



PRESS RELEASE

The Dragons' Den on Pendle Hill

12th December 2018

Burnley College students were battling it out in the Dragons' Den this week to make a pitch for approval for their digital designs. Fifteen Advanced Level BTEC National Extended Diploma in Computing, year 2 students have been working with the Pendle Hill landscape partnership to design a new digital application to encourage more young people to explore and enjoy Pendle Hill.

The Dragons assessing the designs were Alison Cross and Cathy Hopley from the landscape partnership team, plus Laura Norfolk and Stephen Duckworth from the college. The class tutor, Sophia Hussain, waited nervously outside and coached the four teams prior to their pitches.

First up were *Pendle Winaz* who produced a fresh and simple design which incorporated a route finder and fitness tracking devices. *Hill Tech* introduced a leader board to motivate walkers to reach the top of Pendle, and a nifty social media page for users to share their achievements with friends. *Walking Schmalking Inc* had developed a very professional design with a great sidebar for icons. Activities included walking routes, quizzes and motivational fitness targets. *Progressive Pendle* made a great pitch for their clean branded design featuring interactive activities including rewards, summit selfies, fitness tracking and a leader board; plus QR scanning and local information.

The students started the project back in September when they climbed Pendle to experience it for themselves and to find out more about the heritage of the area. Their mission was to design an app that would appeal to their own age group and which would encourage them to explore the countryside – a target for the Pendle Hill LP scheme as not many young people visit the area as individuals or friendship groups. Their tutors used the project challenge as part of this term's Computing module in project development and management.

Tutor Sophia Hussain said, "The students clearly enjoyed the challenge and were very competitive and creative. The students were invigorated and motivated to understand the processes involved in planning and creating software applications. It was very rewarding for me to see their self-confidence and team spirit increase from day one. Stephen Duckworth, course tutor, added, "The experience has helped the students to develop the independent and team

working skills that are essential to prepare them for university education and employment. The celebrations didn't end there - shortly after the Dragons Den experience, one of the Advanced Level students involved received an unconditional offer of a University Place to study Cyber Security. This success must be attributed to the knowledge and skills gained through these kind of real-world projects."

Once the four teams had pitched their ideas and responded to numerous questions on marketing, collection and use of data, and technical issues; the Dragons consulted and came to a decision to announce '*Progressive Pendle*' as the winning team.

Cathy Hopley, scheme manager for the Pendle Hill landscape partnership, said "We've really enjoyed working with the students. It's opened our eyes to their view of the hill and what might motivate them to explore the area for themselves. The students put together some amazing creative ideas and their pitches were really professional."

Next step is to find a software developer who can put the ideas into practice and create an engaging new app and help the students to launch it.

EDITORS NOTES

- The Pendle Hill landscape partnership is led by the Forest of Bowland AONB.
- The partnership aims to:
 - I. restore, enhance and conserve the heritage and landscape of Pendle Hill
 - II. reconnect people with their past and their landscape
 - III. bring the two sides of the hill together
 - IV. create a sustainable future for the environment, heritage and for visitors' experience of Pendle Hill
- The scheme was awarded a National Lottery grant of £1.8million by the Heritage Lottery Fund in January 2018. These funds will be delivered from 2018-2022 and will be matched with a further £1m raised locally.
- The scheme is made up of a dozen projects which safeguard the area's wildlife and heritage and improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising creative and digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. The scheme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.
- The Pendle Hill landscape partnership is supported by National Lottery players through the Heritage Lottery Fund and by the Forest of Bowland AONB. Partners include representatives of parish councils, the landowning and farming community, Pendle and Ribble Valley Borough Councils, Lancashire County Council, statutory bodies, tourism businesses and volunteers.
- Projects will be delivered by the AONB team, plus local delivery partners including In –Situ Arts, the Dry Stone Walling Association, Mid Pennine Arts and Ribble Rivers Trust.

- The Pendle Hill LP covers 120 square kilometres, stretching from Gisburn down to Whalley, and from Clitheroe across to Nelson and Padiham.
- The Hill is well known as a beauty spot and is heavily visited by residents of the local towns: it is a perfect place for walking and cycling. The area's heritage is dominated by the story of the Pendle Witches, but there are lots more stories to tell including the founding of the Quaker movement, non-conformists and radicals, Roman and Bronze Age settlers, medieval farming systems and early industrial developments. The network of dry stone walls and hedgerows give the area a distinctive feel, and the landscape is also important for its wild moorland, rare birds and woodlands.
- For further information contact the LP Scheme Manager cathy.hopley@lancashire.gov.uk on 07891 537835 / 01200 420420
- Visit the project website at www.pendlehillproject.com or visit our Facebook page 'Pendle Hill Project' for up to date news and views.

About the Heritage Lottery Fund

Thanks to National Lottery players, we invest money to help people across the UK explore, enjoy and protect the heritage they care about - from the archaeology under our feet to the historic parks and buildings we love, from precious memories and collections to rare wildlife. www.hlf.org.uk Follow us on Twitter, Facebook and Instagram and use #HLFsupported