

Audience and Community Development Strategy



**Final Report
by Resources for Change
November 2014**



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EXECUTIVE SUMMARY

The Isle of Axholme and Hatfield Chase Landscape Partnership scheme (IoAHCLPS) aims to inspire people to reconnect with their landscape and cultural heritage, and thereby value and conserve the historic area of the Isle of Axholme and Hatfield Chase for the benefit of future generations.

Objectives

The Landscape Partnership will inspire people:

- To forge personal connections with the landscape and its heritage through learning, discovery, enjoyment and better access
- To better understand the historic value of the local landscape and how it has been shaped over time.
- To conserve or restore the built and natural features that characterise the area.
- To take action to protect the local environment and wildlife, and increase biodiversity.
- To promote cooperation and volunteering to foster the benefits of partnership over the long term.

As part of preparing the LCAP, the Partnership has commissioned Resources for Change as independent consultants to consult with stakeholders, research and recommend an Audience and Community Development Strategy (ACDS) and.

ACDS Report

The report identifies current and potential audiences and describes research findings relating to awareness of and engagement with IoAHC's heritage and landscape. It recommends the most effective ways of providing opportunities for the priority audiences to be involved in accessing, learning about and understanding the landscape and heritage of IoAHC, and contributing in practical ways to its conservation and enhancement.

Context

A review of current national, regional and local policies, covered heritage, environment, economic and community development, health and wellbeing, and tourism. The review showed the LPS' relevance in its wider context and the correlation between these policies and the LPS.

Review of local neighbourhood and community-led plans within the area, where they existed, drew out opportunities for co-operation and mutual benefit.

The area has a fairly large population, but is strongly influenced by the two large urban areas on its edges. It has slightly higher than average levels of deprivation and long-term illness, while the nearby urban areas certainly have higher levels.

The area is criss-crossed by water channels in a mainly rural agricultural landscape, with ecologically important lowland mire. The relatively post-industrial west of the area, however, contrasts with more rural east.

Approach

The R4C team used a combination of on-line questionnaires, phone & face-to-face (street) interviews with key stakeholders, organisations, community groups and individuals. The existing audiences can be grouped as shown in the table overleaf.

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Audience and Community Development Strategy

Summary of existing audiences and their interest/stake in the IoAHC's heritage and landscape

Existing audience	Interest/stake
Residents - interested	Personal relationship with IoAHC's heritage & landscape. Concern for others to appreciate the area's intrinsic value, and therefore behave appropriately towards it.
Residents – passive Residents – recently arrived	IoAHC is where they live.
IoAHC community groups	Use of IoAHC as a base or a focus for their activities, e.g. local history, walking, scouts.
Specialist user/activity groups (non-IoAHC based), e.g. long distance walkers, birders, industrial heritage enthusiasts	IoAHC presents an appealing venue in which to pursue their interest.
Young people – not engaged Young People - active, organised and self-organised	A place to meet, seen by others as sometimes anti-social IoAHC is a suitable place for their activities.
Students	IoAHC presents opportunities for specialist ecological and other studies, at different levels
Visitors – local or nearby families visiting nearby sites,	Enjoying IoAHC as a place to spend recreational time.
Visitors – passing through, including groups from abroad	Stopping off briefly to see particular sites, for instance associated with the Wesley family and Methodist history around Epworth.
Farmers and other landowners.	Custodians of IoAHC's natural heritage and landscape. Personal interest.
Businesses, shops	Based in IoAHC but not engaged with heritage and landscape at present; large businesses in nearby towns

A typology of audience interest shows potential progression from Unaware, through Awareness, Understanding and Engagement to Participation, and the Audience Development Plan recommendations set out processes to help audiences to progress along this pathway, where they wish to.

Findings of consultation and research

Respondents to the consultation were mainly local residents; a majority were female with low numbers of young people.

Respondents:

- appreciated the unique qualities of the landscape
- had low levels of awareness about what it could offer
- often chose to visit places mainly or solely outside the IoAHC area.

Respondents valued the area's historic heritage, wildlife and landscape, and mainly engaged with it informally and incidentally e.g. walking with children and dogs. Specialists and enthusiasts engaged actively in conservation or archaeology in the area, but few organised groups with those interests.

Barriers to more involvement included

- lack of awareness,
- people not feeling confident or having a disability
- poor access including transport.

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Audience and Community Development Strategy

Ways of getting involved included conventional methods such as talks, tours, information boards, guides and leaflets as the most popular, but with low current levels of awareness a wide variety of approaches to getting people involved and learning more about local heritage would be appropriate.

Organisations consulted wanted their engagement with the LPS to benefit the local communities and involve more people, and hoped to develop specific projects within it or promote collaboration and links between projects.

- From all the findings the **priority audiences** to be developed are:
 - Local residents
 - Families, with younger children
 - Young people
 - Nearby urban populations, especially minority and disadvantaged groups
 - Particular groups within the area such as travellers and migrants
 - Community and interest groups

Three over-arching **outcomes** guide the development of this plan:

- Reaching unengaged communities within the area and nearby
- Connecting the strong story of the area to groups and individuals as they become involved
- Deepening engagement.

Specific audience development **objectives** are set out to achieve these outcomes, with recommendations for activities designed to meet the objectives.

Objective 1: Perspectives on the past – hearing and telling stories

Developing the strong story of the local landscape is key, and will form the basis for cultural projects to collect and express community history and also make connections with the deeper past;

Proposed actions are:

Community Pride

A programme to energise & excite local communities, reaching new audiences and connecting with health and wellbeing improvements. Local communities would decide their own plan of activities and projects.

Creative & skilful

Projects with local artists working with local people to produce works and events to express their responses to the heritage & landscape.

Suggestions for a Training and Volunteering Strategy:

- Volunteer support and network linking with Community Pride project and Open your Eyes
- Fishing training, especially for young people
- Short courses on wildlife, habitats & water resources, and industrial & pre-industrial history & sites, to follow interests expressed

Suggestions for an Interpretation and Communication Plan

- Newsletter, Enewsletter, social networking

Schools Programme Activities & Resources

Development of project to increase young people's awareness and learning through guidance and learning materials connecting IoAHC heritage to the new National Curriculum, and an IoAHC Learning Network to share good practice. A one-stop shop to facilitate visits to sites, and a programme of practical involvement.

Objective 2: Travelling into history - Walking, cycling, riding

Proposed actions are:

Guided walks

Development & promotion of a programme of guided walks throughout the area, covering:

- Wildlife
- Ecology and habitat
- Health focus
- Water
- History and Archaeology

Using new as well as established paths.

Activities for young people:

Contract youth organisations to deliver programme & involve disengaged young people, with a menu of choices such as cycling, fishing, and wild camping.

Suggestion for Access Plan:

- Series of trails linking settlements, connecting to existing and new paths & trails e.g. the Peatlands Way, and to new attractions e.g. viewing platforms.

Objective 3: Open your eyes and look beyond

Work with specialist interest users to broaden their perspectives on IoAHC.

Proposed action is:

Walks & Tours to widen understanding & involvement of specialists

- Integrate with short community courses in Objective 1.

Objective 4: IoAHC on your doorstep

Targeted involvement of minority and disadvantaged groups, and nearby businesses.

Specialist work to engage harder to reach groups, including those in nearby urban populations

Proposed actions are:

Oral history and arts projects following participants' interests.

Corporate Volunteer opportunities for personal development, team building and corporate social responsibility objectives.

1. INTRODUCTION

The IoAHC Landscape Partnership has been successful in gaining funding for the detailed planning of this scheme from the Heritage Lottery Fund (HLF). This planning stage allows the preparation of the Landscape Conservation Action Plan (LCAP) for submission to HLF as the final stage of the funding application for the Landscape Partnership scheme programme.

As part of preparing the LCAP, the Partnership has commissioned Resources for Change (R4C) to produce an Audience and Community Development Strategy. Through research, consulting a range of stakeholders, and drawing on previous experience, R4C are able to take a separate view of the current situation, and as independent consultants make practical recommendations for an action plan to fulfil the needs of the Strategy.

The ACDS identifies current and potential audiences, describes research findings relating to awareness of and engagement with IoAHC's heritage and landscape, and recommends the most effective ways of providing opportunities for the priority audiences to be involved in accessing, learning about and understanding the landscape and heritage of IoAHC, as well as contributing in practical ways to its conservation and enhancement. Community Development aspects are integrated with the Audience Development analysis and proposals, identifying opportunities for local groups and individuals to participate more fully in the LPS, contributing to community cohesion in a mutually beneficial process.

The Partnership is keen for the ACDS to assess the potential to enrich the experience of IoAHC's audiences, as well as to consider how audience development can work alongside community regeneration and economic development. Also, there is interest in how audience development can meld with contemporary interpretation approaches such as social media, whilst not taking away from valued but more traditional approaches.

1.1 IoAHC Partnership

The Landscape Partnership has grown out of the Humberhead Levels Partnership (HLP) which, aims to create an internationally renowned, unique network of wetlands in a predominantly agricultural landscape, whilst supporting thriving communities and wildlife. One of its key aims is to work with local businesses, landowners, communities and other organisations to achieve sustainable land management practices. The HLP's successes include securing funding for a Nature Improvement Area.

The HLP is the sponsoring body of the Landscape Partnership and delegated responsibility to its steering group to bid for Stage 1 funding and develop this Stage 2 bid. The Landscape Partnership involves a wide range of partners, public, private and community bodies, with North Lincolnshire Council as the accountable body. The Partnership is evolving and new partners are expected to join to reflect the developing scheme.

1.2 IoAHC Landscape Partnership Scheme

1.2.1 Vision & Objectives

The scheme aims to inspire people to reconnect with their landscape and cultural heritage, and thereby value and conserve the historic area of the Isle of Axholme and Hatfield Chase for the benefit of future generations.

The objectives of the national Landscape Partnership scheme are to:

- Conserve and enhance the natural and built heritage;
- Promote opportunities for the understanding and enjoyment of the special qualities of the area by the public;

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- Create opportunities for community participation through a range of projects and activities;
- Provide opportunities to learn heritage skills.

The specific aim and objectives of the IoAHC Landscape Partnership scheme are set out below.

Objectives

The Landscape Partnership will inspire people:

- To forge personal connections with the landscape and its heritage through learning, discovery, enjoyment and better access
- To better understand the historic value of the local landscape and how it has been shaped over time.
- To conserve or restore the built and natural features that characterise the area.
- To take action to protect the local environment and wildlife, and increase biodiversity.
- To promote cooperation and volunteering to foster the benefits of partnership over the long term.

The partnership will work with the local community to develop projects of direct benefit. These will include supporting groups and individuals to plan and manage their own projects, involve volunteers and gain other resources or help, whether cash or help in kind.

The scheme can build on the Humberhead Levels Partnership's success and experience. In addition parts of the IoAHC area have been designated as part of the Humberhead Levels Nature Improvement Areas (NIA) from 1st April 2012 receiving £580,000 of funding. NIAs aim to improve the quality of the natural environment across England, halt the decline in habitats and species, and strengthen the connection between people and nature. The Humberhead Levels NIA will restore over 1400 hectares of wetland habitat.

Collaborative working between the two schemes will enable and enhance the overall impact considerably.

1.3 IoAHC Area

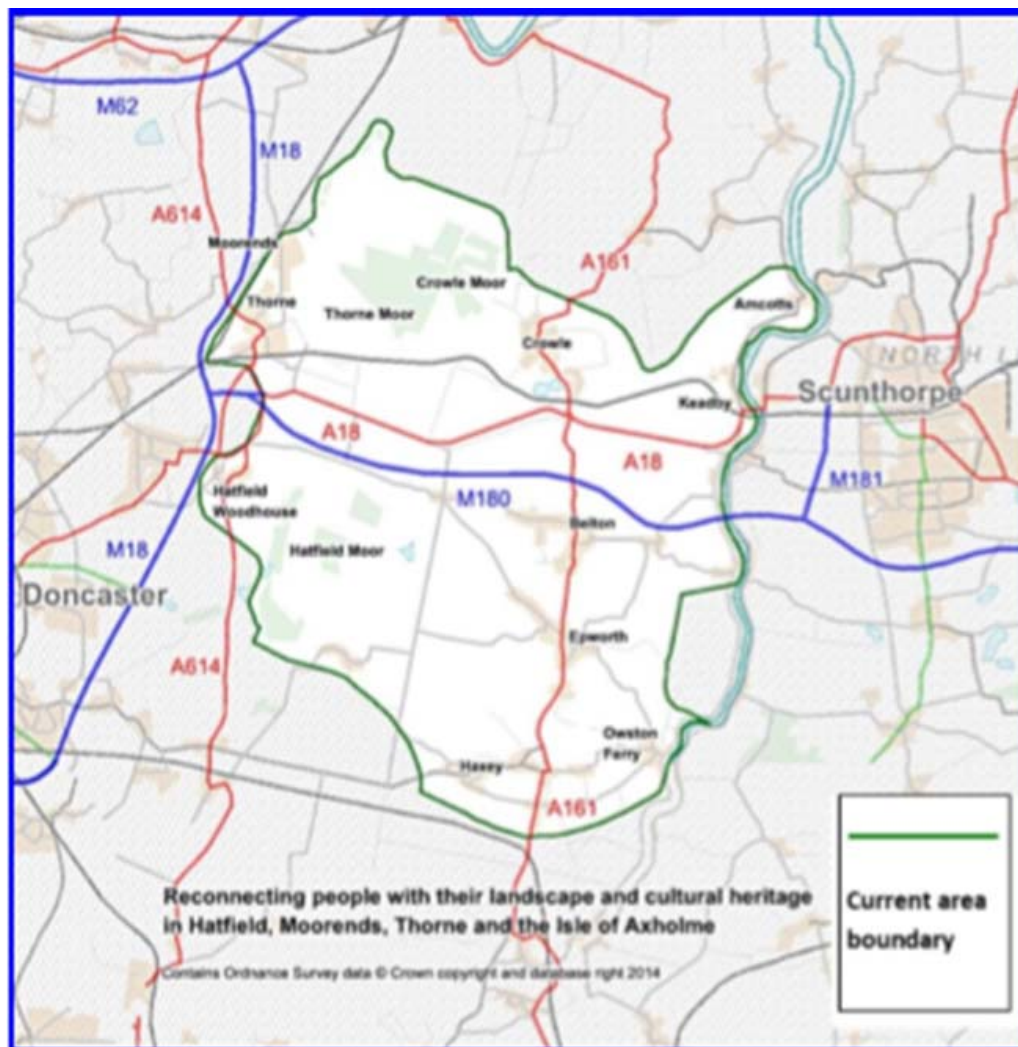
The IoAHC Landscape Partnership area is located in the Humberhead Levels (See fig. 1). It includes parishes in North Lincolnshire District and Doncaster Borough, and a small part in the north-west of the area is within the East Riding of Yorkshire. The historic county boundary between Lincolnshire and Yorkshire runs through the area. The area extends as far as the river Trent in the east, and almost to the M18 in the west. It encompasses the ecologically-rich raised mires of Thorne and Hatfield Moors, the raised ground of the Isle of Axholme, and extensive areas of flat alluvial farmland which has been drained and improved over several centuries. The largest settlements within the IoAHC area are Thorne, Keadby, Epworth, Crowle and Haxey. There are also a number of smaller villages. The M180 runs east-west across the IoAHC area.¹

There is a clear social and economic difference between the mainly post-industrial west of the area, mostly in Doncaster Borough, and the more rural east characterised by rich agricultural land and more recently wind farms. The whole area is physically characterised by a dense web of water channels – rivers, warping drains, canals and drainage channels.

¹Landscape Character Assessment (2014) Report for the Isle of Axholme & Hatfield Chase Landscape Partnership. Fiona Fyfe Associates

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The map below shows the current boundary of the LPS area, which is being reviewed at present.



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1.3.1 Heritage & Landscape Significance

Currently there are 22 designations of environmental or cultural value²:

<i>Environmental Designations</i>	
Special Protection Area (SPA)	Thorne and Hatfield Moors
Special Area of Conservation (SAC)	Thorne Moor
	Hatfield Moor
	Humber Estuary
Site of Special Scientific Interest (SSSI)	Thorne, Crowle and Goole Moors
	Hatfield Moors
	Epworth Turbary
	Hatfield Chase Ditches
	Haxey Turbary
	Haxey Grange Fen
	Belshaw
	Crowle Borrow Pits
	Humber Estuary
	Rush Furlong
	Hewson's Field
National Nature Reserve	Humberhead Peatlands
<i>Cultural Designations</i>	
Scheduled Monument	Keadby Lock
	Melwood Priory
	Kinaird Castle (Owston Ferry)
	Peel Hill Castle (Thorne)
	Market Cross (Haxey)
	Mowbray Cross (Haxey)
	The 'Hood Stone' (Haxey)

Risks to Habitats and built environment include³:

- Climate change and sea level rise
- Low-lying area particularly vulnerable to flooding
- Pumping of ground water exacerbates the risk of flooding and, potentially, salinization of ground water.
- Strip field farming is dependent on collective social determination, willingness of younger generations to follow the traditional methods and the availability of suitable grants.
- The new system of agricultural grants will have implications on the management of the landscape.
- Potential further cumulative impacts of exploitation of the area's energy resources
- Loss of built environment character through increased settlement sizes, and infill between existing buildings
- Threats to the historic built environment and erosion of the local vernacular, partly because its importance may not always be appreciated.

² Fiona Fyfe Associates, op. cit.

³ Summarised from Fiona Fyfe Associates, op.cit.

1.4 Audience Development

HLF uses the term audiences to describe “all the people who might come into contact with your heritage through the project you are thinking about. This includes your current users and visitors and people attending events and taking part in activities. It also includes people who could become visitors, attendees and users in the future. All of the people in your local community and the wider community you serve form your potential audience⁴”.

The ‘job’ of audience development is about being pro-active towards the scheme’s audiences, based on understanding the current situation and using this knowledge to assess and plan for what could be improved for the future. It includes understanding what sorts of people are currently aware of IoAHC’s heritage (in all of its forms) and how they like to access this heritage, as well as who is not, and why not. It is about identifying the most effective ways for the scheme to increase these people’s awareness, understanding and engagement in heritage.

This Audience and Community Development Strategy aims to set out what we know about current and potential audiences and how to proactively enable engagement. However it is important to note that it represents a stage in on-going stakeholder engagement work by the scheme and, as such, is an important resource for catalysing this ongoing process.

The consultation carried out for the ACDS represents a snapshot of the current situation and has been designed to reveal a general understanding about people’s views and priorities. On-going engagement and consultation will be needed to provide an in-depth, continually relevant resource; this will be possible through implementation of the scheme.

The ACDS has been developed through a number of steps:

- Inception meeting with staff.
- Research planning, including stakeholder mapping
- Desk review of existing research and policy documents relevant to audience development
- Information gathering
 - street interviews across the area
 - Semi-structured phone interviews – key informants, partners, local and specialist groups
 - Web questionnaire distributed via email – organisations, community groups
- Collation, analysis and Plan development
- Internal collation and creative brainstorming
- Draft Plan submission & discussion
- Writing the ACDS, including review by LPS Project Officer.



⁴ Thinking about audience development, HLF (2010)

2. STUDY METHODOLOGY

In this section we outline the methodology used in the study in order to gather existing and potential audience data. The suite of methods used included:

- Stakeholder Mapping
- Research Scoping and Planning
- Street Interviews
- Organisation and Community Group Phone Interviews
- Web Questionnaire

2.1 Stakeholder Mapping

A stakeholder mapping exercise was carried out at the start of the work, and aimed to identify the key audience groups for IoAHC's heritage and landscape. This then provided base information for planning the audience development research, namely which groupings to consult and the most appropriate consultation method. In particular we aimed to ensure that key stakeholder groups were identified in order that their views be sought and thereby reflected in the final plan. In particular such groups included:

- Communities of geography
- Communities of interest
- Special interest groups
- Hard to reach/excluded/hidden groups

Following the stakeholder mapping the main stakeholder groupings identified and focussed on for the ACDS research were:

1. Residents
2. Organisations working in IoAHC
3. Organisations in or involved with the partnership
4. Community groups

Given the constraints of timescale and budget, direct face to face and phone contacts were concentrated on groupings 1 & 2, with a sample of 3 & 4. The other groupings were reached mainly through the online questionnaire.

2.2 Research Scoping & Planning

Initial scoping work to inform the information-gathering, began with the scheme Project Officer at the inception meeting and with key informants afterwards, and during a visit to the area which identified potential consultation sites as well as many of the key sites & features of the LPS. This was complemented by a simple desk review of relevant project information, e.g. initial expressions of interest of proposed projects.

We also carried out a literature review of key documents thought to contain relevant audience data and insights. The focus of this work was to:

- Review HLF, Landscape Partnership and similar documentation for best practice relating to audience and community engagement, access and interpretation.

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- Explore and highlight any other areas with similar characteristics which have undertaken interesting projects or provide useful learning for the Landscape Partnership delivery phase
- Review the founder partners existing approaches, choices and priorities for engagement, access and information which impact on the Partnership area, and analyse achievements and issues.

A summary of the key findings are presented in Section 5.

The methodology for the ACDS was based on a number of key principles:

- The aim to get input from across the range of current and potential audiences for IoAHC's heritage and landscape, concentrating on the population within the area.
- Recognition of the low levels of current engagement with landscape and heritage
- The influence of large urban areas to east and west of the LPS area.
- The importance of building a solid foundation for audience development to be taken forward through continuing stakeholder engagement

2.3 Consultation Design Rationale

We focused our direct consultation work (described in the following sub sections) on the communities inside the IoAHC LPS area, a total population of 66,500. This population is reasonably large in size, and also presents challenges in engagement.

To ensure that the final plan is tailored to local need it has been essential to:

- Consult with key stakeholders within and beyond the Landscape Partnership, especially those who work directly with local communities of interest.
- Undertake community level consultation including local stakeholders such as parish representatives, and noting the need to consider specific individuals or groups with major interests.
- Carry out specific consultation with excluded or hard to reach groups and representatives
- Complete an analysis of responses to consultations to inform the draft report, strategy and plan of action with:
 - Analysis of responses, interests and priorities
 - Ideas for landscape improvements or enhancements
 - Analysis of support and potential involvement in scheme

2.3.1 Street Interviews

The public consultation included informal face-to-face conversations in locations within the IoAHC LPS area, aimed primarily at residents. The consultation team visited all the settlements and talked to people in the larger settlements, either near shops or at school gates during the school run:

- Thorne
- Epworth
- Moorends
- Crowle
- 7 Lakes Country Park

In smaller settlements there were few opportunities for street interviews, but where possible consultation postcards were distributed to libraries, businesses and other outlets throughout the area, with a link to the online survey encouraging residents to complete it.

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This work focussed on two main aspects:

- Building a profile of existing users, their awareness of and interest in IoAHC's landscape and heritage, finding out how they liked to access and learn about heritage, and ways they could become more involved
- Ascertaining the profile of residents who are not users at present, the barriers to involvement and what would help remove those barriers

Overall, the team heard from over 40 individuals, singly and in groups, mainly young families, older people, and young adults. Although there were no interviews in smaller settlements, this was not a significant limitation because responses to the interviews were very consistent in all the settlements visited.

2.3.2 Stakeholder Organisations including Community Groups Phone Interviews

The stakeholder mapping identified the relevance of community groups. A semi-structured format was used, based around a prepared set of questions from which responses could be probed in more depth or additional points covered as they arose. These were done by phone. A total of 25 interviews were completed.

2.3.3 Web Questionnaires

In order to try to extend the reach of the consultation, questionnaires were made available on the Web aimed at individuals, organisations and community groups. Selected organisations were asked to help to publicise these questionnaires by sending out an email to their networks/members, within which a web link took the reader directly to the questionnaire. 59 individual questionnaires were completed, and 36 questionnaires for organisations (these included street and phone interviews).

3. CONTEXT

In this section we outline the context within which the Audience and Community Development Strategy and the wider programme are situated. This information has been drawn from the desk review stages described above and includes:

- Identification of any key strategies or policies related to human or community development or regeneration which may complement those related to environment, natural and built conservation (the latter covered by the Landscape Character Assessment) and could impact on the delivery of the Landscape Partnership.
- Analysis and summary of key characteristics of area within its local and regional contexts, highlighting defining, distinctive or special features including:
 - Demography
 - Socio-economic factors

3.1 National Policy

In developing this Audience Development Plan and Engagement Strategy we have considered the key drivers that emerge from national policy and strategy; in particular the following:

- Heritage Lottery Fund Strategic framework for 2013-2018
- Localism Act 2011
- National Planning Policy Framework 2012
- The Natural Environment White Paper
- Countryside and Rights of Way (CROW) Act (2000)
- The Strategic Framework for Tourism in England 2010-2020
- Visit England's Corporate Priorities 2010-2015

3.1.1 Heritage Lottery Fund Strategic framework for 2013-2018⁵

This document sets out plans designed to deliver long term and sustainable benefits in response to the newly emerging needs facing the heritage sector. The goal is to make a lasting difference for heritage and people, and the strategic framework identifies the range of outcomes that the Fund aims to achieve with their funding. Below we list these outcomes.

Outcomes for heritage

With HLF investment, heritage will be:

- better managed
- in better condition
- better interpreted and explained
- identified / recorded

Outcomes for people

With HLF investment, people will have:

- developed skills
- learnt about heritage
- changed their attitudes and/or behaviour
- had an enjoyable experience
- volunteered time

Outcomes for communities

With HLF investment:

- environmental impacts will be reduced
- more people and a wider range of people will have engaged with heritage
- your local area/community will be a better place to live, work or visit
- your local economy will be boosted
- your organisation will be more resilient

These outcomes are very similar but not identical to those in the Guidance overleaf.

⁵ See appendix 4 for weblink

3.1.2 Heritage Lottery Fund Landscape Partnership Schemes Application Guidance

This document sets out guidance for partnerships led by local, regional and national interests developing schemes which aim to conserve areas of distinctive landscape character.

Landscape Partnerships are seen as one part of a wider ambition to improve the landscape's management and help people connect with it. Landscape conservation is regarded as a long-term process and funding should also lead to continued activity and a lasting legacy. The Guidance identifies the range of outcomes that this programme aims to achieve with HLF funding. Below we list these outcomes.

Outcomes for heritage:

With our investment, heritage will be:

- better managed
- in better condition
- identified/recorded

Outcomes for people:

With our investment, people will have:

- developed skills
- learnt about heritage
- volunteered time

Outcomes for communities:

With our investment:

- negative environmental impacts will be reduced
- more people and a wider range of people will have engaged with heritage
- your local area/community will be a better place to live, work or visit

These are the key outcomes for IoAHC Landscape Partnership.

3.1.3 Localism Act 2011⁶

Measures of the Localism Act mean:

New rights and powers for local communities. The Act:

- makes it easier for local people to take over the amenities they love and keep them part of local life;
- Ensures that local social enterprises, volunteers and community groups with a bright idea for improving local services get a chance to change how things are done.

Reform to make the planning system clearer, more democratic and more effective. The Act:

- places significantly more influence in the hands of local people over issues that make a big difference to their lives;
- Provides appropriate support and recognition to communities who welcome new development.

3.1.4 National Planning Policy Framework 2012⁷

This framework updates or replaces previous planning policy and addresses the issues that have put people off from getting involved, particularly at the local community level, because planning policy had become so elaborate and complex – the preserve of specialists, rather than people in communities.

⁶ See appendix 4 for weblink

⁷ See appendix 4 for weblink

Introducing Neighbourhood Planning aims to address this; giving communities more say in the development that takes place in their locality. The framework recognises that both the natural environment and our historic environment – buildings, landscapes, towns and villages – can be cherished better if their spirit of place thrives, rather than withers.

A Neighbourhood Plan provides a community with a greater say over how its local area changes over time. A Neighbourhood Plan outlines the characteristics of a place, those elements which local people may wish to preserve and those areas where changes could be made. It identifies the opportunities for improvement and the challenges that will need to be faced. Consideration of the built, natural and historic environment in the plan area from the outset can help ensure that Neighbourhood Plans are sustainable.

3.1.5 The Natural Environment White Paper⁸

The White Paper sets out four ambitions:

1. Protecting and improving our natural environment
2. Growing a green economy
3. Reconnecting people and nature
4. International and EU leadership

It identifies that high-quality natural environments foster healthy neighbourhoods: green spaces encourage social activity and reduce crime and the natural environment can help children's learning which can have a positive impact on mental and physical health.

The White Paper champions the goal of making 'enhancing nature' a central goal of social action across the country by making it easier for people to do the right thing, with action in the health and education systems and in communities.

3.1.6 Countryside and Rights of Way (CROW) Act (2000)

This Act covers the creation of access land, amending the laws relating to rights of rights of way, the requirement for Local Access Forums, and also refers to Sites of Special Scientific Interest and Areas of Outstanding National Beauty.

3.1.7 The Strategic Framework for Tourism in England 2010-2020⁹

This Framework establishes an overarching vision which is compatible with the goals the partnership have on the Isle of Axholme and in Hatfield Chase. This vision is - To maximise tourism's contribution to the economy, employment and quality of life in England. This vision is further articulated through the following four practical objectives:

- Objective 1 - To increase England's share of global visitor markets.
- Objective 2 - To offer visitors compelling destinations of distinction.
- Objective 3 - To champion a successful, thriving tourism industry.
- Objective 4 - To facilitate greater engagement between the visitor and the experience

⁸ See appendix 4 for weblink

⁹ See appendix 4 for weblink

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The delivery of the framework is described in a set of Action Plans, all of which have some relevance to the Isle of Axholme and Hatfield Chase. The full list of Action Plans includes:

- National Marketing Strategy
- Accessibility
- Rural Tourism
- Wise Growth
- Seaside Resorts
- Destination Management
- Modernising Visitor Information
- Welcome
- Business Tourism
- Research and Intelligence

In the development of this plan we have reviewed, in particular, the Visit England Rural Tourism Action Plan¹⁰. The objectives of this plan are key to developing the tourism offer in the area. They are:

- Objective 1 - To diversify and modernise rural tourism products to generate business opportunities suited to local environments and communities and to develop a year round visitor offer.
- Objective 2 - To increase consumer awareness, understanding and enjoyment of the products and experiences available in rural areas.
- Objective 3 - To encourage rural communities and economies to benefit from the value of rural tourism by taking ownership for the development, management, protection and conservation of rural assets and locations.

Visitor numbers and infrastructure are at a very low level in the LPS area at present, but proposed projects will contribute to these tourism objectives.

3.1.8 Visit England's Corporate Priorities 2010-2015¹¹

The key delivery agency for the Strategic Framework for Tourism in England is Visit England; therefore the framework is underpinned by their corporate priorities which describe their overarching approach to doing business. These corporate priorities can also inform local landscape plans in terms of both national support and local delivery directions. Visit England corporate priorities 2011 – 2015 are;

- Corporate Priority 1 - To drive forward the implementation of the Strategic Framework for Tourism in England and deliver the actions for which Visit England is responsible.
- Corporate Priority 2 - To develop and implement a national brand and marketing approach for England which leverages England's best assets and encourages a range of industry partners to benefit from collaborative activities to achieve a step change in domestic holiday taking and contribute to the 5% annual growth target outlined in the Strategic Framework for Tourism in England.

¹⁰ See appendix 4 for weblink

¹¹ See appendix 4 for weblink

Isle of Axholme and Hatfield Chase Landscape Partnership Audience and Community Development Strategy

- Corporate Priority 3 - To establish Visit England as the primary source of expertise on English tourism and its visitor economy and to make this expertise and intelligence widely accessible to our partners.
- Corporate Priority 4 - To develop Visit England as a modern, forward looking lead body by operating to a business model that provides England's tourism sector with a more robust and sustainable national tourism organisation for the longer term and which is effectively engaged with a wider range of partners at the national and local level, whilst reducing its overheads in accordance with its Funding Agreement with DCMS.
- Corporate Priority 5 - To support Government to achieve its policy aspirations.

3.2 Regional Strategies

Similarly we have assessed the influencing factors within regional strategies as listed below:

- Doncaster Borough Strategy 2010-2015
- European Structural and Investment Fund Strategy for the Humber 2014-2020 - Local Development Scheme for Lincolnshire
- Humber Strategic Economic Plan
- North Lincolnshire Council Strategy
- North Lincolnshire Joint Health and Wellbeing Strategy 2013-2018
- Greater Lincolnshire Local Enterprise Partnership
- Rural Development Programme England (RDPE)
- Humber & Wolds RCC Greener Schools Programme
- Rural Action Yorkshire Rural Strategy
- Doncaster Health and Wellbeing Strategy

3.2.1 Doncaster Borough Strategy 2010-2015

The Doncaster Borough Strategy contains seven Priority Themes, of which five include relevant aims as summarised below.

- Creating a strong, connected and inclusive economy
- Developing stronger communities
- Protecting and improving children's lives
- Improving health and support for independent lives
- Tackling crime and anti-social behaviour
- Creating a cleaner and better environment

3.2.2 European Structural and Investment Fund Strategy for the Humber 2014-2020¹²

This strategy outlines how the Humber Local Enterprise Partnership proposes to use its allocation of European Structural and Investment Funds (ESIF) for 2014-2020. The strategy notes that rural communities make up a large proportion of the area and therefore have a significant role to play in achieving the goals of the strategy. The overarching vision for the strategy is as follows;

The Humber can become a leading national and international centre for renewable energy. It can develop its strengths in trade, logistics and chemicals. Now more than ever, the opportunity exists to capitalise on our natural assets and opportunities for development, and to export our goods and services around the world.

¹² See appendix 4 for weblink

Isle of Axholme and Hatfield Chase Landscape Partnership Audience and Community Development Strategy

The rural economy and tourism are identified as important contributing factors to achieving this vision. The strategy identifies that a key strength is the area's outstanding *natural resources including marine and wildlife habitats and high quality urban and rural locations affording excellent quality of life*. Further a key opportunity is described as: *the visitor economy can be better exploited, including stronger marketing of the estuary and nature tourism*.

Within the delivery elements of the strategy there are some important links for the Isle of Axholme and Hatfield Chase. These include:

- Infrastructure Programme - Support and promote tourism, recreation and leisure
- Community Led Development Proposals - The knowledge gained through LEADER in heritage and culture will also be exploited, including rural growth and food networks and tourism and enterprise activities.
- Supporting individuals (particularly over 50s) in rural communities to start their own businesses as part of the national social justice agenda.

3.2.3 Rural Development Programme England (RDPE) – North Lincolnshire.

LEADER is part of the Rural Development Programme for England, which is jointly-funded by Defra and the European Union. The upcoming programme in Lincolnshire has clear links to the visitor economy in that it will be focusing on growth and jobs. The six national priorities also lend support to this type of activity; they include;

- Increasing Farming and Forestry productivity
- Support for the Natural and Cultural Heritage
- Provision of rural services
- Micro and small businesses and farm diversification
- Rural Tourism

The LEADER programme in North Lincolnshire is part of the Rural Development Programme for England and aimed up to 2014 to improve the rural areas through:

- village renewal
- increasing access to basic services in rural communities
- improving heritage, culture and tourism

The LEADER Programme 2015-2020 will focus on the creation of jobs and growth in rural economies.

Key priorities for LEADER during this time in North Lincolnshire will be:

- Increasing farm productivity
- Support for micro and small businesses and farm diversification
- Support for rural tourism
- Provision of rural services
- Support for cultural and heritage activity
- Support for increasing forestry productivity
- Community development

3.2.4 Rural Development Programme England (RDPE) – neighbouring areas

Four other areas or ‘zones’ have been developing plans alongside a wider and more strategic Lincolnshire group. The visions from the plans for zones show a very close association with this work and therefore some consideration of their aspirations and possible collaboration may be needed. They include¹³:

- Coastal Action Zone – the key vision of this zone is to build a sustainable future through realising the natural assets of an undervalued coast.
- Lindsey Action Zone – The vision here is to become increasingly self-sufficient in an area that is renowned for high quality and well known for its local character and special features.
- Wash Fens Rural Development Programme - The vision of this group is to narrow the gap between the underperforming economic environment of the Wash Fens and the potential it possesses to become a modern, thriving, rural area where people choose to live, work and visit.
- Kestevens LEADER Group – vision to be confirmed¹⁴

3.2.5 Humber Strategic Economic Plan (LEP and Growth Plan)¹⁵

The 2014-2020 Strategic Economic Plan (SEP) for the Humber is an integrated plan for growth. The ambition of the plan *is to maximise the potential offered by the Humber Estuary, leading the Humber to become a renowned national and international centre for renewable energy and an area whose economy is resilient and competitive*. This ambition is delivered through developing strengths in key sectors, supporting businesses to grow and helping residents to access the opportunities they need to lead prosperous and rewarding lives.

In terms of the plan under consideration the Strategic Economic Plan Vision contains some important drivers. These include:

- Economy - By 2020, the Humber will have a thriving renewables sector, with ambitious capital schemes well underway and a growing reputation for excellence and expertise, in tandem with existing and new local businesses.
- Skills – Increasing skills and alignment of the skills to local economic needs.
- Place - *By 2020, our visitor economy will be stronger than ever, civic pride will have risen and a stronger sense of ambition and self-confidence will be evident across the LEP area.*
- Strategic enablers - The SEP is structured around five strategic enablers covering infrastructure, business growth, place, skills and floods/environment.

¹³See appendix 4 for weblink

¹⁴ At the time of writing this information was not available – for info on progress in this zone see appendix 4 for weblink

¹⁵ See appendix 4 for weblink

3.2.6 North Lincolnshire Council Strategy¹⁶

This strategy sets out North Lincolnshire Council's vision and ambitions for the area. The strategy reflects the overarching visions and aspirations of other regional strategic documents in that it aims to enhance the quality of life for individuals and communities whilst encouraging economic growth and supporting existing and new businesses. Key themes with particular relevance to the area under consideration include:

- Aspiring People - Increasing prosperity
- Inspiring Places - Increasing economic growth, creating a sense of place, growing North Lincolnshire, attractive places to live, play and work

In addition relevant North Lincolnshire organisational priorities include make communities safer and stronger and regenerate the area to increase prosperity.

3.2.7 North Lincolnshire Joint Health and Wellbeing Strategy 2013-2018¹⁷

The North Lincolnshire Joint Health and Wellbeing Strategy outline plans for regional strategic partners to collaborate to improve health and wellbeing. The landscape partnership is in a unique position to enable partners to achieve some of these goals in particular:

- Close the Gaps – inequalities are reduced across all life stages and all communities
- Raise Aspirations – people are empowered to make positive choices to help them be the best they can be
- Prevention of Early Deaths – early detection, prevention and behaviour change linked to the big killers are addressed
- Enhance Mental Wellbeing – good mental health and emotional wellbeing enable people to fulfil their potential

The health drivers that can underpin and attract support and resources to the area and the projects of the programme are also reflected in more localised health policies such as the Doncaster Health and Wellbeing Strategy¹⁸

3.3 Local Plans

As a final element of a policy review we have ensured that the aspirations and goals within local plans are reflected in this Audience Development Plan and Engagement Strategy. We have reviewed all those shown below, however one of them (Thorne-Moorends) is still in progress, and there will be a need to review this and other Neighbourhood Plans as they emerge.

¹⁶ See appendix 4 for weblink

¹⁷ See appendix 4 for weblink

¹⁸ See appendix 4 for weblink

3.3.1 Haxey Community Led Plan¹⁹

The Parish Plan sets out the views of people living in Haxey Parish and how they would like their local area to develop in the future. Key action points that inform the heritage landscape include:

- improvements to footpaths and pavements
- additional busses and alternative 'public' transport options to improve access
- creation of safe cycle routes along former rail lines
- creation of a heritage trail

3.3.2 Crowle Community Led Plan²⁰

The Community Led Plan in Crowle lists some key actions for intended delivery that look to improve the appearance of the area, increase the local and commercial offer to residents and visitors and expand local infrastructure to better serve the needs of visitors. For example this includes:

- Taking action on empty buildings
- Providing public toilets and baby changing facilities
- Improving planting
- Developing craft fairs, farmers markets a coffee shop and more shops and community facilities

3.3.3 Thorne-Moorends Neighbourhood Plan

The Thorne-Moorends Neighbourhood Plan is currently under public consultation. The consultation document shows significant synergy with IoAHC priorities. Initial aims of the plan include:

- Provide opportunities for local retail and business development
- Protect and enhance open space, sports, social and community facilities.

The consultation document also draws out key assets to *attract and cater for visitors* and local people. These include focusing on heritage assets, the Humberhead Peatland, the Thorne Colliery Site and the Miners Welfare Ground.

3.3.4 Hatfield Woodhouse Village Plan

This is currently under development, with the consultation phase in progress from September 2014. As the plan is at an early stage there is a good opportunity for liaison with the IoAHC scheme to develop mutually beneficial aims.²¹

3.4 Conclusion

The projects being developed by the Landscape Partnership will be mutually supportive with the policies above. Particular ones to pick out:

- Localism Act - neighbourhood planning processes links around conservation and local access
- Natural environment white paper - protecting the natural environment and reconnecting people and nature
- CROW Act - open access land supports better access and sites for local projects

¹⁹ See appendix 4 for weblink

²⁰ See appendix 4 for weblink

²¹ See Appendix 4 for weblink

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- Strategic Framework for Tourism – more engagement between visitors and their experience, accessibility and the potential for rural tourism, with local communities having more involvement in their local assets.
- Doncaster Borough Strategy – support for increasing skills, adopting a buy local policy; giving residents more confidence and skills, and greater involvement in local decisions, volunteer opportunities and cross-sector collaborations; involving children in positive activities; improving health; protecting environmental assets
- Humber LEP Strategy for European funds – enhancing natural resources and quality of life; contributing to tourism infrastructure and rural growth through heritage & culture
- RDPE – supporting natural and cultural heritage
- Humber LEP Strategic Plan – increasing skills, civic pride and self-confidence
- NLC Strategy – Sense of place, stronger communities
- NL Health & Wellbeing Strategy: raising aspirations, improve mental & emotional wellbeing
- Local Neighbourhood or Community-Led Plans – better access, cycle routes, heritage trail; visitor infrastructure; enhance open space; business opportunities. Where local plans are still in progress there is an ideal opportunity to work together for consistent mutual benefit.

These all show a strong synergy between IoAHC Partnership aims and key strategies nationally, regionally & locally.

3.5 Baseline Data

3.5.1 Demographics

Demographic information is not available for the exact area of the LPS, so information below has been assembled for all the wards which cover the area, which make up a larger area than the LPS. This data has been drawn from ONS mid-2013 estimates, based on the 2011 census.

Total Population is 66,527

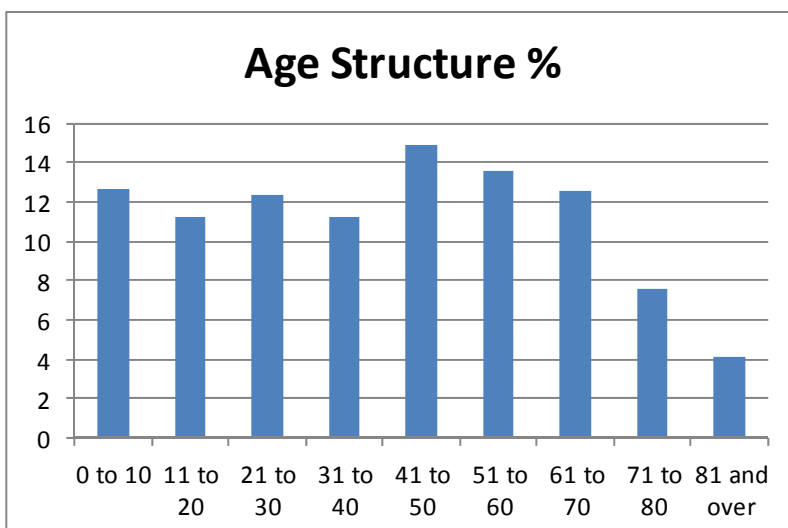
Male 50.90%

Female 49.10%.

Age profile is shown in Figure 1 below.

This profile is similar to regional and county profiles, showing a slightly lower proportion of 21 to 40 year olds than the national average.

Figure 1: Age Structure



3.5.2 Deprivation and Economic Activity

On several indicators, the IoAHC area shows higher levels of deprivation than the England or regional average. In particular, the proportion economically inactive is higher than average, and the levels of deprivation are also higher, as the following table shows.

Figure 2 Relative deprivation

	IoAHC	Yorkshire and Humber	North Lincolnshire	England
	% of population			
Economically inactive	33.8	31.6	30.7	30.1
Has a life limiting illness	10.5	9.1	9.2	8.3
Providing some unpaid care	11.5	10.5	10.8	10.3
No cars or vans in household	18.4	27.6	20.7	25.8

4. DOCUMENT REVIEW SUMMARY

There has been limited recent research which provides information about audiences relevant for the IoAHC, for example, shopping, transport, including travel to work, tourism, or community regeneration. The main general strategies were reviewed, as set out in Section 2. Research documents available from the Lincolnshire Observatory (see Appendix 3) and Greater Lincolnshire Local Economic Partnership (see Appendix 3) give area breakdowns too big to draw meaningful conclusions about the characteristics of the LPS area.

4.1 Tourism

Tourism in the IoAHC area is very low, and though there are no visitor surveys which cover all of the IoAHC area it is reasonable to assume that most visitors have family or business in the area, or are researching family history. The one exception is tourism associated with Methodist history, which draws around 7,000 visitors a year. They are from a wide area from centres of Methodism around the world, and are likely to enjoy a short stop-off as part of a longer tour. Longer distance visitors are not likely to visit more than once, but Epworth is a popular destination for UK based Methodist church outings, and some churches have an annual outing to Epworth; others visit every few years.

Epworth is quite well set-up to serve this market, with coach parking spaces in the main car park, and a number of tea shops

Currently the visitor attractions in the area include:

- Humberhead Peatlands NNR at Thorne and Hatfield Moors
- Epworth, as the birthplace of John Wesley, founder of Methodism.
- A long distance trail (The Peatlands Way) which encircles most of the area and connects to the Trans-Pennine Trail,
- Some local walks:
 - Crowle Regeneration Way,
 - The Isle of Axholme Greenway,
 - Thorne Round Walk.
- Many fishing ponds and sites for angling along rivers and canals

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There are also three cycle routes in the eastern part of the area, set out in a North Lincolnshire Council leaflet (see Appendix 3).

None of the trails and walks appear to be well known locally.

Tourism is not a core aim of the Partnership. However, many of the suggested projects will strengthen the potential tourism offer, and audience development and engagement work will raise awareness of what is available. The infrastructure for tourism will therefore be strengthened for tourism development by others. The modest infrastructure in place in Epworth is likely to be the basis for further development.

To contribute experience from other LPS's to the scheme, Audience Development Plans and similar work from the following LPS's have been reviewed and drawn on in developing the proposals of the Plan.

Medway Gap, (north Kent)

Watershed Landscape Project (S Pennines)

Grow With Wyre (Wyre Forest)

South Dorset Ridgeway

Touching the Tide (Suffolk Coast)

Stiperstones & Corndon Hill Country (Shropshire/Powys border)

Exmoor Moorland

Avalon Marshes (Somerset)

Dearne Valley (South Yorkshire)

Moor Than Meets The Eye (Dartmoor)

Breaking New Ground (Breckland)

Gower

Ingleborough Dales (Yorkshire Dales)

Proposed projects have been developed from this experience, drawing on what was, and was not, most relevant for IoAHC.



5. CURRENT AUDIENCES AND BARRIERS TO ENGAGEMENT



5.1 Introduction

5.1.1 Background

Identifying audiences for a landscape partnership scheme is not the same as identifying audiences for an individual site or attraction. For individual sites and attractions, it is a relatively simple exercise to carry out visitor surveys to profile the existing audience and from this to make a judgement about what types of people are missing. Identifying audiences for landscape is complicated by a number of factors:

1. The variety of the nature of the heritage 'item' (it can be natural, built, modern and ancient, and industrial);
2. Its lack of clear boundaries (where does a particular landscape start and end); and
3. The difficulties experienced in 'getting it over' to people as a concept to develop their interest/involvement in.

5.1.2 Data Presented

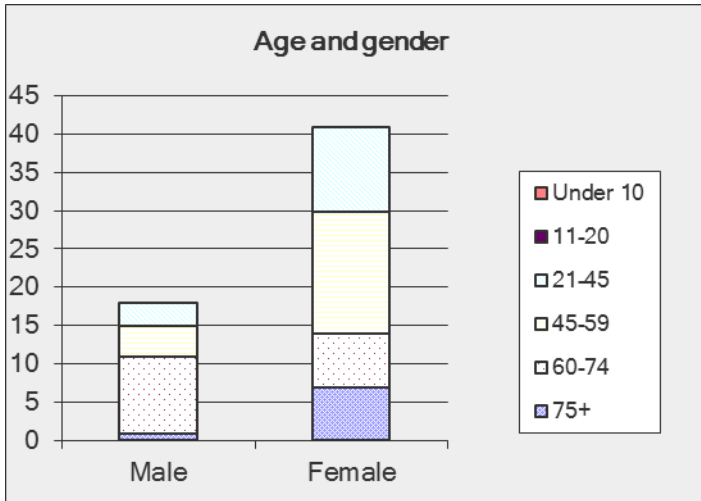
The information-gathering process was designed to cover common themes, e.g. what aspects of heritage and landscape there is interest in, how people could be encouraged to become more involved. Depending on the method used to gather the information, some of this data can be amalgamated, but this is not possible where data is qualitative in nature. In this section, we present the amalgamated data gathered, street interviews and the online survey, and then go on to present summaries from the phone interviews with organisations and key informants. The detailed data is presented in Appendix 2, p.70

5.2 Findings

5.2.1 Audience Profile

The chart below show that most respondents were of working age or over, with over 70% being female. Children and young people were not well represented in the consultation.

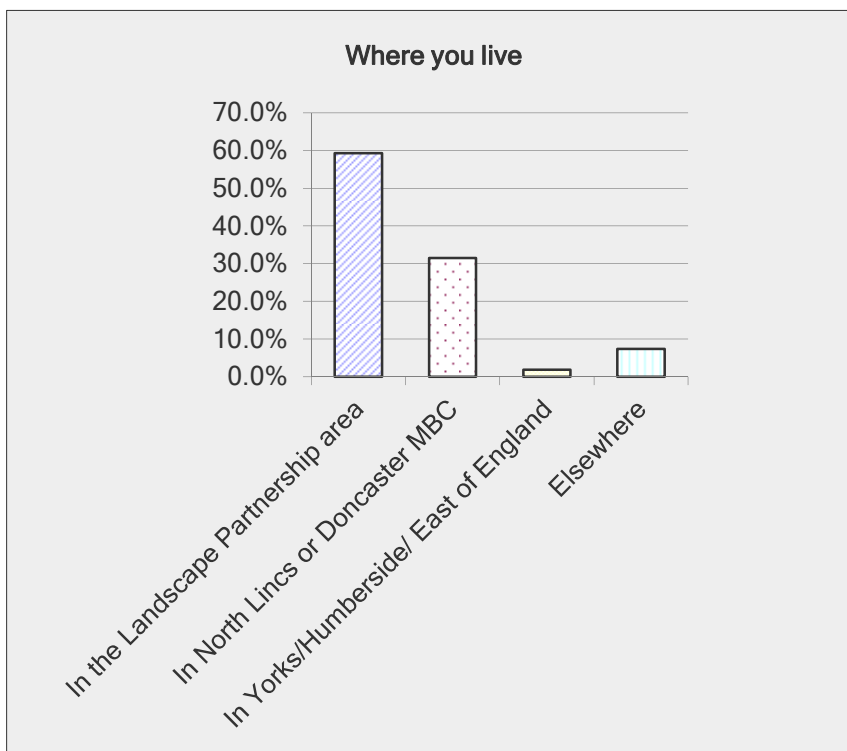
Figure 3: Age and gender of respondents



Ethnicity: respondents were overwhelmingly White British (96%). There is a population of Eastern Europeans in nearby Scunthorpe and Doncaster, but apparently not a significant proportion resident locally.

Reflecting the target population for consultation, the majority of respondents were local residents.

Figure 4: Where respondents live



5.2.2 Interest in IoAHC's History & Landscape

Many respondents appreciated the unique qualities of the landscape:

'Just like being part of an area where all this is and therefore of some interest'

'Methodist history should be better known'

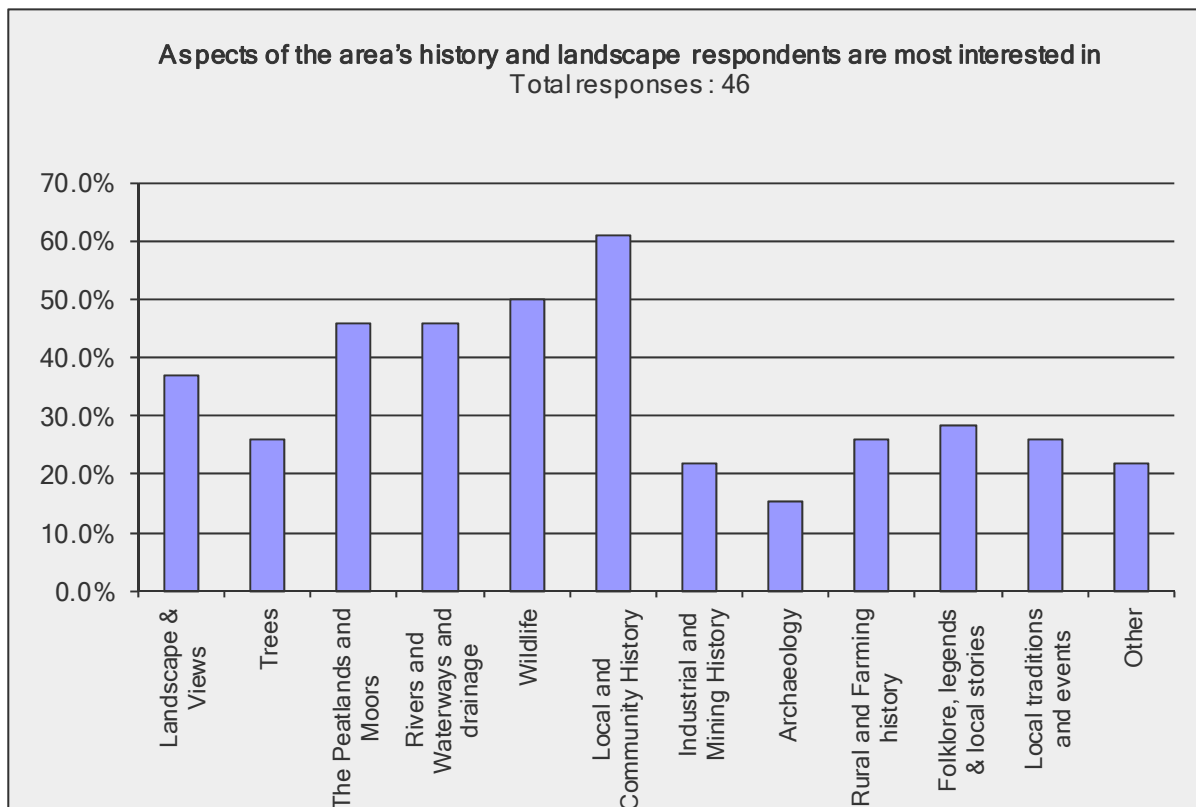
'There's a history of anti-monarchy in this area, caused by drainage long ago'

'The Dutch drainage systems and man's exploitation of the landscape is its greatest asset - this is a fantastic story'

There was concern especially in Thorne area about the rundown appearance:

'Old buildings, concerned that pubs are left empty & derelict'

Figure 5: Aspects of history & landscape



The moors generally were the places respondents were most likely to go, though more local green spaces were also popular, for instance Buntings Wood, Thorne, and Belton picnic area.

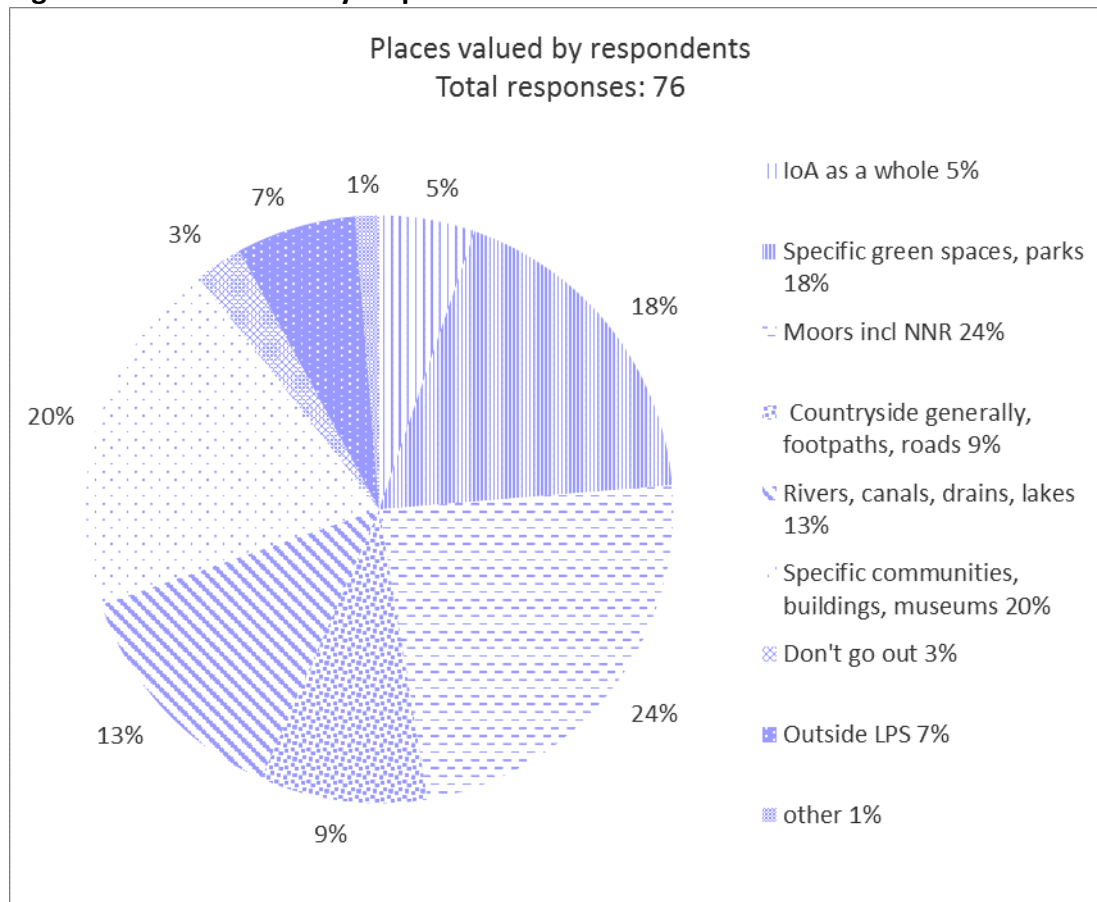
'Other' responses included:

- Old/historic buildings, market place (5)
- Geology (2)
- Dutch drainage systems and man's exploitation of the landscape
- Methodist history should be better known

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Figures 6 & 7: Where people like visiting and why

Figure 6: Places Valued by respondents



Respondents valued the area's historic heritage, wildlife and landscape, and for practical use walking with children and dogs:

- 'Full of History' 'Its history and connections with the River Trent'
- 'For kids to ride bikes safely'. 'Good for kids, look for rabbits, they like it.' 'Safe, for kids & can let dog off lead'
- 'Deer & swans rearing young' 'We go at night to see the deer'
- 'Lots of birds because of trees there'.
- 'the isolated communities on the isle ...- their isolation in the featureless landscape'

Some mentioned specific places:

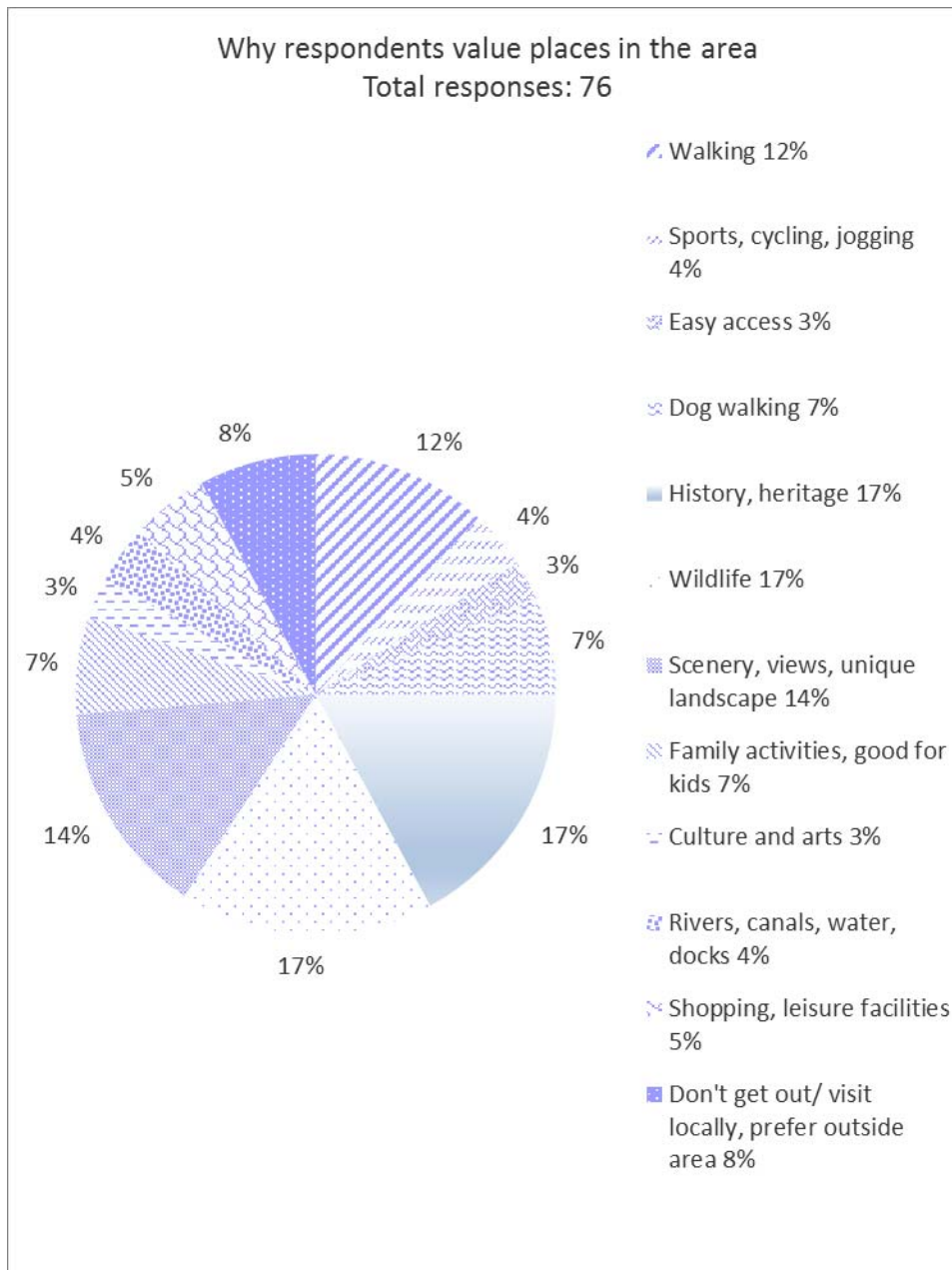
- 'Thorne Moors, unique habitat'
- 'Epworth Mechanics Institute Library - a very good resource for local history'
- 'Its history and connections with the River Trent'

But a significant number visit places mainly or solely out of the area:

- 'prefer to go to places of interest rather than the countryside'
- 'don't think about the fact there is anything locally'

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Figure 7: Why places are valued



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The activities people most enjoy

Most respondents were engaging with their local landscape informally and incidentally. Walking, alone or with family & friends, is the way most respondents choose to engage with their landscape.

Visiting local towns, eating out, and wildlife watching are also popular.

‘Haxey Hood - oldest village game - played every year on 6th January’

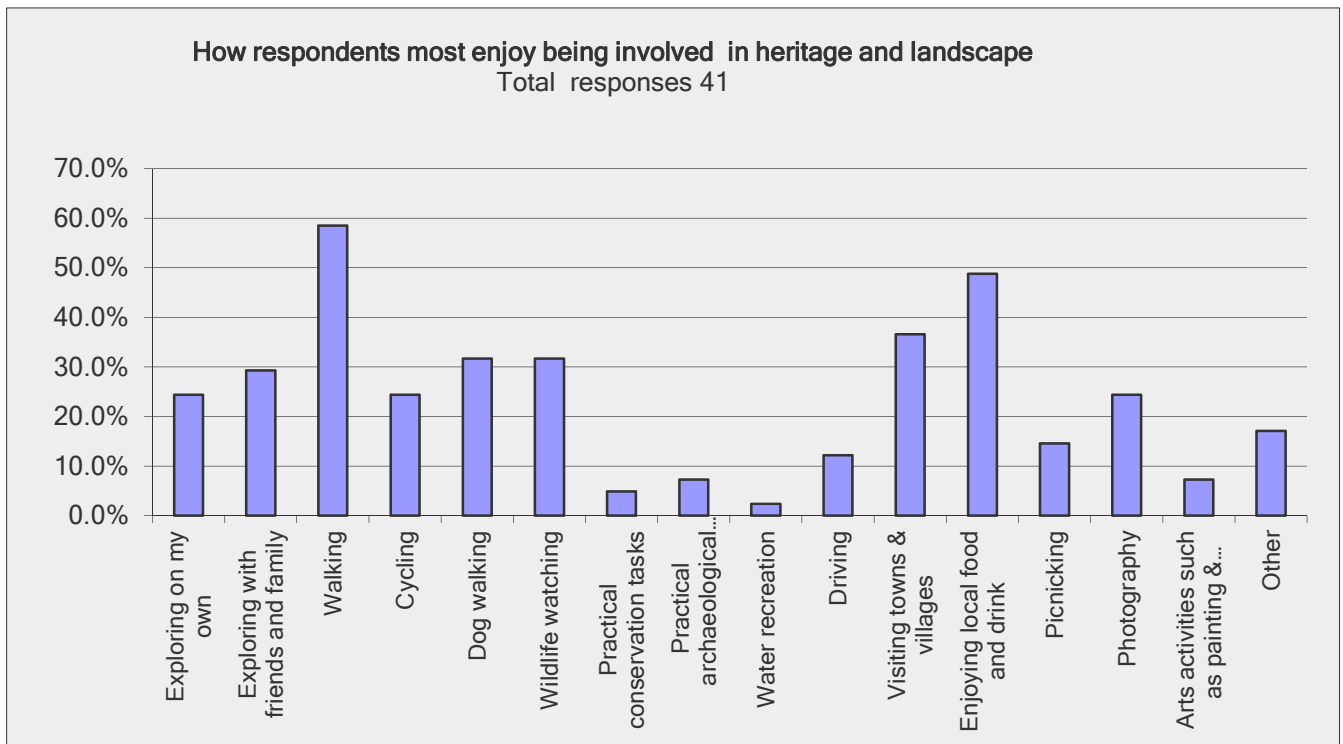
Again some were enjoying heritage sites and landscape elsewhere rather than locally:

- ‘Visiting historic buildings, but elsewhere, not here’
- ‘Mum does lots of walks, I don't walk round here’

Few respondents were engaging actively in conservation or archaeology in the area. There were specialists and enthusiasts more actively engaged.

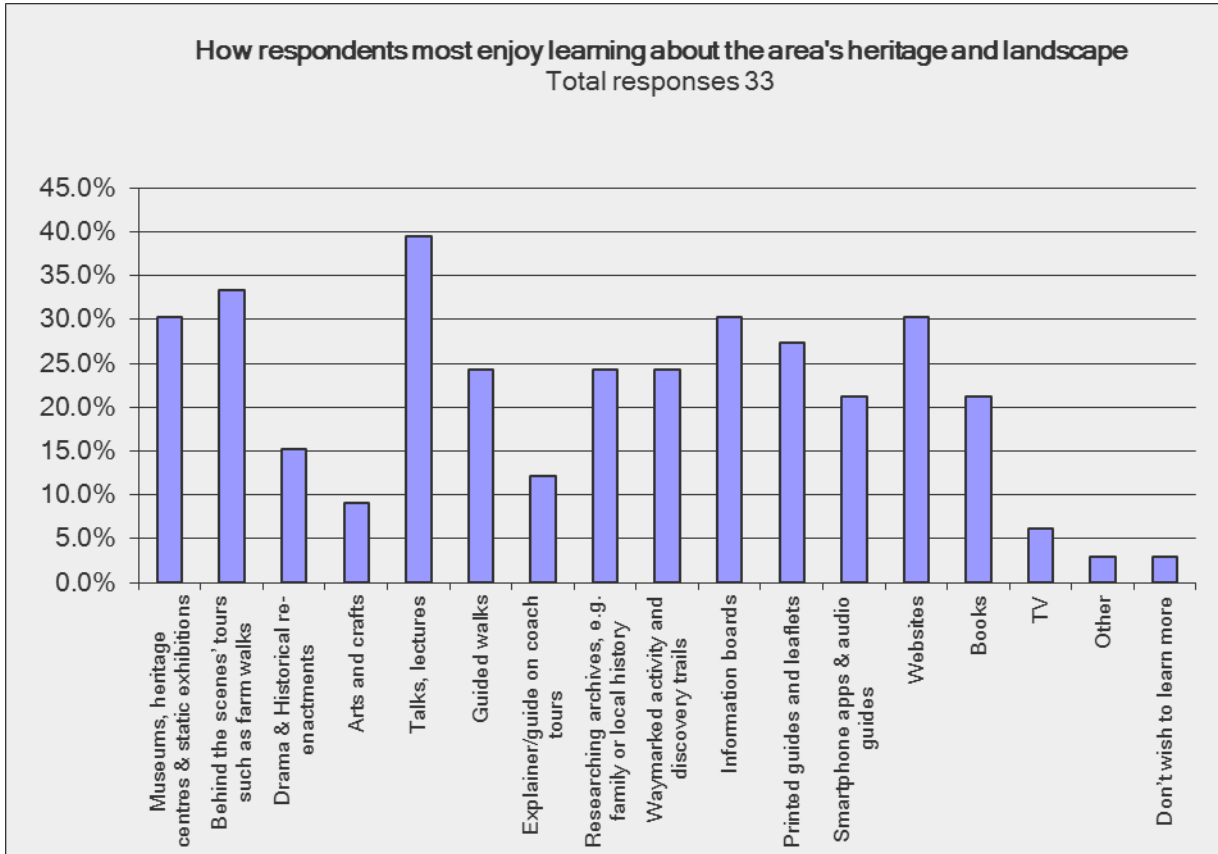
‘Writing books about local landscape. Walking is a passion, walk all the footpaths & disused railways, 300 different walks in the last 10 years.’

Figure 8: Involvement in heritage & landscape



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Figure 9: Learning about heritage & landscape



How people most enjoy learning about heritage

Conventional methods – Talks, tours, information boards, guides and leaflets – were the most popular, at 30 to 40% of responses. Websites, and building-based activities, were also popular. As the numbers here are low, it's important not to put too much weight on these proportions, however. Levels of awareness and knowledge about the local landscape and history were generally low, and a wide variety of methods of learning is likely to be appropriate.

'Pass on & share information with interested individuals'

'Craft activities, guided walks on the moors'

'More environmental activities focused around nature for kids'

'Listen to the old people talking, pictures from the historical society'

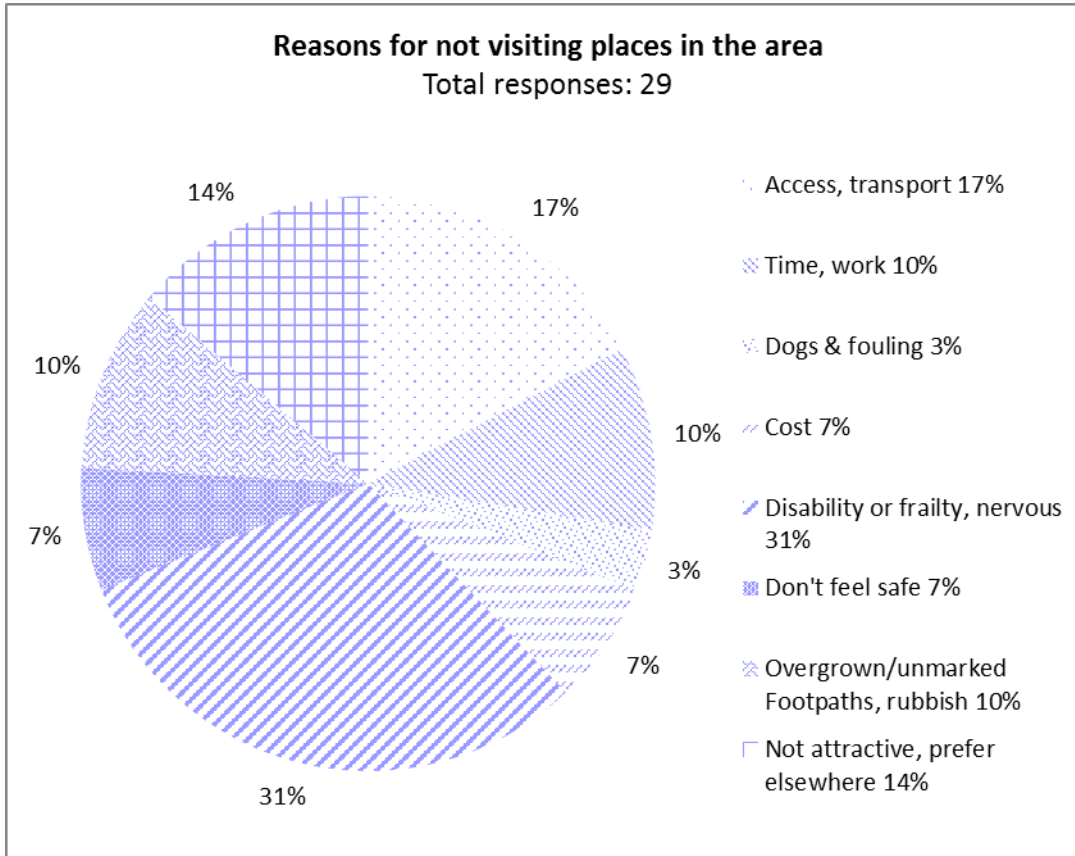
'Prefer to go outside the area'

5.2.3 What makes it difficult to visit IoAHC

Barriers facing existing and underrepresented groups.

When asked if anything put people off visiting places in the area, 68% said yes. The most significant factors were people not feeling confident or having a disability, poor access including transport, and people preferring to go outside the area (sometimes through lack of awareness of the local area).

Figure 10: Barriers to visiting



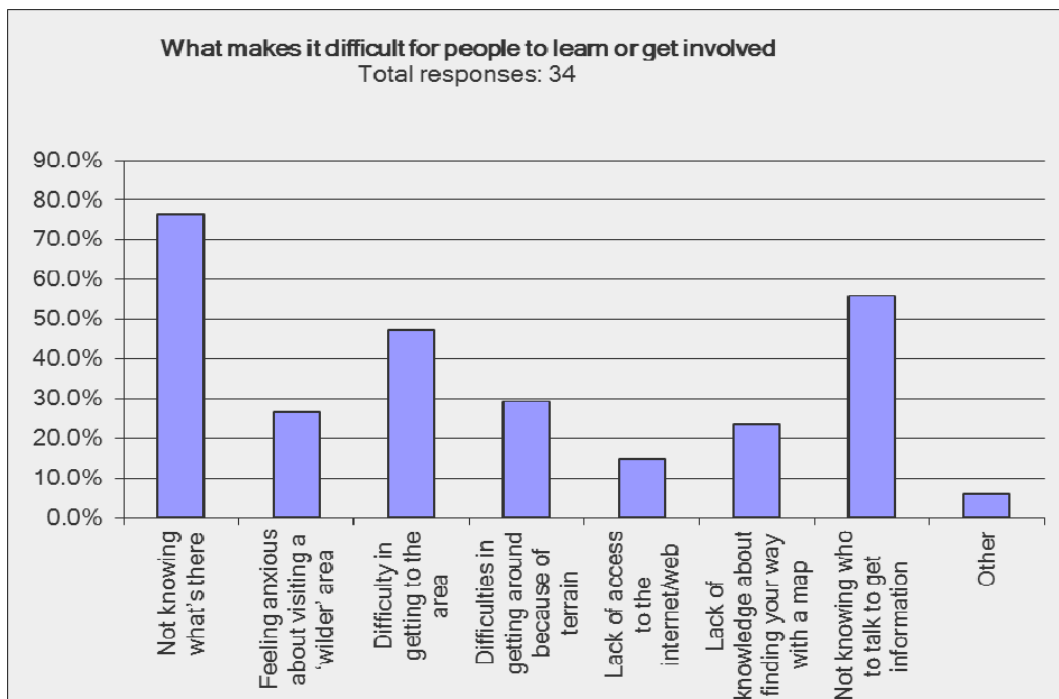
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In contrast, when asked *what* makes it difficult for people to get involved, the highest response was lack of awareness (76%), followed by not knowing where to get information (56%), and difficulty getting to places (47%):

Other comments included:

- getting around with a pushchair (2)
- Lack of toilets (3)
- 'poor connectivity'
- 'It's featurelessness hampers its appreciation and lack of focal points - needs honey pot areas, features, info hubs could even be observation towers - basically need to find ways to attract people to special areas'
- 'lack of clear signing'

Figure 11: Barriers to involvement



5.2.4 What does IoAHC mean to people?

The responses to the question about the image of IoAHC fell into three aspects:

Its physical features:

- 'Marshland area with unique geology, different types of soil leading to different cropping.'
- 'A well-drained and farmed landscape'
- 'Local fields and woods'
- 'parks, moors'
- 'I think of it as flat. I appreciate that the IoA is not flat, in general its flat with bit of a hill'

Its history and human interaction:

- 'Seventeenth century drainage, the land before and since. Now there are conflicting opinions, will it become free from flooding or not?'
- 'History and rural'
- 'Engineered environment'
- 'Heavily managed water environment'

Its character and people's responses to it:

- 'Flat with wonderful skylscapes - good cycling country.'
- 'beautiful'
- 'Peaceful'
- 'Open sky'
- 'Wild, flat, hidden, unknown'
- 'Wildlife '
- 'Flat, fields, pretty, nice trees'
- 'interesting wetlands'
- 'A time to admire and relax'
- 'Diverse: beautiful'
- 'wet, muddy flood area'

And more negative responses:

- 'Too many buildings everywhere'
- 'Flat, littered with windmills and pylons'
- 'Neglected, underdeveloped, lack of overall planning and cohesion, no easy-access database of accessible areas'

One comment encapsulated the character of the area and response to it:

- 'I want to get across that it is all one, the drainage, the peat, the landscape is all one fit - not them against us - it is one story of a really interesting unique landscape - landscape scale drainage, peat winning, restoration and living in a wetter climate all bound together with people and communities - so people can have a feel about where they live and how important and unique it is'

5.2.5 Ideas for Projects

A number of potential projects were suggested, some very broad:

- Promoting understanding, better information, local history
- Involving young people
- Publications integrating the story
- Drama, re-enactments
- Cycle paths, waymarked trails
- Talks to groups
- Industrial archaeology recording & promoting
- Farming history, drainage
- Transport, trips to moors

Others, site specific:

- Improve Thorne centre
- Methodist history
- Mowbray Manor site investigation
- Visitor Centre at Moorends Miners Welfare
- Develop Mechanics Institute more, other museum
- Toilets at landscape sites

And others about process, collaboration and integration:

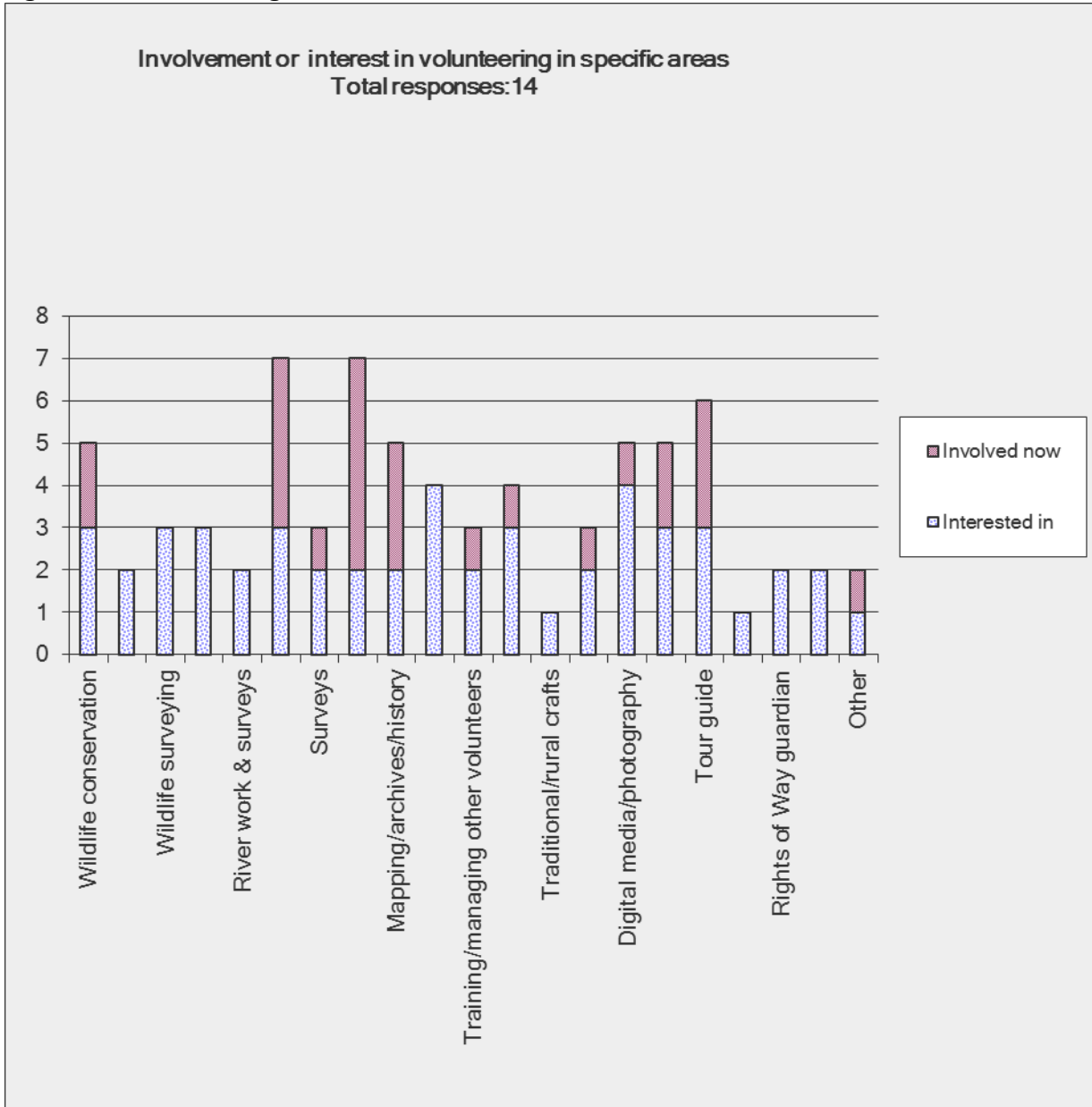
- Work with Parish & Town Councils
- Integrate with Neighbourhood Plans
- Link to Flood risk improvements



5.2.6 Potential for Volunteering and further involvement

Only 12 respondents (20%) gave contact details and said they wanted to be kept informed about the scheme, and 14 were already involved or were interested in being involved as volunteers. These are very small numbers, but it was significant that respondents were interested in many more opportunities than they were involved in at present. This showed that there was likely to be an untapped potential for volunteering, possibly because of low levels of information and awareness of opportunity.

Figure 12: Volunteering involvement



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The most important factor identified which would help people volunteer was more information.

'More information about plans/thoughts/possibilities'

'Knowing where to go to get involved & a calendar'

'Support and training'

'It needs groups of like-minded volunteers with enthusiasm'

'More information on what is involved'

Other comments:

'I'd like to see more in it for the farming community. It seems to be about what others can do on farmland not how farmers can benefit.'

'There seems to be a lack of awareness of all the previous work done in this area. This information needs to be put together.'

'Wroot is a lovely place, there is the Wesley Chapel and there is now a route over the river onto the moors which is great for dog walkers and they are opening up more routes and making it more accessible all the time. There are lots of stiles at the moment. Cafe in Epworth.'

'The librarian from the Mechanics Institute Library goes round the schools and talks to them about it. It has every edition of the Epworth Bells since 1872. For the centenary there was an Epworth war book written and a Haxey and Woodside one too.'

'There is the festival of the plough in Epworth'

'Epworth social club - We are not passing our history on.'

'Thorne used to be a thriving market town until they moved the bus station.'

'Why does no one consider the Haxey Hood is cultural heritage worth investing in.'

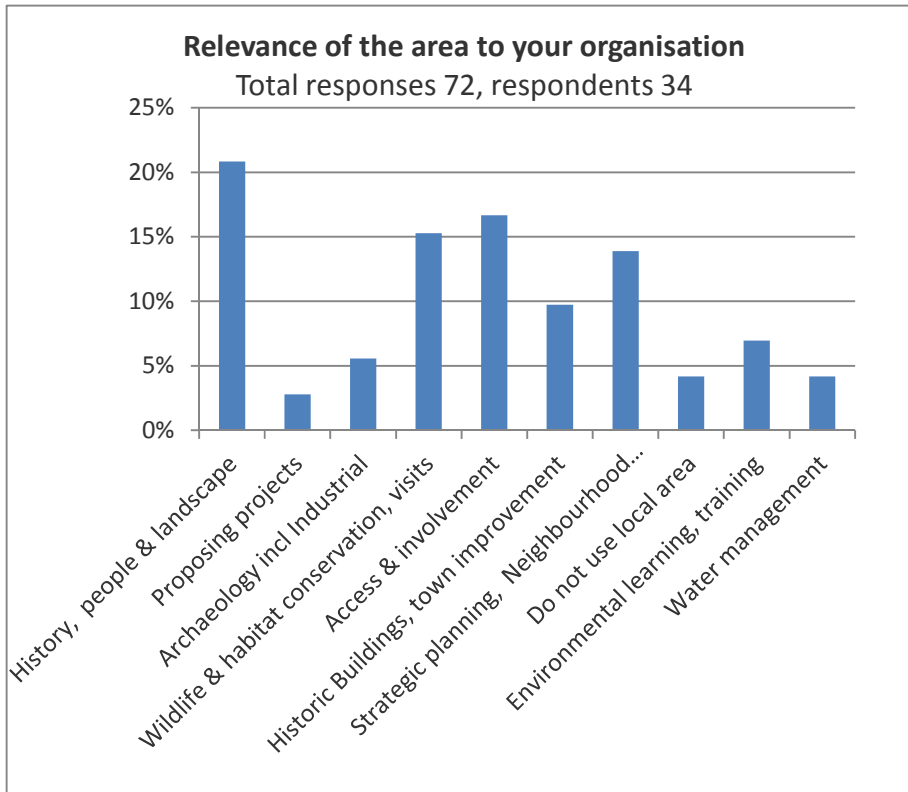
5.2.7 Community Groups & Organisations

Local organisations were interviewed, and completed an online survey, a total of 36.

The majority, 63%, were voluntary and community groups, the others evenly split between national and local government sectors.

The main relevance of the LPS for the organisations was the historic aspect (21% of responses) followed by access and involvement (17%) and wildlife conservation (15%). A significant number are involved in relevant strategic planning or neighbourhood plans (14%)

Figure 13: Relevance of LPS area

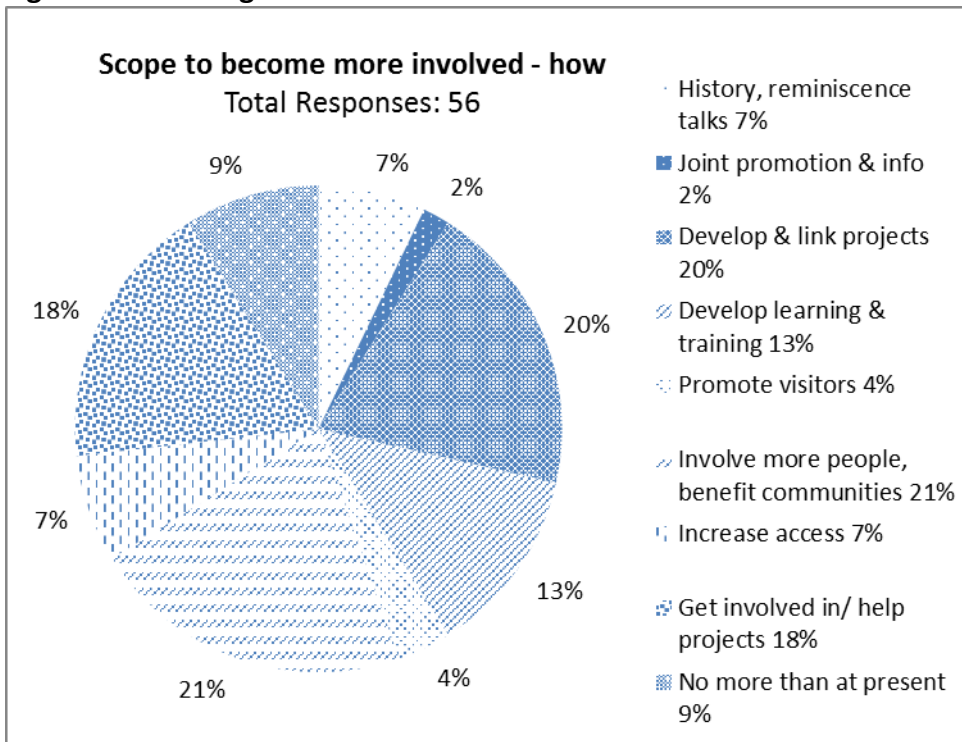


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Most of those interviewed want to be involved at some level with the LPS, and to work on or create specific projects.

Considering how they or members could be more involved, the largest proportion wanted to benefit the local communities and involve more people, closely followed by developing specific projects or linking projects together; and many also wanted to take part in projects. Developing learning and training was also seen as important.

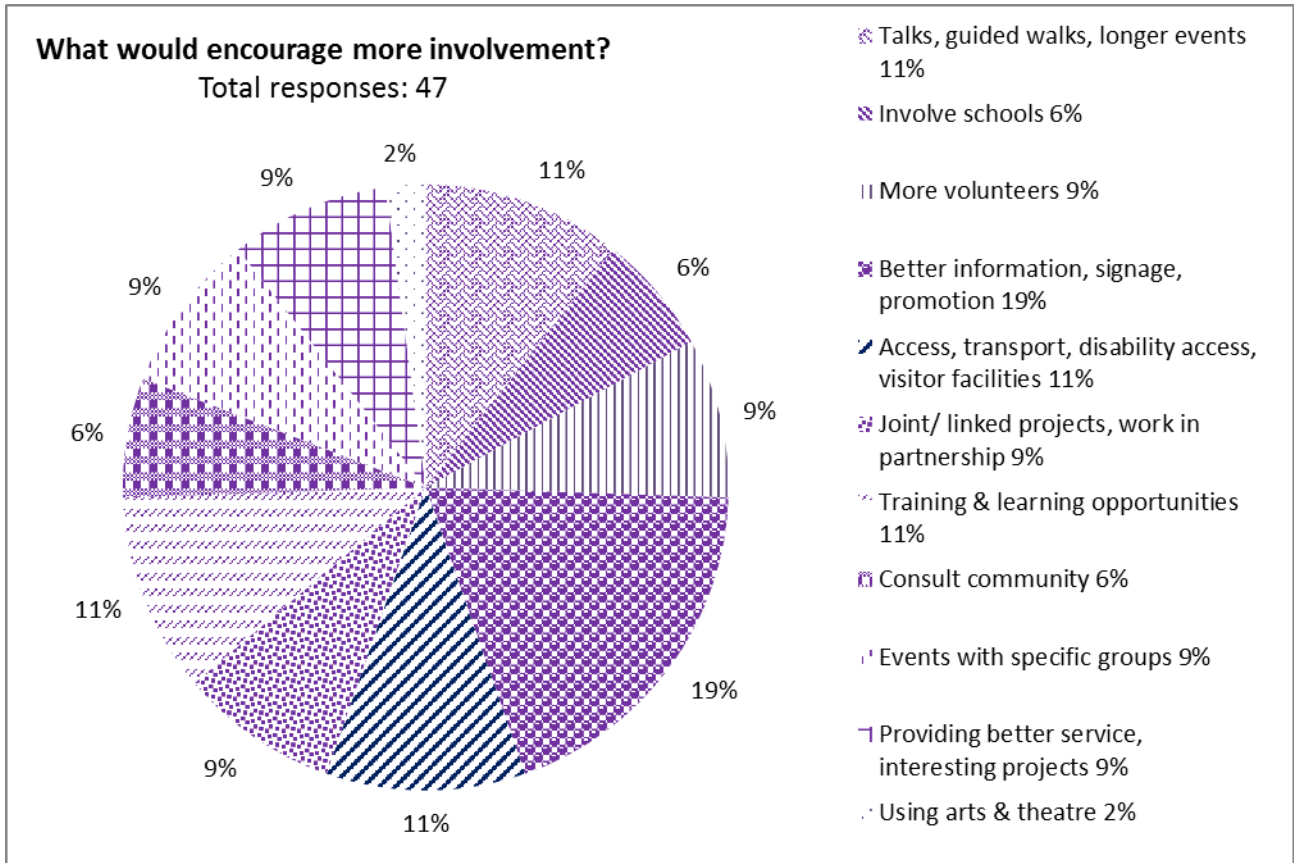
Figure 14: How organisations and their members want to be more involved



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Better information, promotion or signage stood out as the best way respondents considered of encouraging more involvement, followed by better access and transport, training and learning opportunities, and arts and culture activities.

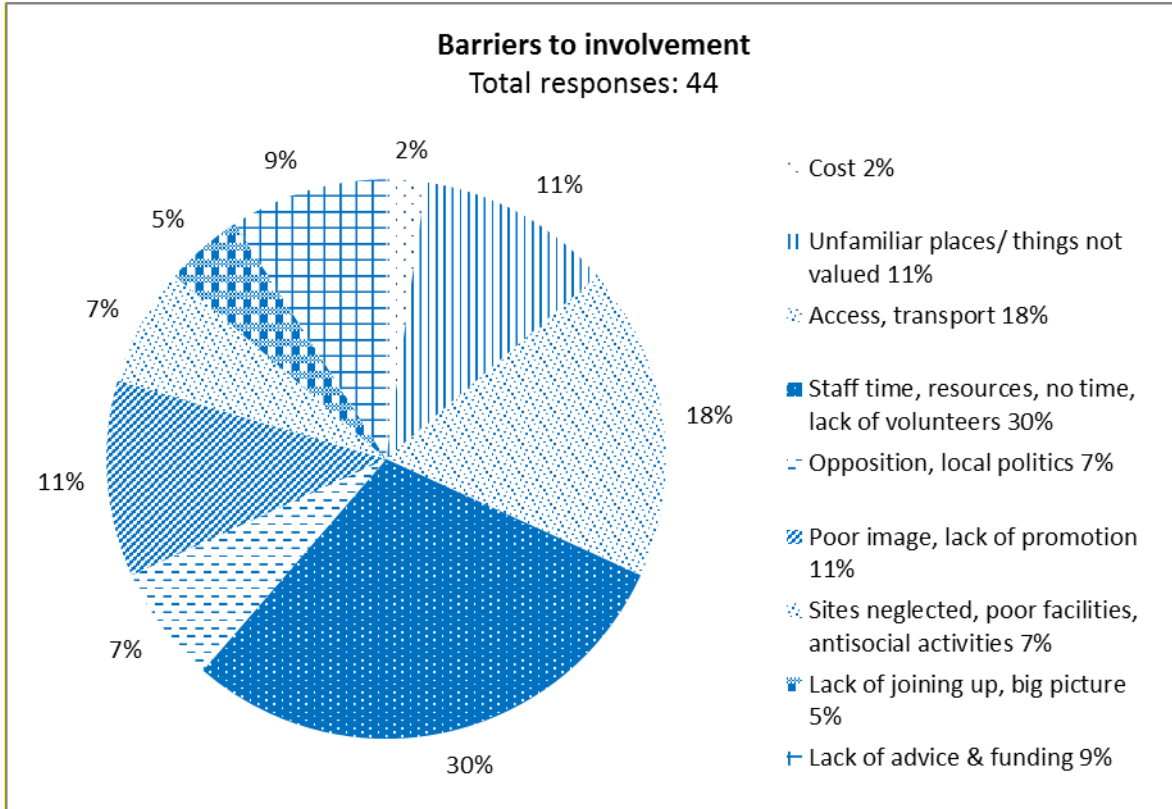
Figure 15 Encouraging more involvement



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The most significant barrier to involvement identified was lack of staff or volunteer resources, followed by poor access and transport, and poor image or lack of promotion.

Figure 16 Barriers to involvement



Present and future role in the LPS

The majority of respondents were already involved, significantly or to some extent, or knew of the scheme (60%).

In future, about a third wanted to be involved in specific projects; a third to work in partnership, helping to promote or support projects; and the rest split between being involved at steering group or other significant level or involved at their current level. A few did not want to be involved or were not sure.

The main point of difference between the individual and organisation responses was the organisations' identification of lack of resources as the main barrier to involvement, but both types of respondent agreed on the importance of better information and access.

5.3 Summary of existing audiences

Based on the data gathered we were able to draw together:

- Analysis of issues, challenges and threats to the landscape, as perceived by the primary audiences
- Analysis of the forces for change which may impact on the primary audiences and their relationship with the local landscape in the short/medium/longer term, and options for influencing or mitigating their impact

5.3.1 Existing audiences and their particular interest/stake

Existing audience	Interest/stake
Residents - interested	Personal relationship with IoAHC's heritage & landscape. Concern for others to appreciate the area's intrinsic value, and therefore behave appropriately towards it.
Residents – passive Residents – recently arrived	IoAHC is where they live.
IoAHC community groups	Use of IoAHC as a base or a focus for their activities, e.g. local history, walking, scouts.
Specialist user/activity groups (non-IoAHC based), e.g. canal boaters, birders, anglers	IoAHC presents an appealing venue in which to pursue their interest.
Young people – not engaged	A place to meet, seen by others as sometimes anti-social
Young People - active, organised and self-organised	IoAHC is a suitable place for their activities.
Students	IoAHC presents opportunities for specialist ecological and other studies, at different levels
Visitors – local or nearby families visiting nearby sites,	Enjoying IoAHC as a place to spend recreational time.
Visitors – passing through, including groups from abroad	Stopping off briefly to see particular sites associated with Methodist history.
Farmers and other landowners.	Custodians of IoAHC's natural heritage and landscape. Personal interest.
Businesses, shops	Based in IoAHC but not engaged with heritage and landscape at present; large businesses in nearby towns

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5.3.2 Typology of audience interest in IoAHC's heritage & landscape

Audience Development Typology

Definitions

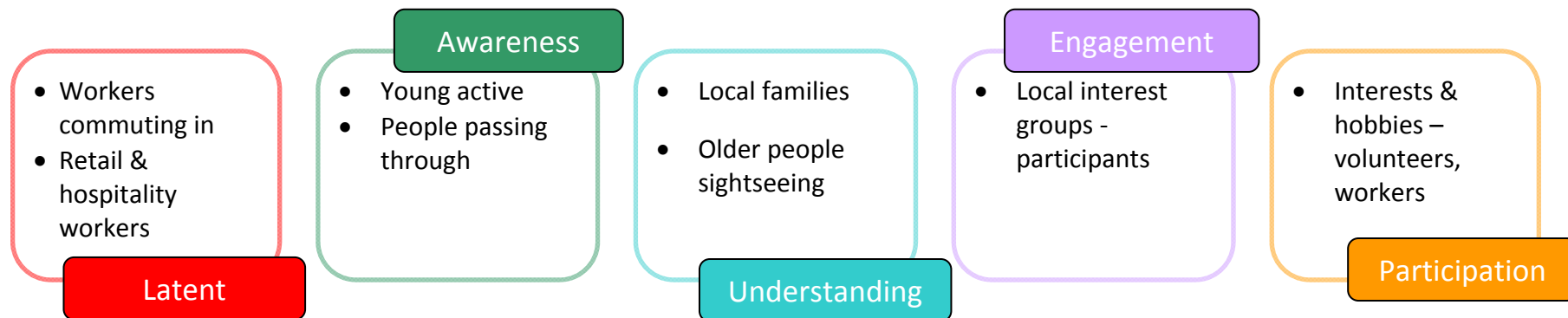
Unaware - the audience or potential audience does not know that there is a landscape or heritage interest

Awareness – the audience or potential audience knows that there is a landscape or heritage interest

Understanding - the audience or potential audience is aware of the landscape or heritage interest and understands its significance

Engagement – the audience or potential audience takes an active interest in the landscape or heritage through visits, learning & activities

Participation – the audience or potential audience actively participates in the care and maintenance of the landscape or heritage interest, for example through volunteering, research, fund-raising.



Landscape Partnerships should be looking to move audiences from left to right along the typology, developing a more active engagement with heritage. The typology allows you to identify how you would like each audience to engage and leads you onto consider what changes are required to make that happen. It should also be noted that not all audiences will want to move and for these it is probably a case of focussing on the quality of the experience in a particular category. The changes suggested below relate directly to the audience development objectives for IOAHC which are presented in Section 6.3.

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Using the typology to plan changes to the way particular audiences engage with landscape and heritage

The arrows below show where it will be most fruitful to direct resources. For example publicity reaching recently arrived residents can readily give them more understanding of the area. Some may then choose to move into the 'interested residents' category and take up further opportunities for involvement.

Audience	Unaware	Awareness	Understanding	Engagement	Participation	Audience development objective that will help bring this about
Residents - interested						Objective 1 & 2
Residents – passive and recently arrived						Objectives 1 & 2
Community groups						Objectives 1 & 2
Specialist user/activity groups, e.g., birders, anglers, canal boaters						Objectives 2 & 4
Young not engaged						
Young active – organised and self-organised						Objective 2 & 4
Visitors – families into exploring						Objective 1,2, & 5
Visitors – older sightseers						Objective 2, 3 & 5
Visitors – passing through						Objective 3 & 5
Farmers and other landowners, commoners.						Objective 1 & 4
Businesses						Objective 3
Students						Objective 1,2, & 4

6. AUDIENCE DEVELOPMENT

This section describes our recommendations for Audience Development based on the data from the desk and field work and the analysis described above. As such it includes:

- Recommendations for baseline data and mapping to inform development of short and long term monitoring and evaluation.
- Recommendations for complementary work or surveys to:
 - Inform the preparation of the LCAP
 - Add value to the delivery phase
- Recommendations for practical implementation of projects, especially with regard to grouping, commissioning of works, specific problems or risks anticipated, budgetary constraints, etc.
- Specific recommendations in regard to improving access and interpretation, including the use of digital and other new technologies

6.1 Context for IoAHC Audience Development

Nature of the IoAHC

IoAHC has a unique story to tell about the transition of agriculture combined with marshland drainage, and interaction with the exploitation of peat resources, and later coal. The human story is one of change and resistance to it, industrial growth and later decline in the coal and steel industries, and transport links connecting the local to the wider national economy. The changing relationships with the land could also be linked to radical history & birthplace of Methodism.

Many longer term residents as well as local enthusiasts and specialists, understand and value all or parts of their area's history and heritage. However generally the area and its unique story are not widely known, and responses as well as observation indicated that more recent residents and those from outside the area appear to pay it scant attention. The limited exceptions are the Haxey Hood, the medieval strip farming remnant nearby, and Methodist links, all of which are concentrated in the same area. Those with an interest in landscape and historic sites usually head to better known areas and centres for their leisure.

Audience development in IoAHC is starting from a relatively low level. This does offer more potential to change the area's image and engagement with its heritage very significantly, and also contribute to economic prosperity by using a strategic, focused and targeted approach. The Partnership has the opportunity to deepen its relationship with the community, in all its aspects, and involve more people and groups in the Partnership to widen appreciation of the landscape and heritage, assist with economic recovery and build community capacity.

The audience is primarily local residents, and communities nearby particularly from Scunthorpe and Doncaster which border the area to East and West. Both these large towns are very influential on the area's economy and shopping habits. They also divide the area, with the ex-coalmining west (Thorne, Moorends and Hatfield) looking to Doncaster and the eastern agricultural majority of the area, Isle of Axholme, mainly oriented towards the (still) steel town of Scunthorpe.

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There is currently little significant visitor economy and little or no infrastructure for tourists, beyond Epworth and Seven Lakes. Visitors to the birthplace of John Wesley in Epworth come from as far afield as Tonga, as well as more regularly from the UK, but in small numbers. There is a large country park of static caravans (Seven Lakes) near Crowle, used mainly by weekenders from nearby urban areas mainly for water sports and fishing, where activities are mainly self-contained. People from nearby areas also visit for angling, birding and boating, and canal boaters pass through as well as mooring on the Stainforth and Keadby Canal. Boaters particularly may be aware and interested in local heritage and landscape and can be readily engaged further.

The scheme has the opportunity to cross fertilise with other regional strategies to increase participation; for example using a community engagement approach to improving wellbeing and health and involving more excluded groups including children and young people. The scheme also has the potential to harness the knowledge, experience and commitment of local communities, groups and individuals in aspects of heritage & landscape they particularly value.

Audience development in the context of the nature of the IoAHC is therefore based on the ethos of:

- Telling the very strong story of the landscape and history and communicating it in order to increase the awareness, understanding and appreciation of local and nearby communities of IoAHC's heritage. This story could underpin the communication and access plans, skills and learning projects, as well as the community engagement plan. It can be developed into an educational resource outside as well as inside the area. [Further work needed: interpretation plan]
- Contributing to community pride in residents' heritage, strengthening the sense of community alongside enhanced understanding of the value and meaning of the landscape.
- Aiming to increase active involvement amongst local communities and nearby businesses, as a way to help actively with the conservation and enhancement of the IoAHC's heritage and landscape, and as a way to help enrich the experiences of those visiting their historic sites and countryside.

6.2 Audiences to be developed

In Section 5.3, we summarised the current audiences for IoAHC. In this section, we propose a subset of this listing as priority audiences, where audience development effort should be focussed, with the reasons for targeting these groups. As the scheme progresses, it would be helpful to review these priorities, as circumstances change and scheme tasks and aims are achieved.

1. Local residents. The population within the area (66,000) are the first priority target. Some are aware, to a greater or lesser extent, of what the LPS area offers, and local specialists and groups also have local knowledge and commitment to offer. This broad category includes those in poor health or with disabilities, a group that justifies special attention.
2. Families, with younger children. As a group they are readily engaged with activities and opportunities involving children, but experience particular barriers to be addressed
3. Young people. They are harder to engage but can be involved through skills and training, and creative activities.

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4. Nearby populations in Scunthorpe and Doncaster, especially minority and disadvantaged groups, as well as particular groups within the area such as travellers and migrants, can benefit in various ways from connecting their own heritage with the LPS area story, and by getting out into the countryside. [Further work: engaging with harder to reach groups to determine a specific programme of engagement]
5. Community and interest groups. There are many active local groups but few have a direct connection with local heritage. Walking, boating, conservation and local history groups have potential for shared knowledge with each other and the wider population. These and other community groups offer a route to connecting with local residents and helping to align their aims with those of the LPS – for example, outdoor activities with members of Children's Centres.

6.3 Audience Development and Community Engagement Policies and Proposals

Based on the evidence there are three over-arching outcomes that we have defined to guide audience development and community engagement work:

- Reaching unengaged communities within the area and nearby
- Connecting the strong story of the area to groups and individuals as they become involved
- Deepening engagement.

Within these, we have set out a series of four specific audience development objectives derived from the findings of the research; these are also based on a small number of underlying observations:

- Most local residents look outside the area for employment, shopping and leisure. The east-west transport corridor makes travel to Doncaster, Scunthorpe and beyond easier as well as better known than travel around the area. Engagement with local heritage is generally confined to the very local, for practical reasons as well as historic lack of awareness and knowledge.
- There is a need to strengthen connections, in several dimensions. The LPS is connecting with its project partners and working to build connections with local communities. The projects will need time to build connections between themselves, and between the sites where LPS project activity takes place, through telling 'The IoAHC Story'.
- Disability and poor health in the local population are higher than the regional and national average. Outdoor activity of all kinds has demonstrable health and wellbeing benefits as well as consequent beneficial impact on health budgets.
- The main barriers to engagement are lack of awareness and knowledge of the local landscape & heritage, and poor access. These are priorities to address.
- This ADP and its development work are the start of an engagement process, not a one-off exercise. There is not yet an appetite amongst most local communities for more engagement with the LPS, and the audience development work is one part of building that engagement.

6.3.1 Objective 1

Perspectives on the past – hearing and telling stories

The story of IoAHC has three main, but linked aspects:

- First, agricultural change through drainage, enclosure and entering the national market;
- Second, the story of peat, coal and new energy sources;
- Third, the story of water, rivers, canals and drains.

These stories are known, but by a minority and not generally linked up. Once the strong story is developed, there is a good potential for cultural projects, for example oral history, drama, creative activities with families and in schools, to collect and express community history and also make connections with the deeper past; supported by a well-planned communications strategy using new technologies. The audiences for landscape and industrial history include residents less engaged with the landscape, and young people.

6.3.2 Objective 2

Travelling into history - walking, cycling, riding

The ADP research shows that most people explore IoAHC on their own or with children. Short walks (up to 30 mins) are one of the most popular ways for people to get involved in heritage, as well as wildlife watching. There is also a Long Distance Trail around most of the area (The Peatlands Way). There is therefore the potential for creating a series of walking trails of varying distances, and in varying locations and types of places, which enable someone to actively experience IoAHC and to learn more about it. In particular, the potential for routes into and between communities, for example short routes to the Peatlands Trail, could be investigated. The existing train stations could also be exploited to create and sign local walks. Interpretation and Access Plans will be important here.

Walking is highlighted here, but where possible trails for cycling and horse-riding should be developed and promoted.

The audiences which could be particularly targeted through this objective are residents (passive and active) and their visiting friends and family, families and young active people.

Enabling and encouraging walking has proven health benefits and there is good potential for working with health providers, children's centres and the education sector to promote wellbeing and changed behaviour.

6.3.3 Objective 3

Open your eyes and look beyond – work with specialist interest users to broaden their perspectives on IoAHC.

Users such as birders, long distance walkers, cyclists and horse riders and anglers, use IoAHC because it offers good facilities for their activity, but their interest beyond their own immediate activity can be limited. There is therefore potential to broaden these people's outlook, so that they place the facility or feature they are focussed on within a bigger context. The ADP approach would be:

- informing people about what features and places of heritage and landscape interest there are in the local area;
- explaining why these are interesting and significant, and where to get more in-depth information if they want it;
- describing how to get to these places.

Interested local residents are also important 'gatekeepers', either to their local friends and neighbours who are currently passive (i.e. they just live in the area but are not actively interested or engaged in its heritage or landscape) or their visiting friends and family. As they are already actively engaged themselves in the area's heritage and landscape, they have the potential to pass on their interest and enthusiasm to others, so the activities under this objective are designed to equip them with the confidence, skills and information to do so. The role could be quite informal, or it could be developed into a formalised scheme alongside volunteer and other skills training.

A specific target group could be jobseekers on six months unpaid work placement, and potentially inmates of local prisons. Providing them with local conservation and site restoration work could include a programme of information and skills training, linking to potential rural skills careers opportunities. [Further work: Skills & Training Plan]

Other ways that this objective could be achieved fall within the remit of the Interpretation Plan. Benefits to these user groups include wider cultural understanding and increased enjoyment, and they will be better able to introduce other local residents and visitors to new aspects of heritage.

6.3.4 Objective 4

IoAHC on your doorstep – aim to engage nearby populations, minority & disadvantaged groups, and nearby businesses.

There is potential for two areas of specialist work:

- Identifying and working with harder to reach groups locally and in the main urban areas, to develop a programme of involvement which aligns their interests and aims with those of the LPS
- Targeting and working with interested larger businesses on their Corporate Social Responsibility programmes and staff teambuilding, to develop for example conservation days on specific sites and secondment opportunities.

The strong local story incorporated in the interpretation and access plans would be key to underpinning this objective when working to attract and consolidate this new audience.

6.3.5 Supporting audience development

Some groupings will be key to supporting the LPS's work to develop the target audiences. Land owners and managers, including farmers, as custodians of IoAHC's natural heritage and landscape, have the potential to pass on their appreciation and knowledge. In the same vein, 'interested' residents already involved as volunteers or participants, and staff in key sites like reserves and heritage centres have a great resource of knowledge that can be shared. The other large grouping that has potential to strengthen audience development activities are local businesses, some of which are currently visitor-focussed, such as B&Bs, shops, cafes and pubs. Many have regular exposure to visitors, and may be the primary source of information for a visitor. And finally, the students, volunteers and trainees who will be involved in many of the projects will gain knowledge, skills and enthusiasm, all of which there is potential to pass on to others.

6.4 Programme & Action Plan

6.4.1 Audience development and the emerging LPS projects

Audience development will take place within the structure of the LPS as a whole, fitting into and enhancing the individual projects that together make up the Landscape Partnership scheme. Projects have not yet been finalised, so the Action Plan below cross-references the general groupings of potential projects.

6.4.2 Engaging Schools

Working with schools will be a key part of engaging families and young people. This area of engagement presents particular challenges and is worth some more detailed consideration. The new National Curriculum only came into operation in September 2014, and there is still uncertainty about how it will impact on learning outside the classroom in the IoAHC and across the country. The analysis below highlights the possible barriers to schools using the IoAHC for outdoor education and offers some solutions and recommendations, which could enable more use of this valuable teaching and learning resource.

Many teachers have already experienced how a practical approach to teaching and learning can raise attainment, engage children of all abilities in their learning, improve behaviour and support school improvement. Outdoor work can also provide evidence to meet the cornerstones of the new Ofsted inspection framework:

- the achievement of pupils at school;
- the quality of teaching;
- the quality of leadership and management;
- the behaviour and safety of pupils at school.

A new curriculum

Education systems are undergoing change both nationally and locally in the IoAHC area. These changes will take time to 'bed in' and schools will be reviewing their vision and priorities as their cohorts change.

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It is difficult to know how the changes will affect the way children learn. The new curriculum has a more subject specific approach to teaching where children learn facts rather than skills. For example, citizenship education has been removed from the curriculum until key stage 3 and sustainability has been removed completely. The history curriculum has chronological teaching from early Britons in key stage 2 through to the Cold War by the end of key stage 3. These changes will have an effect on the sort of school trips and resources that will be needed to support learning.

In the previous curriculum, primary education centred itself around cross-curricular opportunities where links are being made through different subject areas. So for example a school could pick a topic to do with the nearby moors. Within the topic they look at how plants grow (plant life cycles); birds, fish and animals that live in the river and wetlands (food chains); write stories about people/animals that use the water(narrative writing); place the river on a map (geography); show how the river valley has changed through time and how the people who used it have changed through time (history); construct dens (PE and DT); photography or painting (art); compose songs about the river (music). Where the cultural backgrounds of children is diverse, links to similarities and differences between the home country and types of wetland/landscape would also be made.

Many sites in the IoAHC lend themselves to this approach to teaching and learning. The new curriculum stipulates the 'what' but not the 'how' and it is hoped that teachers will continue to develop a topic based curriculum which stimulates and engages the children, fostering a love of learning and an understanding of their local environment.

The secondary curriculum operates differently, where the needs are subject specific so students studying geography would benefit from a visit to a relevant site to see how the last ice age affected their environment. Again, until the new curriculum is bedded in it will be difficult to identify what the subject specific needs of each school are. However, it is safe to say that students studying history, geography, art, and science would find many sites useful for information gathering.

Barriers and solutions to using the IoAHC as a learning resource

Online Resources

Getting information about sites can be time consuming and if not readily available teachers will pick visits that are tried and trusted. Site specific information would enable teachers to quickly assess if the site is suitable for a visit and what the constraints might be. Toilets, parking, risks and hazards are all key areas that must be considered before a trip is booked; as is easily accessible information on curriculum links and learning outcomes. Some sites are subject to national marketing and information policies, such as English Heritage, which limits both their budgets and their ability to commit resources without external support.

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To encourage school's access to and use of the local sites three types of online solution can be developed.

- A dedicated interactive web site
- Social media channels
- Opportunities for schools (and others) to include resources about sites and visits on within their own online communications

To encourage best take up of opportunities online 'recommendation' and participation are essential elements of creating a snow ball effect. Therefore it will be important that online solutions are not static but highly participative.

Key resources for teachers that could be made available on an interactive web site would include those listed below, we would suggest that *initially* such resources would be developed centrally in collaboration with teachers and education experts;

- Downloadable printed resources that are age specific, with opportunities for schools to adapt, develop and up load their own to share with others.
- Detailed site maps are invaluable and an ability to customise the map for a particular purpose and upload for other would be useful, for example as an orienteering map or for a treasure hunt.
- Historical maps for specific sites would also be helpful when looking at changes through time.

In addition to providing the above in order to expand participation it will be useful to support teachers to develop their own tailored resources through supplying fact sheets, copy right free images, infograms, etc.

By establishing an online resource that is highly participative it will become possible for schools to collaborate together on trips and topic work.

Transport Costs

Cost of getting to a site is the biggest limitation to travel as coach prices are extremely expensive. Any way that this could be subsidised would greatly increase the frequency of trips out of school. For example a 50% bursary to cover travel costs for local schools visiting the IoAHC would provide a practical measure to help school children learn and enjoy the landscape close to where they live.

As the online resources become well used; inter school collaboration will enable schools to share information on overcoming the transport costs issue and work together to developed creative solutions such as 'hosting' school visits to nearby sites or joint transport to reduce costs.

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Training

A lack of confidence among some teachers in taking children on outdoor learning visits is another barrier that can restrict outdoor visits. Good and well planned INSETT training and teacher support can significantly improve the confidence and ability of teachers to make the best use of both field visits and the available printed and online resources. To ensure that this is successful the online resources need to be targeted to each audience, in this case teachers.

Factors that affect school visits are often to do with available staff to engage with school parties, appropriate information on what to do at unmanned sites and with the promotion of what is on offer at any one location.

Local Research indicates that:

- Primary schools do not appear to be using local heritage resources but go to known sites elsewhere which meet their requirements.
- Secondary schools are probably not much engaged with their local heritage. The current offer may be less sophisticated than elsewhere; it needs to be clearly geared towards GCSE, and provide more hands-on specific activities.

The main barriers are:

- Cost, particularly transport. The transport cost for a short journey is often the same as that for a longer one, tempting schools to go further afield.
- Communication. General mail-shots & emails do not necessarily reach the right person, building up personal relationships is key, as well as using social media and collaborative working with key players to ensure the resources are meeting the specific needs of the audience.
- Procedural complications – health & safety, consents etc. can be burdensome for schools.

Recommendations

It is suggested that as soon as possible, all schools in the area are surveyed to assess how they might use the expertise of the IoAHC Partnership and be involved in the scheme. It is further suggested that this opportunity is also used to assess the communication needs of the group to inform both the on and off line resource development.

The added incentive for schools, children and ultimately parents to become more aware of the IoAHC landscape could be through the creation of an 'IoAHC one stop shop' and an interactive online schools resource and information hub²² with associated social media channels and opportunities for schools led resource development.

Aims:

- Encouraging outdoor learning in the IoAHC
- Making it easier for teachers to provide outdoor learning
- Enabling children and families to connect with their local landscape
- Highlighting services and support for teachers for outdoor learning
- Providing needs led information to support access and site use

²² As part of an online hub for all audiences.

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The 'one stop shop' at the centre of a new group (IoAHC Learning Network) could be a project bringing outdoor learning providers together under one accessible umbrella to make it easier for schools, groups and communities to be aware of what is on offer in the IoAHC and have easy access to information. The range of outdoor learning activities on offer would include wildlife, landscape, history, art, rural skills etc. Each provider could offer a free visit to a school in the IoAHC (10 visits on offer per year for 4 years) with costs (approx. £200 per day) and a transport bursary of £100 covered by the Landscape Partnership scheme. The schools would be able to choose their visit so that it fitted in with their programmes of study and would be encouraged to visit somewhere different each year. The Learning Network would also take responsibility for collaborating with others in developing on line resources for learning.

These are suggestions which need consultation and development with all the relevant stakeholders.

The IoAHC Learning Network would need to be guided by the IoAHC Partnership initially with the aim of it becoming self-sustaining to ensure long term sustainability. This model has been used on the Suffolk Coast and in the Stour Valley and has worked successfully, the main reason for their success was the common aim to encourage people to visit their sites, providing a support network within the group and that there was an active task for all to get involved in.

With schools, timing is essential. Gathering information at the end of the summer term or beginning of the autumn term delivers a poor return so it is essential to canvass further opinion before final decisions are made on any of the above recommendations. Resourcing any new school work, on line resources, championing and sustaining it are also other factors that need to be considered.

6.5 Audience Development and Engagement Action Plan

The matrix overleaf details a plan for Audience Development and Engagement for IoAHC LPS, with indicative costings. This part of the LPS can be a process for integrating many other projects of the scheme, involving community groups, individual residents, visitors and schools in taking part in any aspect of the scheme. The process will enable those who choose to move along the typology pathway ([P28](#)) towards fuller participation.

The Plan is directed towards the outcomes of:

- Reaching unengaged communities
- Connecting to the IoAHC Story
- Deepening engagement

It has two main routes to achieve these objectives:

- Community involvement plan, incorporating health and wellbeing and involving minority groups and new technology
- Education and young people plan

**Isle of Axholme and Hatfield Chase Landscape Partnership
Audience and Community Development Strategy**

Objective 1 Perspectives on the Past

Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost	Connects to projects
<p>1. Community Pride A programme to energise & excite local communities, reaching new audiences and connecting with health and wellbeing improvements. Engage communities in three suggested groups:</p> <ol style="list-style-type: none"> 1. Thorne, Moorends and Hatfield Chase 2. Isle of Axholme North 3. Isle of Axholme South <p>A series of mini-events leading to focused events in accessible locations, with the theme 'What are we proud of'?</p> <p>Create community plan of activities & projects exploring and conserving local heritage. Source local additional funding for specific projects Involve existing experts/ amateur specialists as guides, tour leaders, mentors Local projects delivering community plan Celebration events of achievements within each group, & final area-wide festival Populate a new dedicated web site with event information and feedback; ensuring lots of opportunities are available for comment and debate. Promote wide debate within social media using dedicated Instagram, Twitter and Facebook streams and a specific hashtag</p>	Residents, all Disabled Young families Walkers/cyclists Volunteers	All partner organisations Community groups Organisations working with communities, e.g. Thorne & Moorends Regeneration Partnership. Health providers, organisations working with children & families, minority and disadvantaged groups, travellers	Engagement & consultation, work with established groups: Year 1 Group 1; Y2 Group 2: y3 Group 3: Y4 Celebrations, legacy planning Yr 5	<p>Staff time to engage and work with communities, maintain website 12 mini-events @ £120 each = £1,400 9 focused events @ £250 each = £2,250 Start-up grants for 6 local projects @ £620 each = £3,720 Specialist advice/ support @ £2,000 per project = £12,000 Marketing leaflets £400 Celebration events and festival £5,000 Volunteer expenses £2,000 Web setup £5,000 and maintenance £1,000 p.a.</p> <p>Total £32,770</p>	Wetland & peatland Habitats restoration, Community Archaeology, Presenting the Past Community Programme

**Isle of Axholme and Hatfield Chase Landscape Partnership
Audience and Community Development Strategy**

Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost	Connects to projects
<p>2. Creative & skilful Projects with local artists working with local people. Workshops to produce works of art on LPS themes, integrating with other projects & thematic areas, especially Interpretation, Schools & Young People, and specific historic conservation, archaeological & biodiversity projects. Link to Community Pride activity</p> <p>Include</p> <ul style="list-style-type: none"> • Film making, animation • Painting, drawing, sculpture • Creative writing • Yarn bombing • Willow weaving • Dance, song • Drama • Kite making & flying <p>Involve artists in landscape discovery tour, leading to planning workshops & projects with target groups. Appoint lead artist for each project/series of workshops. Run taster workshops as family fun days to test interest Develop weekly creative clubs according to interests, and workshops for larger scale projects Involve participants in planning & delivery of final festival. Promote all on line and through social media Include 'how to guides' on line to expand reach and participation and link to how to guides through QR Codes on interpretation and information boards</p>	<p>All existing and new audiences Young people Disabled people</p>	<p>Local sculptors and crafts people Community artists Poets & writers Film-makers & animators Community & youth groups</p>	<p>Plan Project, taster workshops: Year 1 Run: Years 2- 4 Involvement in final festival Yr 5</p>	<p>Staff time to develop and manage programme Landscape discovery tour £400 3 Taster workshops @£2,450 = £7,350 Weekly creative clubs, 3 for 40 weeks/year, 3 years @ £65/week = £23,400 Project workshops larger scale 3 X year @ £1,070, 3 years = £9,630 Materials, equipment hire £11, 250</p> <p>Total £52,030</p>	<p>IoAHC Story, interpretation plan, Presenting the Past, Access for All</p>

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Audience and Community Development Strategy**

Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost	Connects to projects
<p>Suggestions for links with Training and Volunteering Strategy: Volunteer support and network linking with Community Pride project and Open your Eyes objective</p> <p>Fishing training for young people which will educate and mentor them in responsible angling and safe boating as well as the wider river & water environment</p> <p>Short courses on wildlife, habitats & water resources Following community pride events & guided walks, tailored to interests expressed. Connect with local businesses & run courses at local hotels, pubs etc. where possible. Also integrate with opening new trails, paths, viewing platforms etc.</p> <p>Short courses on industrial & pre-industrial history & sites Organised as above</p> <p>Provide all resources within the online hub, in specific audience sections to widen the reach of the training.</p>	<p>Special interest groups Community groups</p> <p>Young people Young families</p> <p>Residents Visitors – families Young people</p>	<p>All partners working with local groups Community groups Environment Agency VANL DCVS Angling clubs & individuals Schools Youth clubs & groups Youth Offending Teams, Young Offender Institution Specialist groups Partners Businesses</p> <p>As above</p>	<p>Develop 4 yr plan with groups/networks: yr 1</p> <p>Training for new /enhanced roles in LPS: ongoing yrs 1 – 5</p>	<p>Training & volunteering budget</p> <p>Training & volunteering budget</p> <p>Training & volunteering budget</p>	<p>Landscape Skills & Volunteering</p> <p>Landscape Skills & Volunteering</p>
<p>Suggestions for links with Interpretation and Communication Plan</p> <p>Newsletter, Enewsletter, social networking Community group and volunteer involvement in co-designing, contributing, distributing Ensure that the e newsletter is audience specific and personalised through online email marketing tools to achieve highest levels of interaction with the sites. Support full use from the public of dedicated social media channels by making sure channel names and hash tag are included in all information.</p>	<p>All audiences Young people</p>	<p>All partner organisations Potential Volunteer group</p>		<p>Staff time Mailchimp or similar setup £500</p>	

**Isle of Axholme and Hatfield Chase Landscape Partnership
Audience and Community Development Strategy**

Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost	Connects to projects
<p>3.Schools Programme Activities & Resources Development of project to increase young people's awareness and learning</p> <p>Work with schools & specialist advisers to develop guidance on how the IoAHC heritage can link to the National Curriculum at all Key Stages.</p> <p>Set up one-stop shop to co-ordinate visits, ensure site suitability and provide materials. Develop IoAHC Learning Network to ensure sustainability and buy-in.</p> <p>Development & promotion of free downloadable educational materials for schools & youth groups</p> <p>Set up learning section of online hub based on collaborative and participative development and sharing of tools and resources</p> <p>Develop a programme of practical involvement, e.g. wildlife monitoring and identification workshops, activities for 'badges', recording archaeological features</p> <p>Encourage schools' and youth groups sign-up for John Muir Awards;</p> <p>Work with local uniformed groups and others to integrate sites into badge work and develop local badges.</p> <p>Research & build on existing good practice examples & encourage take-up at other local schools</p> <p>Support & training for teachers, youth workers and leaders of uniformed groups.</p> <p>Materials</p>	Young people, mainly primary school age	Primary schools Secondary schools Children's Centres Scouts Other local youth groups NE, YWT, LWT, RSPB, Peatland Railway	<p>Research & consult schools & other stakeholders.</p> <p>Develop guidance & action plan Yr 1</p> <p>Web-based materials developed Year 1</p> <p>One-stop shop yr 1 - 2</p> <p>Visits/Workshops/Activities: Years 2-5</p>	<p>Staff time to engage schools, develop & manage programme</p> <p>Web based material £10,000 + maintenance @ £1,500/yr =£16,000</p> <p>Set up costs £2,000</p> <p>8 visits per year for 4 years to sites, @ £200 + transport bursary of £100 = £9,600</p> <p>Local initiatives taken up in a further 5 schools @ £2,000/ school = £10,000</p> <p>Materials £5,000</p> <p>Total £52,600</p>	
Total Objective Cost				£137,900	

**Isle of Axholme and Hatfield Chase Landscape Partnership
Audience and Community Development Strategy**

Objective 2: Travelling into History

Proposed Action	Target Audience	Groups/organisations to work with	Timeframe	Outline costs	Connects to Projects
<p>1. Guided walks Development & promotion of a programme of guided walks throughout the area, covering:</p> <ul style="list-style-type: none"> • Wildlife • Ecology & habitats • Health walks • Water resources • History & archaeology <ul style="list-style-type: none"> - industrial - pre-industrial <p>Where possible walks based from or taking in local businesses (e.g. pubs, cafes, shops), heritage centres, activity centre.</p> <p>Follow on from new trails/walks, as below</p> <p>Follow with short courses, as above, designed to fit interest shown in walks</p> <p>Promote in all local news outlets, web & social media</p> <p>Ensure all maps are mobile / smart phone downloadable</p> <p>Use QR codes to provide more information on each local walk including;</p> <ul style="list-style-type: none"> • Linked to longer walks • Links to other related walks • Access to activities to support the walk such as arts or games <p>Ensure that all information including maps, interpretation materials and links to other activities are mobile / smart phone friendly.</p>	All audiences	Local amateur specialists Specialist interest groups Professional experts Health walks co-ordinators YWT, LWT, NE, RSPB Community groups, Walking for Health etc., in nearby urban areas	Yrs 1-5	<p>Staff time to develop programme Promotion £1,500/year = £7,500 Volunteer expenses £750/yr = £3,750 walks/yr @ £200 = £4,000</p> <p>Total £15,250</p>	Access for all

**Isle of Axholme and Hatfield Chase Landscape Partnership
Audience and Community Development Strategy**

Proposed Action	Target Audience	Groups/organisations to work with	Timeframe	Outline costs	Connects to Projects
2. Activities for young people: Contract youth organisations to deliver programme & involve disengaged YP Develop menu of options, involving young people & groups to design & choose, such as: <ul style="list-style-type: none"> • Cycling • Fishing • Wild camping & cooking • Bushcraft, coppicing Active conservation days: e.g. making boardwalks, bridges, scrub clearance, pond creation, wildlife surveys Provide each participating young person with 'what next' information that in a mobile / smart phone friendly format that links them into future activity, further sites or more information.	Young people, especially young active	Cycle businesses Triathlon organisers Fishing Clubs Youth groups NE YWT LWT RSPB	Involve organisations working with young people Plan programme of activities Engage young people Yr 1 Deliver activities 8 sessions per yr, yrs 2 -5	250 young people involved, take part in 30 sessions, average 9 per session = £8,500 Specialist support £500 per session = £15,000. Materials £300/session = £9,000 Total 32,500	Access for All Landscape Skills & Volunteering
Suggestion for Access Plan Series of trails linking settlements And to <ul style="list-style-type: none"> - existing footpaths & cycle paths, - New/improved access to moors - New viewing platform Name after settlement, e.g. Moorends wildlife walk Promote at train stations & bus stops, local newspapers & outlets, web & social media Routes including businesses (e.g. pub walks) New publicised routes with mutual benefits to walkers/cyclists/riders and local business		Community groups Walking groups, Ramblers – help design & test		Staff time to manage programme. Meetings, trial walks in walks budget above Access budget	Access for All Community Programme
Total Objective Cost				£47,750	

**Isle of Axholme and Hatfield Chase Landscape Partnership
Audience and Community Development Strategy**

Objective 3: Open your eyes & look beyond

Proposed Action	Target audience	Groups/organisations to work with	Timeframe	Outline costs	Connects to Projects
1. Walks & Tours to widen the understanding & involvement of members of specialist groups Courses integrated with community short courses above Knowledge & expertise feeding into Community Pride activities where possible, integrating the information onto the Online Hub	Specialist groups Local amateur specialists Residents – interested New volunteers	Specialist groups sharing knowledge Partners with specialist knowledge Reserve staff	Work with specialist groups to develop events & training – y1 Promote & run courses – y 2 – 4 Develop exit strategy – y5	Staff time to involve groups & manage programme 3 events/yr for 4 yrs @ £500/event = £6,000	Access for All Landscape Skills & Volunteering
Total Objective Cost				£6,000	

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Audience and Community Development Strategy**

Objective 4: IoAHC on your Doorstep

Proposed Action	Target audience	Groups/organisations to work with	Timeframe	Outline costs	Connects to Projects
1. Targeted involvement of minority and disadvantaged groups Specialist work to engage harder to reach groups Programme of oral history, arts activities, site-based activities, based on interests and potential of groups worked with. Provide each participant with 'what next' information that in a mobile / smart phone friendly format that links them into future activity, further sites or more information.	Minority groups Travellers Migrants Disadvantaged groups in nearby urban areas	VANL DCVS Inclusion officers or equivalent in both councils	Work with relevant officers and local groups to build relationships and develop programme of activities – year 1 Deliver activities years 2 -4 Legacy planning Year 5	Staff time to contact groups & develop programme 4 sessions/yr with 6 groups @ £1,500 = £36,000 Materials, equipment hire £5,000 Total £41,000	Community programme
2. Corporate volunteer opportunities Development of a programme of corporate volunteer opportunities with local businesses for personal development and team building objectives. Work with interested employers to develop programme for mutual benefit. Promotion, development of volunteer programme & administration Provide each participant with 'what next' information that in a mobile / smart phone friendly format that links them into future activity, further sites or more information.	Local employees, resident and commuting out	Large employers Business organisation	Develop: year 1 Promote & run: years 2 to 4. Legacy plan: year 5	Staff time to develop, promote and administer	
Total Objective Cost				£41,000	
Total ACDS Cost				£232,650	

**Isle of Axholme and Hatfield Chase Landscape Partnership
Audience and Community Development Strategy**

6.5.1 Rationale

Objective 1: Perspectives on the past

Action 1

Community Pride

The aim is to engage specific groups of communities in caring and learning about the landscape, through activities and local projects chosen by themselves. The activities will be based on those aspects of heritage local people identify with as sources of community pride. Activities will also build on those most popular and beneficial to wellbeing, such as walking for health, short walks with children.

Consultation findings showed that most residents are unaware of what their landscape and heritage offer. Choosing manageable areas that are fairly close and settlements reasonably accessible to each other, will help communities to engage with what is nearest to them but also the opportunities a little further away, helping communities and groups share their knowledge and work together.

Activities and projects may include:

- Local history and character – discovering and recording images, documents, film clips etc., oral records, telling the story of each community, including present residents and businesses
- Restore & create wildlife habitats
- Improve access routes & signage
- Creative arts projects including drama, film-making (link with Action 2)
- Young people involved in creative projects and volunteering
- Improvements to recreation sites
- Researching, recording, and active involvement in archaeological sites

The action will progress in stages to develop engagement from unawareness to a fuller engagement.

Preparatory work with appropriate local groups where possible will lead to **a series of very local mini-events** in town and village centres, community buildings, health & children's centres, at local events etc., for example:

- Fun family activities (low-cost), making relevant things (Design-a-sign, bughouses, birdboxes, mini-willow weaving etc.)
- Quizzes
- Am-dram representations of scenes from history, dressing up as iconic animals/birds/fish

All these will be based where people already are, with the intention to:

- Enthuse people
- Signpost them to opportunities already available
- Gather their ideas
- Invite them to sign up to the next stage:

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Focused series of events in an accessible location will follow, with food & transport:

Elements could include:

1. Invite participants to bring memorabilia – record (archivist/historian on hand)
2. Experts on hand, with displays /stalls – a selection from:
 - Conservation specialists/enthusiasts/ landowners
 - Friends of../other specialist volunteering groups
 - Archaeologist, historian
 - Geologist
 - River & wetlands experts
 - Access (footpaths etc.) specialist
3. Tour (minibuses):
Experts/enthusiasts show special sites, important features, share their vision

The conclusion will shape what people want to work on in their community. For example habitat creation, researching archaeology on sites, improving trails, new outdoor activities for health groups. The events will gather ideas & plans and enthuse participants to be involved.

A community plan will develop, by a group or community planning day, to detail the projects for three years, and identify local extra funding for specific projects. Individuals & groups can also be signposted to other LPS projects.

Health proofing. Recruit from existing groups e.g. Walking for Health, Children's Centres etc., to advise and set up panel to health/disability proof materials, viewing platforms

Action 2

Creative & skilful

Creative activities are effective at involving those currently disengaged, and will also contribute to improving the local environment, and involving young people in positive activities and environmental improvements.

This action also provides the opportunity to connect with nationally known local creative people, poets, musicians etc., for example to run a session at the start of a specific activity (How to write a poem, compose a song, take a great photo, etc.).

The budget here will need to be quite high, allowing for professional involvement and more expensive materials and equipment. The weekly clubs may not need this level of input, and a lower budget for materials would also be workable. Experience has shown that each project needs a lead artist to manage the process.

Suggestions for Training and Volunteering strategy, and Interpretation and communication

There are opportunities for links here, involving interested groups and individuals in contributing to other LPS projects. Likewise training for volunteers will help them get more involved with their local community. Short courses, for example can integrate with community pride events and guided walks with mutual benefit.

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Audience and Community Development Strategy**

Schools programme

The rationale is detailed on P52, Engaging Schools

Objective 2: Travelling into History

Guided walks are a low-key and low-cost way of involving people in a popular activity. They can be tailored to specific groups such as families with small children, and can lead on to further involvement in other projects.

Walks can be adapted to other projects and events, e.g. opening a new trail, an improved site, a historic monument restored.

Volunteer training can equip members of local specialist and interest groups to act as guides and walk leaders

Activities for young people (optional)

The suggestion is to contract a specialist youth work organisation to specifically target young people not currently involved in any youth groups or other activity. If practical this approach will connect with young people hard to reach in other ways. It will require a fairly substantial budget.

If successful the people involved can also be signposted to other activities and projects, such as the creative ones.

Series of trails linking settlements.

This suggestion for the Access Plan, would integrate well with the Community Pride and Guided Walks activities, helping to connect nearby settlements with each other, and to existing well used trails such as the Trans Pennine Trail and the Peatland Way.

Objective 3: Open your eyes & look beyond

Walks & Tours

Will extend & develop the expertise of specialist individuals and groups to help them spread their knowledge more widely in the community. This action will link and overlap with several other projects. It will include specialist activities, placements, studies and tours for students, job experience and special interest groups.

Objective 4: IoAHC on your Doorstep

The purpose is to target two specific groups: harder to reach and disadvantaged groups locally and in nearby urban areas; and larger businesses (also in another sense harder to reach) in the urban areas.

Preparatory work will be needed, in the development or early delivery stages, to contact and work with organisations and groups in contact with these groups, or directly by employing a specialist, such as people in poor health or disabled physically or mentally, travellers, migrants. Activities will be planned with the groups and specifically to meet their needs. They are likely to include oral history, arts and creative projects, linking into other engagement activities in the landscape.

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Corporate Volunteer opportunities

Big employers are mainly in the nearby urban areas; some may welcome the opportunity for staff and team development, and adding to their Corporate Social Responsibility programme.

This programme will provide another way of connecting with residents who are employed there, and a route to connecting with workers living near the LPS who do not currently visit.

7. RECOMMENDATIONS FOR FURTHER WORK IN DEVELOPMENT STAGE

Below are suggestions for further work which will build on the work already carried out by consultants. These areas of work could contribute significantly to the final LCAP submission and to meeting HLF outcomes.

7.1 Access and interpretation

These two areas of work are central to consultation findings - lack of awareness and access problems are major barriers to people engaging with the landscape and heritage. The detailed recommendations of the Action Plan above contain several references to actions in these areas:

- Objective 1 Action 2 Creative and Skilful, in the main actions described and in Links to Interpretation and Communication Plan
- Objective 2 Action 1 Guided walks,
- Action 2 Activities for young people,
- Suggestions for Access Plan
- Objective 3 Action 1 Walks & Tours

An expert assessment and plan would enhance the final programme. The Interpretation plan would also shape marketing materials, providing a coherent and integrated message to residents and visitors.

7.2 Training and Volunteering

A plan for involving and supporting volunteers, and organising training activities in a coherent way, would help to bring together the whole programme for involving residents.

Connections to recommendations in the Action Plan include:

- Objective 1 Action 2 Creative & Skilful – Links to Training and volunteering strategy
- Objective 2 Action 2 Activities for young people
- Objective 3 Action 1 Walks & Tours

Expertise in this area would make a strong contribution to the overall scheme.

7.3 Monitoring & Evaluation

Monitoring & evaluation should include a strategy for capturing audience data relating to the landscape partnership in terms of numbers, satisfaction and economic impact, and will include the purpose, impact and possible success indicators. Some principles are outlined below:

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7.3.1 Purpose

Evaluation has five main purposes:

- To account for appropriate spend of public money
- To find out what difference the spend has made (outcomes)
- To understand the legacy of the scheme (impact)
- To find out what difference the scheme has made to the Partnership and its constituent organisations
- To act as a constructive management tool to support sound scheme delivery

Monitoring provides the information to inform the evaluation's analysis.

7.3.2 Impact

In the context of audience development, the main differences that we would expect the scheme's spend to make are:

- Audiences having more awareness and understanding of IoAHC's heritage and landscape
- Audiences being more actively involved in IoAHC's heritage and landscape
- Partner organisations being more aware of audience development and more actively involved in it.
- The widest range of individuals and communities have the opportunity and capacity to achieve the Partnership's overall aims and HLF outcomes

7.3.3 Possible indicators of success

The measures of success in achieving the impact above in relation to audience development might include:

- Reports of increased awareness & understanding of IoAHC's heritage and landscape
- Increased visits by school groups to sites in the area
- Increased number and range of volunteers and trainees
- Increased numbers and range of event/activity participants
- Increased use of information supplied through the scheme
- More people trained in and practising skills, e.g. botanical recording
- Range of barriers for potential audiences reduced and/or removed, e.g. information what they can do once they have arrived in IoAHC, and people reporting barriers removed.

8. APPENDICES

Attached separately

8.1 Appendix 1 Consultation Materials

8.2 Appendix 2 Research Results

8.3 Appendix 3 Web References

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