

Charnwood Forest Development Delivery Board

3rd Meeting Report: HLF Landscape Partnership Development

Held at: Leicestershire County Hall, Glenfield

When: 22nd February 2017, 2:00pm to 5:00pm

Attending: Matt Croney (facilitator) & Sam Lattaway (National Forest Company); Vicky Cormie, Anna Low & Fiona Walker (Leicestershire County Council); Roy Denney (Leicestershire Local Access Forum); Martin Peters (Leicestershire Promotions, representing the Tourism & Economy Delivery Board); Claire Install (Leicestershire & Rutland Wildlife Trust, representing the Environment Delivery Board); Peter Williams (Leicestershire & Rutland Ornithological Society, Ramblers Association, LRWT); Sam Hatfield (until 3:30pm) (Hinckley & Bosworth District Council)

Apologies: David Carter (Charnwood Borough Council); Paul Tame (National Farmers Union); Peter Tyldesley (Bradgate Park Trust); Julie Attard (Charnwood Roots Project)

Contents:

1. Update on progress
2. Recent advice from HLF
3. Project name and strapline
4. Project area boundary
5. Storyline for the project
6. Themes development & prioritising projects
7. Next steps

1. Update on progress

Our collective progress against the bid development process is shown in Appendix 1.

Matt reminded everyone of the key aspects of the bid:

- We are aiming for a project with total cost around £3 to 3.5 million, bidding for around £2.8million from HLF
- Around 75% will come from HLF. 25% match funding should be a mixture of **cash**; in-kind time and services; and volunteer time. The emphasis should be on cash match.
- If round 1 is successful a development phase would follow late 2017 to late 2019; and a
- Delivery phase 1 April 2020 to 31 March 2025

He also reminded everyone of the HLF outcomes which we must achieve, shown in Appendix 2. He proposed that these should now be used as a check, after we have decided what it is we want to achieve under the central idea and themes for the project (see below).

The web page, Facebook and Twitter have been redesigned and survey launched – please help publicise this. Media links are as follows:

- **Website:** www.nationalforest.org/involved/cfl_partnership.php
- **Facebook:** www.facebook.com/charnwoodbid/
- **Twitter:** [@charnwoodbid](https://twitter.com/charnwoodbid)
- **Survey:** <https://survs.com/survey/qtok2r3hna>
- **E:mail:** charnwoodbid@nationalforest.org

Lots of meetings have been held with key stakeholders, adding to the list of potential projects. These have included: the British Mountaineering Council, a farmers' focus group, Spring Barrow Farm, Voluntary Action Leicestershire and the Rural Communities Council. Further meetings are planned, including with the Charnwood Parishes forum, the Leicestershire Local Access Forum, Great

Central Railway, Mountsorrel Railway, quarry companies, Severn Trent Water, Leicester City Council staff and community groups in Leicester and Loughborough and the River Soar and Grand Union Canal Partnership.

The Charnwood Forest Regional Park Steering Group met last week and approved our general direction and requested a few common paragraphs about the project to gain their organisational approvals. Sam and Matt will work on this by the end of February (see storyline section below)

2. Recent advice from HLF

Matt met with Amanda Turner at HLF earlier this month and reporting the following key points of advice:

- Property ownership / tenure: if we are carrying out significant direct project work on a site / building, then the lead partner must have at least 20 years' lease security. Where we are grant funding a third party, for example for dry stone walling or traditional building repairs then they must undertake to maintain it for at least 20 years.
- They are happy with our name ideas, strapline and themes. The themes don't need to have catchy, exciting titles as they are simply the ways you divide a large project up. The individual project names (for projects which involve the public) are where you will need catchy titles.
- She felt we were strong on natural heritage but could have more project ideas/ emphasis on stories, oral history, traditions, etc.
- It is good that we are seeking to link with the Great Central Railway (which HLF are putting a lot of funding into)
- Match funding: National Forest Company time can count as in-kind match but local authority, Natural England and Environment Agency time cannot. However their time input is still of interest and adds to our bid but cannot be counted in budgetary terms
- International links with other areas of Charnia fossils, such as Mistaken Point in Canada would be interesting but not a priority, apart from learning from any best practice examples and as relevant context
- The greatest needs in terms of community feel to her to be largely on the western side of the M1, where the less affluent, working communities are?
- Her over-riding feeling was that we have a good central message and themes but a bit of a disjoint between those and the long "wish-list" of projects. We need to tie the whole thing together with a coherent "storyline" and make sure the projects are ones which deliver what we want under the themes (which is what we always intended but hadn't got around to doing until today's meeting – see below).

3. Project name and strapline

It was agreed that the project name will be: **The Chronicles of Charnia**

It was suggested that the quote by Sir David Attenborough is really strong in summing up what our project is all about:

"No one will protect what they don't care about and no-one will care about what they have never experienced"

So we will definitely reference this early in the bid document and discussed changing the strapline slightly to reflect this statement and give a forward looking element, to something like: "Made by volcanoes, shaped by people, *for all to experience*" but on reflection we think that this is too long and doesn't flow very well, so recommend leaving it as simply: "***Made by people, shaped by volcanoes***" (which everyone had liked previously).

4. Project area boundary

Two potential changes to the boundary have been suggested:

1. to move the boundary back from the River Soar, perhaps to the line of the Great Central Railway. This is because the River Soar and Grand Union Canal Partnership are considering submitting a landscape partnership bid to HLF in future years. There can be an overlap as long as the individual projects aren't the same and the two schemes work well together. Matt is to meet with them to find out how definite their plans are and what kind of projects they are considering.
2. To move it into part of Leicester City. This would only be needed if we are considering carrying out significant capital work in Leicester itself. We do not need to move the boundary in order to carry out engagement activities and events in the City.

It was agreed that we should stick to the current regional park boundary as this is a distinct and coherent character area for the round one bid. If there are significant reasons to review it during the development phase, then we could do that.

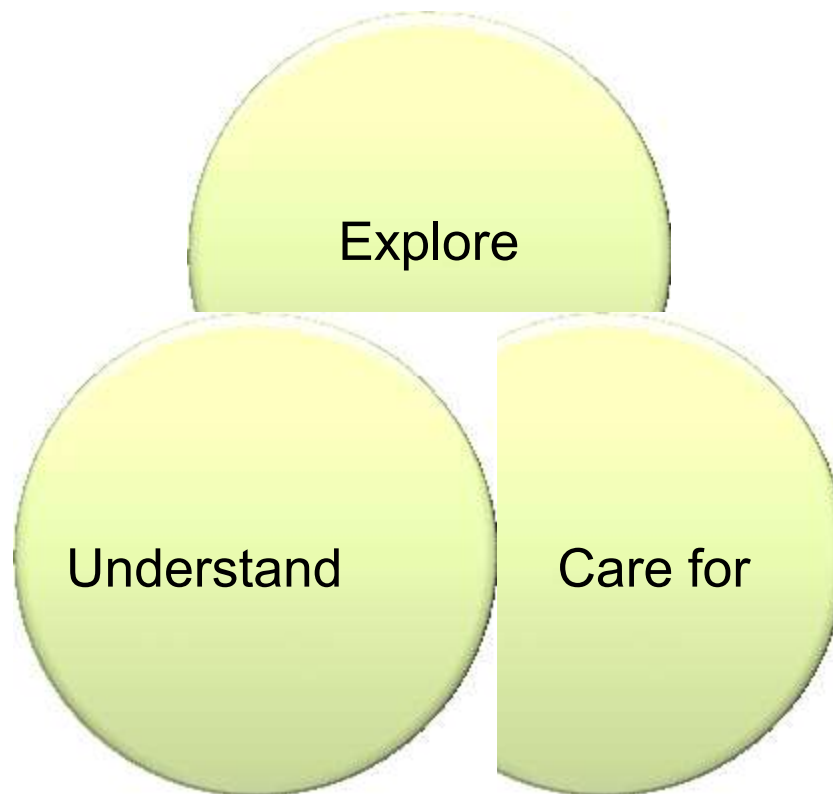
5. Storyline for the project

Sam Lattaway presented a draft document, starting to tie the various elements of the project together. This was tweaked and added to after the meeting. The final version, attached at Appendix 3, has now been sent to local authorities to gain formal organisational support, especially for the development phase. It could also then be used to gain support more widely in explaining what the project is about and be further condensed for use in the HLF application.

Everyone was happy with the general direction of this but will send any further broad comments to Sam. People particularly liked the visual image of layers of heritage which could be turned 90 degrees to become volumes of the Chronicles of Charnia. In commenting people were asked to please keep to broad points of principle, rather than trying to write detailed text by committee.

6. Themes development & prioritising projects

As previously agreed, the 3 themes for the project are:



We gave more consideration to what we actually want to achieve under each theme and prioritised all of the project ideas received, as to how well they could deliver them.

We used the following criteria to help guide our prioritisation:

Our projects need to:

- Deliver our central idea/story – volcanoes & people
- And our themes – explore, understand, care for
- Impact across the landscape
- Involve/benefit a lot of people
- Address the most important heritage needs/features
- Cover the range of heritage types
- Be exciting /make an impact
- Generate local pride
- Contribute to the visitor economy/generate investment
- Hit the HLF outcomes
- Be feasible!

Our further explanation of the themes and top priority projects were as follows:

Theme 1: Explore

We want to:

- Get people out into Charnwood Forest in a sustainable way e.g. rail, bus, cycling and walking routes directly from the centres of population like Leicester, Loughborough and Coalville
- Achieve a joined-up network of routes where people understand clearly where they can go (not just the honey-pot sites), with clear information and a series of themed, marked trails
- Undertake outreach to excite and engage people within and around Charnwood, so that they want to explore the forest; especially those that don't currently
- Support the tourism economy by providing advice and support for small-scale tourism facilities to cater for visitors when they get here e.g. provide more overnight accommodation (as there is currently a shortage)

Key projects: (with priority from 1 to 8, 1 being the highest)

- 1.1 Guided heritage trails, including new access links (1)
- 1.2 Honey pot site enhancement projects – to attract and disperse: improving facilities and the visitor welcome, providing co-ordinated information and interpretation encouraging them to explore further areas of Charnwood (1)
- 1.3 Community outreach (1)
- 1.4 Outdoor activity programme/centres (2)

Theme 2: Understand

We want to:

- Gain a better understanding of Charnwood Forest's heritage through audits and research
- Inform the public about this wealth and variety of heritage in exciting and engaging ways, tailoring messages to a range of audiences young and old, rural and urban, using different methods including interpretation boards, arts and a range of digital media
- Engender local pride in the reasons why Charnwood Forest is so special (including "intangible heritage", i.e. stories, culture, traditions, etc.)
- Provide education programmes, enable schools to use the existing facilities within the area and fill any significant gaps in provision

Key projects: (with priority from 1 to 8)

- 2.1 Interpretation (1)
- 2.2 Education programme (2)
- 2.3 Ecosystem services provision mapping/ landscape analysis/habitat opportunity mapping/LIDAR (Probably a development phase project)(2)
- 2.4 Arts projects to interpret/engage people with heritage (2)
- 2.5 Branding/identify/celebrate Charnwood (2)
- 2.6 Bradgate Park upper Palaeolithic settlement dig site (2)

Theme 3: Care for

We want to achieve:

- Provide opportunities for everyone to play an active part in caring for the heritage of Charnwood Forest, with a range of activities across a range of heritage types and to all types of visitors/communities
- Provide a co-ordinated heritage skills training programme
- Co-ordinate volunteering opportunities and provide where there are gaps
- Build capacity among communities and 'Friends of' groups

Key projects: (with priority from 1 to 8)

- 6.1 Charnwood Forest Foods/ local products (1)
- 6.2 Volunteering (1)
- 6.3 Skills training programme (2)
- 6.4 Reclaiming the crags (opening up views of and from the rocky outcrops) (2)
- 6.5 Reconnecting and improving habitats (2)
- 6.6 Land management grants and advice (2)
- 6.7 Boundary restoration (dry stone walls in particular) (2)
- 6.8 Address the issue of vandalism to fossil sites (2) (may be more of an understand theme project)

Umbrella Projects

There were some key projects which cover more than one of those themes or are outside of them: (These weren't prioritised)

- 4.1 Website – a one-stop shop for visitors to Charnwood Forest (2)
- 4.2 International links – best practice from other Charnia fossil areas (4)
- 4.3 Exploration of possible suitable designation for the area, such as Geo Park status (5)
- 4.4 Health benefits – promote the health benefits of exploring and volunteering/ caring for Charnwood as a way of engaging people (3)

All of the 60 project ideas received to date were prioritised under each theme from 1 to 8, as shown on the attached spreadsheet at Appendix 4.

It was explained that the purpose was not to select only those projects above and discount the rest; it is purely a case of prioritisation. We only need to work up a few projects under each theme in detail, which are exciting and representative of what we want to achieve. Those that scored just behind the top ones listed above will almost certainly still go ahead in the bid but not need to be worked up in detail/ can go as possibilities to be explored further in the development phase. We have yet to decide where the cut off will be but I would suggest somewhere around priority 5.

Legacy

In discussing the above, the issue of legacy was frequently raised and all projects should seek to create a lasting legacy and if appropriate have mechanisms built in to their project design to ensure that they can continue to be maintained/ in some cases delivered after the 5 years of the project

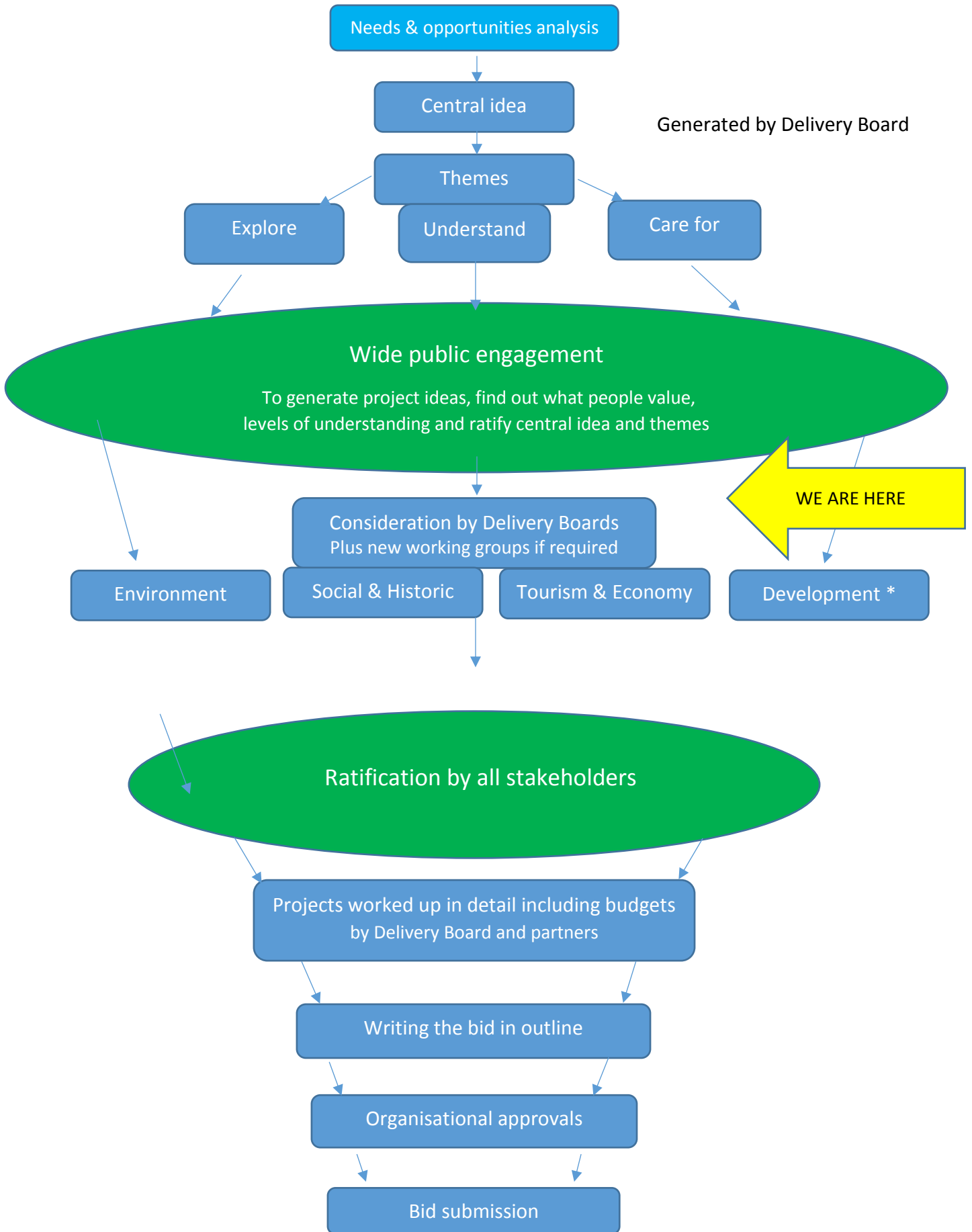
It was also felt that we should consider how to resource the continuation of a co-ordinating officer post. The Regional Park Partnership is still likely to be in existence, which will be a great help in ensuring the legacy of the project continues but a specific staff resource was considered necessary.

7. Next steps

- Circulate today's meeting report
- Continue consulting key interests
- Complete and circulate the storyline for the project for organisational approvals
- Edit and refine the themes and key priority projects
- Put detail on the priority projects, with advice from the other delivery boards
- Agree what we need for the delivery phase, including match funding

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HLF bid development process



HLF Outcomes

The bid must contribute to all 9 of the following outcomes. There will need to be a balance between the 3 main areas but some individual outcomes can be focussed on more than others.

Outcomes for heritage:

1. better managed
2. in better condition
3. identified/recorded

Outcomes for people:

4. developed skills
5. learnt about heritage
6. volunteered time

Outcomes for communities:

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

Draft storyline for the project**The Chronicles of Charnia***Made by volcanoes, shaped by people*

Charnwood Forest is much more than people realise. It is composed of layers that have been laid down over millennia. Its foundation is its geology: created by volcanic eruptions over 600 million years ago and leaving a legacy of granite that has influenced so much of what was to follow. On top of this is the landscape and natural heritage that was shaped by evolution: from the first complex lifeforms through to the valuable biodiversity of today. Next came the influence of mankind, with evidence of human activity dating back to Palaeolithic hunter gatherers nearly 15,000 years ago. Since then, Charnwood has seen the rise and fall of priories, the development of towns and villages, the growth of the quarrying industry and agriculture. And with this came the final layer, the people of Charnwood Forest with their rich social history and wealth of stories.

But many of the people who live, work and play in Charnwood Forest are not aware of it. They drive through on the M1, walk the dog at Beacon Hill or visit local pubs without noticing the layers of heritage around and beneath them. There is a danger that this heritage is lost because of a lack of proper investment and because it is not made relevant to people and communities in the 21st century. The geology is lost because the internationally important fossils remain unrecognised; the natural environment is lost because it is not appreciated and managed; the manmade heritage is lost because it deteriorates through lack of investment; and the stories of its people are lost because they are not celebrated and retold.

This is now exacerbated by mounting threats. The growth of the towns and cities surrounding Charnwood is leading to increased pressure on ‘honeypot’ sites like Bradgate Park, where the volume of visitors threatens to damage its valuable ecological and geological features. Yet, many of these visitors do not venture from the tarmac road through the Park to explore the countryside of Charnwood and as a result, do not understand its true value. Without a clear focus, this ‘hidden’ Charnwood will be gradually lost by attrition until all that is left is its name. As Sir David Attenborough says:

*“No one will protect what they don’t care about,
and no one will care about what they have never experienced”*

To prevent this, ‘The Chronicles of Charnia’ need to be told. Communities within and around Charnwood Forest need to be encouraged to explore Charnwood, be provided with the stories to better understand Charnwood and be given the skills to work together to care for Charnwood. The environment needs to be linked to new development in sensitive ways; new industry needs to develop hand-in-hand with heritage; and new communities need to be able to access Charnwood and disperse across the whole forest. Key sites and attractions need better co-ordination to help them tell the many stories of Charnwood to a diverse, modern audience. In turn, the benefits of increased visitor and community interest can then be shared more widely across multiple locations. This activity will be coordinated to support the development of a new visitor economy, contribute positively to growth and generate new investment to protect and manage key heritage assets. Charnwood Forest will have a tourism sector that celebrates and thrives on local heritage; community wellbeing that has heritage at its heart; and people sharing pride and drawing inspiration from their local landscape. A distinct ‘sense of place’ needs to be developed among the communities of Charnwood Forest to not only celebrate its heritage, but to create new heritage and stories for the future.

The legacy of people exploring, understanding and caring for Charnwood will be a landscape where local residents and businesses feel part of the ongoing story of Charnwood, visitors can enjoy the many elements that make up its heritage and Charnwood continues to add new chapters to the Chronicles of Charnia.

Project delivery area

This map shows the boundary of the Charnwood Forest Regional Park, which is currently proposed as the delivery area for the Landscape Partnership Scheme. However, it is possible that this boundary may change to reflect new projects or to accommodate neighbouring partnership areas, such as the River Soar & Grand Union Canal Partnership.

This boundary reflects the delivery projects. Communities from outside of this area, including those within nearby Leicester and Loughborough, will be included in engagement and outreach activities to encourage their involvement in the Landscape Partnership.



Timetable

We will be submitting our first round bid on 1 June 2017. If this is successful, we will then move on to a development phase where information will be gathered to support the development of a more detailed delivery plan which will be submitted as part of a second round application in late 2019. Following approval of this application, the five-year delivery phase would begin in 2020.

Themes and projects

Within the Landscape Partnership Bid, a series of projects will be delivered under the following themes: Explore Charnwood, Understand Charnwood and Care for Charnwood. In addition, there will be a number of overarching projects which deliver against all themes.

As part of the first round bid, we have identified the following priorities under each theme:

Explore Charnwood

- Get people out into Charnwood Forest in a sustainable way e.g. rail, bus, cycling and walking routes directly from the centres of population like Leicester, Loughborough and Coalville
- Achieve a joined-up network of routes where people understand clearly where they can go (not just the honey-pot sites), with clear information and a series of themed, marked trails
- Undertake outreach to excite and engage people within and around Charnwood, so that they want to explore the forest; especially those that don't currently
- Support the tourism economy by providing advice and support for small-scale tourism facilities to cater for visitors when they get here e.g. provide more overnight accommodation (as there is currently a shortage)

Understand Charnwood

- Gain a better understanding of Charnwood Forest's heritage through audits and research
- Inform the public about this wealth and variety of heritage in exciting and engaging ways, tailoring messages to a range of audiences young and old, rural and urban, using different methods including interpretation boards, arts and a range of digital media
- Engender local pride in the reasons why Charnwood Forest is so special (including "intangible heritage", i.e. stories, culture, traditions, etc.)
- Provide education programmes, enable schools to use the existing facilities within the area and fill any significant gaps in provision

Care for Charnwood

- Provide opportunities for everyone to play an active part in caring for the heritage of Charnwood Forest, with a range of activities across a range of heritage types and to all types of visitors/communities
- Provide a co-ordinated heritage skills training programme
- Co-ordinate volunteering opportunities and provide where there are gaps
- Build capacity among communities and 'Friends of' groups

Around 6-8 representative projects which deliver those themes will be worked up in detail for the first round bid. Further projects will be included as possibilities which could be worked up as part of the Development Phase.

Development Phase

If our round one bid is successful, a funded development phase will begin in late 2017. We are proposing to take up to two years for this, leading up to a second round bid in late 2019. During this time, we will carry out some preliminary work to fill in key gaps in our knowledge, build stronger links with communities within around Charnwood Forest, and produce a detailed (and costed) plan for the delivery phase.

We anticipate that the development phase costs will be around £200-250,000. Costs are likely to include an officer(s) plus admin support, community engagement contracts, research and feasibility contracts.

For the round 1 bid, we need to secure at least 25% match funding, which equates to £25-30,000 for each of the two years of the Development Phase. While this can be a combination of cash contributions, in-kind support and volunteer time, the majority must be in cash.

We are looking to partners to consider what contributions that they can make to match funding. At this stage, we need in principle commitments for match funding from a range of partners. Failure to secure sufficient match funding at this stage risks us failing to be successful in our round one bid.

Summary

The Chronicles of Charnia will create a new sense of pride in Charnwood Forest, where the wealth of benefits of a rich heritage of geology, landscape, wildlife and human activity finally become connected, with more meaning, for local communities and visitors to enjoy and care for.

This is an opportunity to bring significant investment into Charnwood Forest. In order to deliver the benefits that could arise from this investment, we need to present the strongest bid that we can. An essential part of this will be to demonstrate the strength of the partnership, so it is vital that partners continue to show support for the bid at this critical stage.

Charnwood Forest Landscape Partnership Projects - Prioritised

<u>Project title</u>	<u>Priority</u>	<u>Theme</u>
Community outreach project	1	Explore
Heritage Trails - walks and cycle rides	1	Explore
Honey pot sites enhancement project (incl. Outwoods)	1	Explore
New and improved access links	1	Explore
On-line improvements on how to access the area/ One stop shop website for Charnwood Forest	2	Explore
Outdoor Activity Programme/Centres	2	Explore
Charnwood Hopper Bus	3	Explore
Fitness by fun/ health benefits	3	Explore
Heritage Gateways/ Hubs	3	Explore
Improve access around reservoirs	3	Explore
Improving the welcome	3	Explore
Tourism facilities development - advice and grants	3	Explore
Quarries for All	4	Explore
Access grants for landowners	5	Explore
Countryside for All Routes	5	Explore
Charnwood Discovery Pass	8	Explore
Visitor Centre NB. Voted against by stakeholders and ruled out by Dev Board on advice from HLF	8	Explore
Interpretation	1	Understand
Arts projects	2	Understand
Ecosystem Service Provision Mapping	2	Understand
Education Programme	2	Understand
Habitat / opportunity mapping NB. Development phase project?	2	Understand
Identify/ brand Charnwood Forest	2	Understand
Upper Palaeolithic site, Bradgate Project	2	Understand
Charnwood Roots legacy projects	3	Understand
Hidden Heritage - LIDAR Project NB. Development Phase?	3	Understand
Understanding Charnwood's special built heritage	3	Understand
A Celebrate Charnwood Forest Events programme, including a Charnwood Forest Faire	4	Understand
Countryside Conflict Resolution	4	Understand
Famous People Project	4	Understand
Farming heritage project	4	Understand
Landscape analysis NB. Development phase project?	4	Understand
Neighbourhood Planning	4	Understand
International links with other Charnia areas	4	Understand
Geo Park	5	Understand
Ediacaran heritage museum NB. A museum ruled out as too expensive and niche by Dev Board but promoting greater awareness of the fossils/ geology	7	Understand

