through which local groups can continue to explore and promote heritage.

Public events

Events are a familiar way for projects to work together in showcasing their activities – and this time-honoured method of collaboration will be used to maximum effect by the Scheme. Individual project open days will feature representatives from projects that share a similar theme, creating opportunities for shared learning. Moreover, the Scheme's dedicated Gathering events will be proactive in celebrating all aspects of heritage through an exciting programme of art and performance, to which all projects will contribute.

Design and branding

A Communication Toolkit and Branding Guide will be developed by Project 15: Interpretation for the purpose of ensuring consistency in how the Scheme's interpretive outputs are presented and promoted. The toolkit will be based on best practice in heritage interpretation, covering core topics such as audience engagement, copywriting, choice of imagery, narrative structures and storytelling; together with clear guidance on use of the Scheme's interpretive themes and visual language, accompanied by ready-made template for design of common outputs (displays, exhibition materials, self-guided routes, etc). The Toolkit will be disseminated via a ½ day workshop with the Scheme partners and made available in electronic format from the Scheme website. It will be reviewed and updated annually in response to feedback from projects.

Pendle Hill by artist Janet Farthing

7.0 Workplan

PROJECT	SUMMARY	AUDIENCES	OUTPUTS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL COST	EVALUATION
1. Traditional Boundaries	The project aims to restore and maintain high priority traditional boundaries as an essential element of the landscape and to restore and maintain hedgerows for biodiversity and flood risk management. To raise awareness of the value of traditional boundaries and of rural skills DSWA will deliver Traditional Skills training.	Community groups, farmers and landowners, general public	Exhibition materials	£500	£500	£500		**£8000**	Number of trainees Number of event attendees Number of trail downloads
			Enclosures publication			£2000			
			Self-guided trails (electronic)		£500	£250	£250		
			Walling demonstration kit	£3000		£500			
2. Wild About Pendle Hill	Working with local farmers and volunteers we will survey, restore and manage important habitats for wildlife. We will also work with farmers to encourage the conservation of landscape and natural heritage features on their land; and we will engage more people in community wildlife activity.	Local residents and visitors; schools and youth groups; parish councils; land managers and volunteers.	Outdoor interpretation panels (x4)			£2000	£3000	**£8000**	Number of volunteers Number of individual farms engaged Area of habitats improved (hectares) Number of trail downloads
			Self-guided trails (electronic)		£500	£250	£250		
			Filming	£400	£400	£400	£800		
3. Pendle Woodland and Invasive Non-Native Species Project (WINNS)	Through engaging and involving local communities and volunteers in the creation of new woodlands, improved management of existing woodlands and control of Himalayan Balsam, the Pendle WINS project will contribute valuable ecosystem services and enhance natural capital. This will result in positive change and multiple benefits to Pendle Hill.	Farmers and landowners; children and young people; voluntary groups; education institutions; communities and visitors.	Outdoor interpretation panels (x3)			£2000	£2000	**£8000**	Number of volunteers Number of event attendees Website user data
			Film and audio trail	£500	£500	£1000	£1000		
			Online content and interactive map		£500	£250	£250		
4. Pendle Hill Summit	The summit of Pendle Hill (also called the Big End or Beacon) will be restored as a flagship project in 2018. Elements will include footpath improvements, building of a dry stone wall seating area, a panorama viewpoint and peatland restoration works, all combined with visitor information and engagement.	All visitors to the summit, including experienced and non-experienced walkers; families; youth groups and fell runners.	Temporary on-site signage		£500	£500	£500	**£4000**	Number of volunteers Number of event attendees
			Film incl. photography and drone footage	£400	£800	£800	£500		
5. Access For All	The 'Access for All' project will improve and manage key visitor gateway sites and access routes within the PHLP area, helping visitors to easily explore and learn about the landscape and heritage of Pendle Hill.	Local residents and visitors; volunteers and community groups.	Outdoor interpretation panels (x6)		£2500	£2500	£2500	**£16000**	Number of volunteers Number and extent of route improvements Touchscreen user data Number of trail downloads
			Touchscreen kiosk (Spring Wood)		£4100				
			Access signage			£2000	£1500		
			Self-guided trails (electronic)			£300	£600		
6. Trainee Pilot Project	'Upskilling Lancashire' is a strategic partnership bidding for European 'Skills for Growth' funding, to support businesses to design, develop and implement work-force education and training programmes linked to the strategic needs of their SMEs. The Trainee Pilot Project will then enable job training for up to 20 people with local employers and approved training providers in accredited apprenticeships/graduate training placements incorporating rural and heritage skills.	Young people aged of 16-25 years; local employers (esp. leisure and tourism).	Apprentice Handbook publication		£3000	£1000		**£4000**	Number of trainees Trainee development diaries Number of jobs created

PROJECT	SUMMARY	AUDIENCES	OUTPUTS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL COST	EVALUATION
7. Discover **Pendle Hill**	We will develop the sustainable tourism offer in the Pendle Hill Area – engaging businesses and volunteers and developing new visitor opportunities. We will continue a development phase project, the 'Pendle Folk' story website to capture information, images and stories about the LP area, its people, landscape and heritage. This interactive resource will be utilised to support businesses, and to develop training for local ambassadors who will promote and interpret the LP area to visitors.	Local people, tourism businesses, visitors and community groups.	Printed treasure trails	£2000	£2000	£2000	£2000	**£16000**	Number of volunteers Pendlefolk website user data Referrals from printed media to website
			Printed visitor map			£8000			
8. What's a Hill **Worth?**	'What's A Hill Worth' will assess the ecosystems services offered by the Pendle Hill Landscape Partnership area; a high quality landscape. Using this work as a baseline, the project will then focus further research on assessing the value of the health and well-being benefits that arise from people accessing the natural environment.	Disadvantaged groups with poor access to the natural environment; Organisations providing nature-based social prescribing (LWT, AONB, Newground); Research institutions; Local care organisations.	Infographic and animated film of project outputs				£4000	**£4000**	Number of volunteers Feedback from volunteers
9. Pendle Hill **Fund**	A community grant scheme to support small scale landscape and heritage activity developed in the LP area by local and neighbouring community groups, schools, businesses and parish councils. Grants between £2000 and £5000 will be allocated by a small panel drawn from membership of the PHLP Board.	The Fund will support applications from local voluntary and community groups, charities, parish councils, schools and colleges and businesses.	To be confirmed upon selection of projects	£2000	£2000	£2000	£2000	**£8000**	Project progress reports
10. PEN **(People Enjoying Nature)**	People Enjoying Nature (PEN) is an outreach project that will offer supported sessions in the Pendle Hill landscape to individuals and groups who are suffering from or have suffered from mental health problems and social isolation.	People experiencing mental health issues and/or social isolation.	Video diaries and 10-minute film, co-produced with participants	£1000	£2000	£2000	£3000	**£8000**	Number of beneficiaries Feedback from beneficiaries
11. Pendle **Radicals**	An exploration of Pendle Hill's heritage of radical thinkers and non-conformists, from investigation through creative interpretation to celebration. Recruiting a core group of volunteer researchers/champions, we will engage with all ages via community groups and inter-generational work, but especially with young people. Creating a legacy of greater understanding and new artefacts, the project will bring history to life, infuse familiar locations with new meaning and build pride of place.	Young people age 11-25 (within schools and wider community); Local history, faith and special interest groups; Village-based community group; Residents of surrounding towns; Visitors.	High quality 'keepsake' publication			£1000	£4000	**£12000**	Number of volunteers Number of teachers pack downloads Number of trail downloads
			Interpretive film	£500	£500	£1000	£1000		
			Teachers pack (electronic)			£2000	£1000		
			Self-guided trails (electronic)	£250	£250	£250	£250		
12. Community **Archaeology**	Provide a series of training courses and participation opportunities that will provide skills to volunteers to enable them to survey and interpret local archaeological sites. To enable the local community to gain a greater appreciation of the development of the historical landscape of the LP area, including field systems, ancient and prehistoric settlement, and resource extraction.	Local history and archaeology groups; PEN group; schools and colleges; local communities and visitors (via Annual Discovery Days).	Interactive map and timeline	£1500	£1000	£250	£250	**£12000**	Number of volunteers Number of training courses delivered Website user data Number of trail downloads
			Self-guided trails (electronic)	£250	£500	£750			
			Interpretive film incl. time-lapse imagery and drone footage	£1000	£1000	£1000	£1500		
			Exhibition materials	£500	£1000	£1000	£500		

PROJECT	SUMMARY	AUDIENCES	OUTPUTS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL COST	EVALUATION
13. Volunteering and Learning	This project will offer central support for volunteering opportunities across the whole of the Landscape Partnership programme, as well as supporting the Pendle Hill volunteer group. The project will also co-ordinate the variety of learning opportunities offered across the programme, including training events and open day; and a summer school in 2020.	Existing volunteers; plus particular effort to engage with under-represented audiences incl. young people and BAME communities.	Exhibition materials	£2000	£1000			**£8000**	Total number of volunteers Number of new volunteers Volunteer demographics
			Printed Volunteers Handbook	£5000					
14. The Gatherings	The Gatherings programme integrates arts practice into the PHP strands: Archaeology, Interpretation, High Nature Value, Radicals, Traditional Boundaries, Woodlands, and the Pendle Hill Summit. Underlying the programme is community engagement and increasing awareness and access to the Pendle Hill Landscape through creative practice that illuminates the project strands in novel ways.	Young people aged 15-25; Family groups; BAME groups; local residents; voluntary and local interest groups; current visitors.	Gathering events		£500	£500	£850	**£14,350**	Number of volunteers Number of event attendees Geographical spread of attendees Event feedback forms
			Views Across Pendle Hill – final conference				£7500		
			Peat conferences	£2500		£2500			
15. Interpretation – core work package	Interpretation of the LP scheme will integrate all project activity together, helping to tell the story of Pendle Hill. The project will develop a communications plan and a marketing brand for the LP scheme based on the Sense of Place approach. Creativity and arts engagement from the Gathering projects will feature strongly alongside digital interpretation and social media to help with the promotion of the LP programme and taking us into the 2020s.	All new and existing audiences.	AV equipment for presentations, exhibitions and Shepherd's Hut	£5000				**£36,500**	Feedback from individual projects Website user data Social media data Number of event attendees Event feedback forms Number and type of press articles
			Exhibition materials	£1500	£500	£500			
			Communications Toolkit	£3000					
			Heritage Trails Web-App	£7500	£2500	£2000	£500		
			Branding and Brand Guidelines	£5000					
			Scheme website (developed within AONB site)	£2000	£500	£250	£250		
			Social media/ audio-video training	£1000	£250	£250			
			Launch event	£1000					
			Marketing	£1000	£1000	£500	£500		
Evaluation	Monitoring and evaluation of interpretation	Scheme partners and HLF	Ongoing monitoring	£250	£500	£250	£500	**£10,000**	N/A
			Interim reporting		£2500				
			Final reporting				£6000		
							TOTAL BUDGET	**£176,850**	

8.0 References

- Countryscape (2017) *Pendle Hill Landscape Partnership Communications Strategy*
- Forest of Bowland AONB (2005) *Communications Strategy 2005-2009*
- Forest of Bowland AONB (2014) *Management Plan: April 2014 – March 2019*
- Forest of Bowland AONB (2017) *Pendle Hill Landscape Conservation Action Plan* (draft)
- Forest of Bowland AONB (2016) *Pendle Hill Landscape Partnership Supporting Evidence*
- Forest of Bowland AONB (2017) *Pendle Hill Landscape Partnership Scheme - Monitoring and Evaluation Development Work*
- Fourth Street (2016) *Pendle Hill Landscape Partnership: Visitor Management Plan*
- Fourth Street (2016) *Pendle Hill Visitor Survey Findings*
- Gray, R (2016) *Pendle Hill Landscape Partnership: Landscape Character Assessment*
- In Situ (2017) *Pendle Hill Audience Development Plan*
- Marketing Lancashire (2015) *The Lancashire Visitor Economy Strategy and Destination Management Plan 2016-2020*
- Visit Pendle (2016) *Pendle Visitors Guide 2016-2017*
- RJS Associates Ltd (2016) *Pendle Hill Tourism Scoping Report*