



# FOREST OF BOWLAND

Area of Outstanding Natural Beauty



# Introduction to the Landscape Partnership Area

## Location

Pendle Hill lies south east of the main Bowland Fells, between Burnley and Clitheroe in South Lancashire.



Figure 1: Location of the Forest of Bowland AONB and the Pendle Hill Landscape Partnership area

The Pendle Hill LP area covers 120 square kilometres

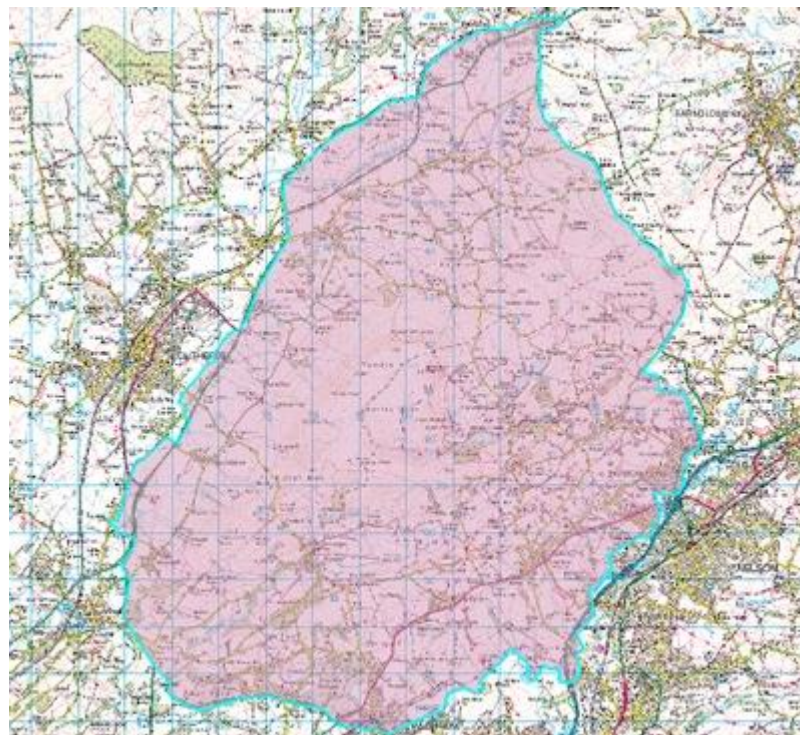


Figure 2: The Pendle Hill LP area



## Geology and Geomorphology

The rocks of Pendle Hill straddle the junction of older Lower Carboniferous limestones to the north and younger Upper Carboniferous gritstones to the south – a division which is fundamental to so many aspects of the district. The limestones were deposited in a relatively shallow marine basin while the gritstones are of estuarine origin. Separating the two are the Bowland Shales representing a deepening of the basin before the establishment of estuarine conditions. Also in the north of the district is a line of limestone and mud knoll reefs which give rise to distinctive isolated hills on the lower slopes of the main Pendle Hill at Worston and Downham. All these beds have an NE – SW orientation dipping generally to the SE.

Repeated glaciations by ice flowing south westerly along the lines of the Calder and Ribble widened and deepened the valleys: even the relatively small Sabden valley exhibits the perfect 'U' shape typical of a glaciated valley. The steep northern slope of Pendle Hill and the Big End reflect the interaction between glacial erosion by these ice streams and the resistant nature of the rocks which they encountered.

After the Ice Age the land on and around Pendle was boggy and inhospitable, only as the climate changed and the land could be drained was it settled and farmed by successive invaders.

Today the land is mainly farmland, with landed estates at Downham and Huntroyde owned by the Assheton and Starkie families respectively. There is a small water gathering estate on the south east slopes of the hill around Barley owned and managed by United Utilities; and there are six commons, four covering the main hill, and two at Twiston Moor.

## Population and Settlement

The two sides of the hill are reflected in the differing nature of settlement and population. Clitheroe was the centre of the Royal hunting forests, and its Norman castle illustrates its importance politically. The Pennine East Lancashire towns of Burnley, Nelson and Colne however were later industrial settlements, built beside the Leeds to Liverpool canal and the railway and supported by rich natural resources: water, coal and wool (later replaced with imported cotton).

There is a population of over 3 million within 40km of the hill; and 229,333 live within 3.5km: an hour's walk (ONS 2011). Today the Pennine Lancashire towns exhibit some of the worst deprivation in the UK as the maps below show:

**Indices of Deprivation education rank**  
Area within 3.5km of Landscape Partnership

**Indices of Deprivation health and disability rank**  
Area within 3.5km of Landscape Partnership

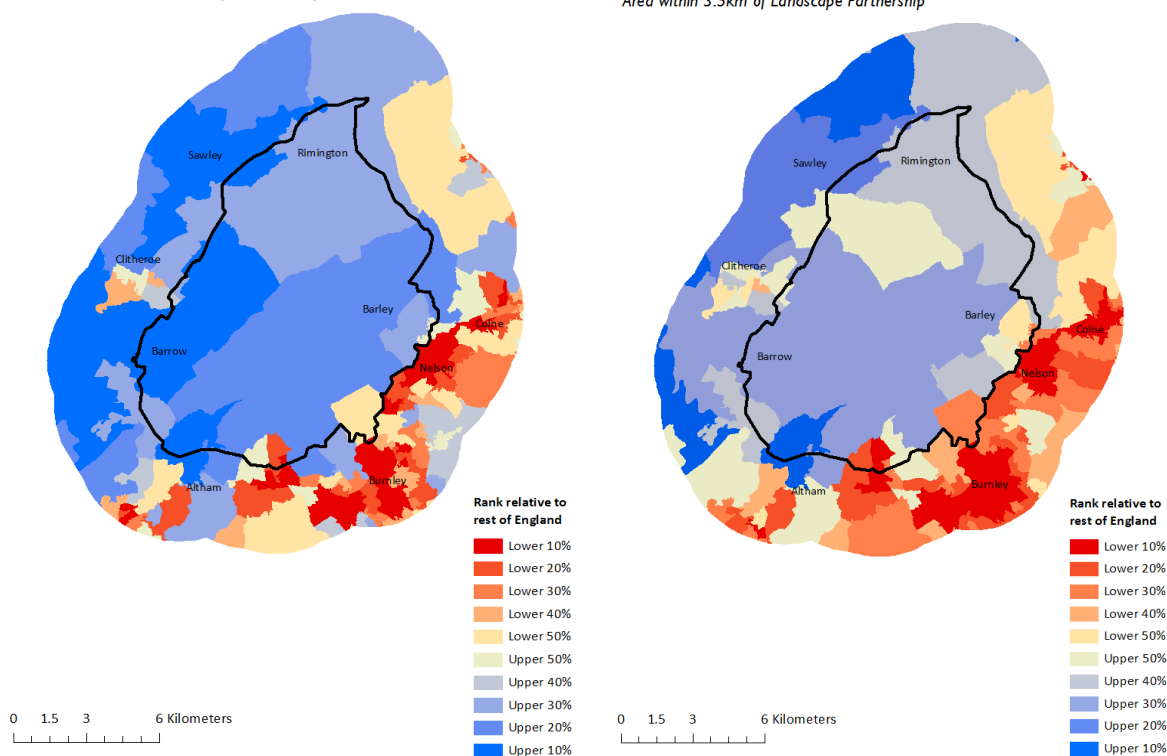


Figure 3: Information supplied by Cait Robinson, University of Manchester, April 2015  
(Developing a socio-economic profile of the Pendle Hill Landscape Partnership, and assessing barriers to access)

# The Heritage Assets of Pendle Hill

## Historical Record

Pendle Hill has a rich history, having been settled since at least the Bronze and Iron Ages, it was explored by the Romans and then taken into hand for medieval farming estates (the vaccaries) and Pendle Chase, a hunting forest which was owned by Roger of Poitou and the de Lacy family of Pontefract Castle, as part of the Honour of Clitheroe. In more recent times the area was exploited for its mineral resources and was associated with the early industrial revolution, particularly the Lancashire cotton industry which relied on the location of existing water power and hand loom weaving, the presence of coal measures, the climate and water, and later the Leeds to Liverpool canal and the railway.

In between times, Pendle Hill was often a sheltering ground, maybe because of its remote location and inhospitable terrain, for radicals and idealists including George Fox, who in 1652 had a vision on the hill which led to the founding of the Quakers or the Religious Society of Friends; and others like Richard Cobden (Free Trader), Thomas Leonard (Countryside Fellowship), and the pioneers of the Clarion, the Independent Labour Party. A number of Friendly and Benevolent Societies also developed in the 18th in agricultural villages such as Downham and Pendleton. Pendle is also home to a large number of religious non-conformist buildings including Methodist and Wesleyan chapels, but also the more unusual Inghamites, Primitive Methodists and 'Ranters'. In 1612 the area became infamous due to the trial of the 'Lancashire Witches': most of whom lived on the slopes of Pendle Hill.

Scheduled ancient monuments in the LP area include a packhorse bridge, lime kilns, lead mines and the Iron Age hill fort at Portfield, near Whalley. The area includes one Grade I Listed Building, Vicarage House in Wiswell, and seven Grade 2\* including three in Downham village, the Church of St Mary the Virgin in Newchurch, and late 16th century halls at Little Mearley and Great Sabden.

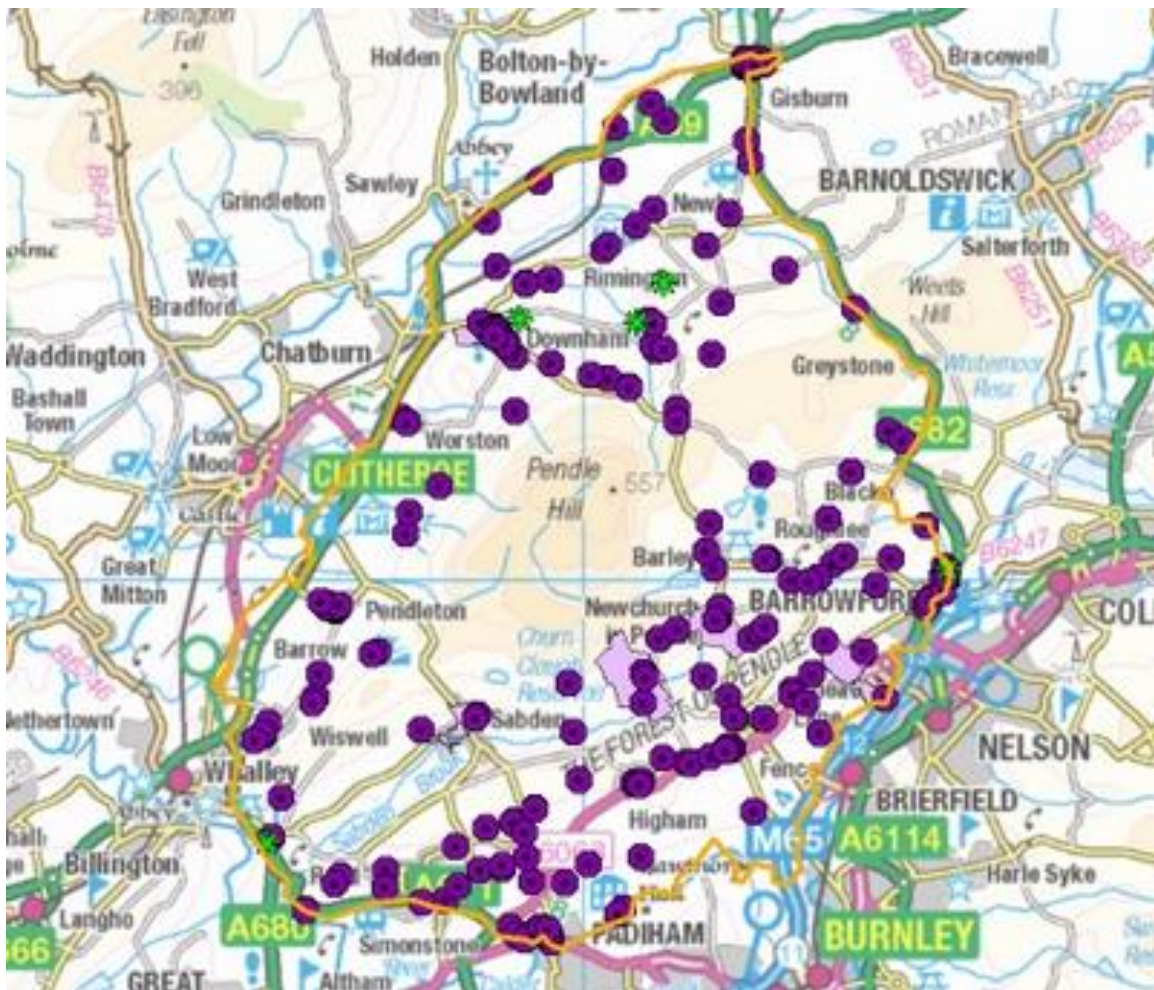


Figure 4: Listed Buildings (purple), Scheduled Ancient Monuments (green stars) and Conservation Areas (lilac)



## Natural Heritage Assets

Half of the Pendle Hill LP area lies within the Forest of Bowland AONB. There are four Sites of Special Scientific Interest (SSSI) all of which are geological formations or exposures - Clitheroe Knoll Reefs, Little Mearley Clough and Light Clough. In addition there are 63 local wildlife sites, or Lancashire Biological Heritage Sites (BHS), covering 2043 hectares or 17% of the LP area. The area is important for ancient and semi natural woodlands, species rich grassland, peat and moorland letter hairstreak butterfly.

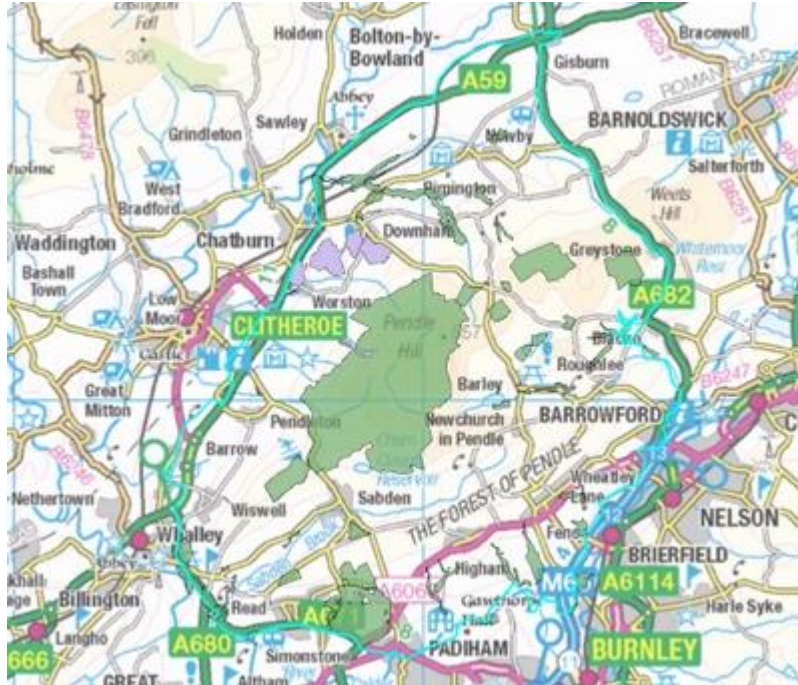


Figure 5: SSSI (lilac) and Biological Heritage Sites (green)

## Recreational Assets

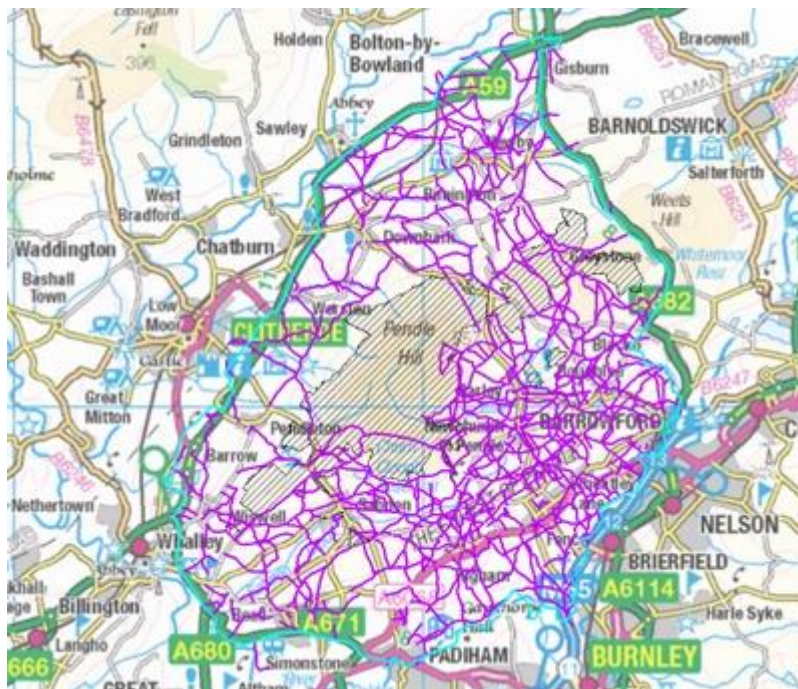


Figure 6: The LP area includes 418km of public rights of way, plus 2000 hectares of Access Land.

The area has traditionally been well used as a recreational asset by nearby urban residents and in some cases this has led to congestion of villages and erosion of paths. A survey in 2014 identified that 88% of visitors were day trippers, although many were from further afield.

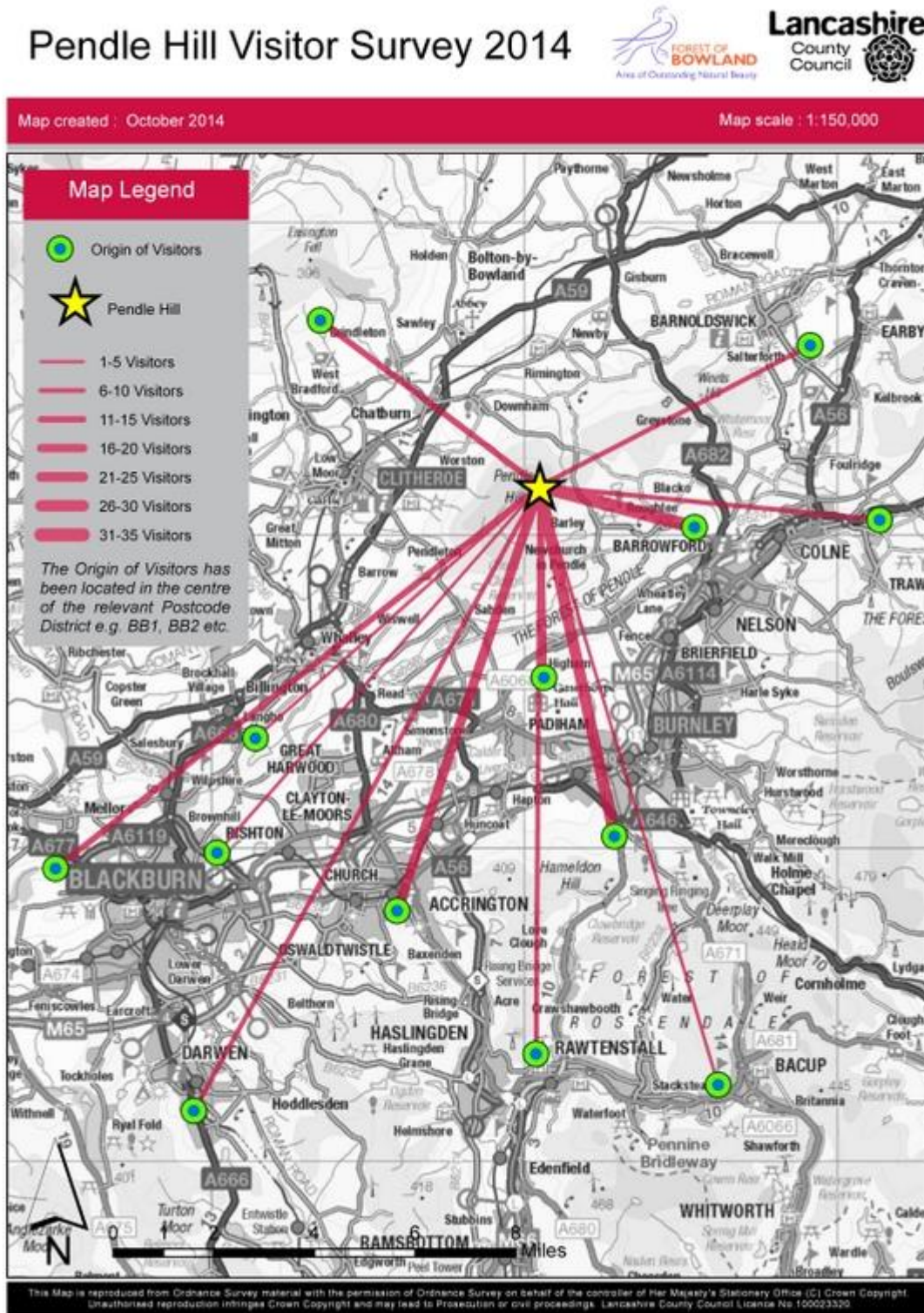


Figure 7: Visitor Origins



## Community Consultation

This application has been in development since early 2014, and there has been considerable community and stakeholder consultation undertaken to identify heritage assets and the risks and threats posing them, and to shape project solutions.

Four Gatherings were held in late June and early July focussing on cultural heritage, built heritage, natural heritage and tourism and recreation. These were attended by 40 people from local parishes, history groups, voluntary sector organisations and local authority partners. Heritage assets and the threats to them were identified, and initial project ideas and activity were discussed.

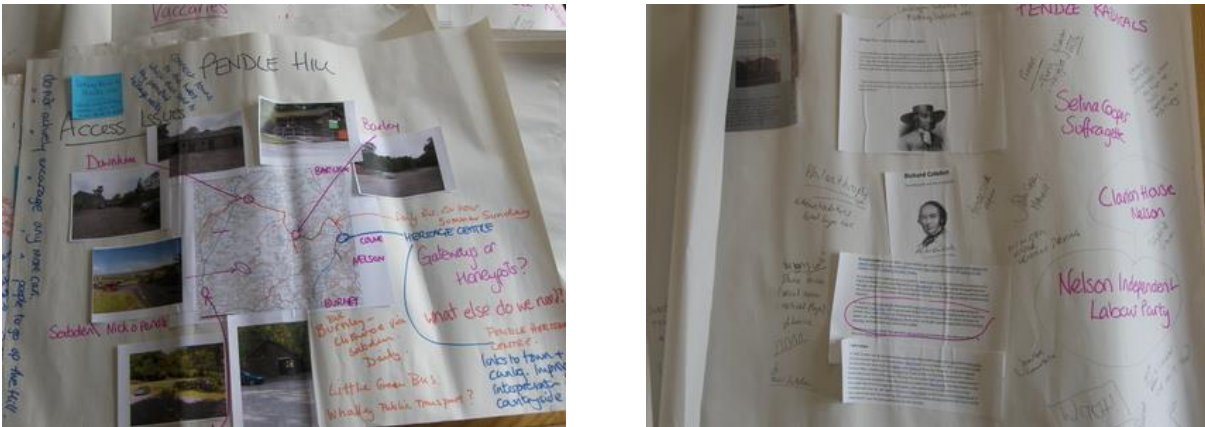


Figure 8: Results of consultation activity identifying heritage assets

In the summer of 2014 five artists from Pendle and Ribble Valley were each commissioned to spend a day to creatively capture their own and other people's feelings about Pendle Hill. Their resulting contributions included audio, photographic, film and sketched work, with input from passing walkers and families, 'Arts on Prescription' clients and Clarion Club regulars. In addition Kerry Morrison from 'In Situ' worked with a visiting American artist to create a video installation. Some of the work was then put into a commissioned short film produced by Martin Seddon.



Figure 9: The artists sharing some of their creative consultation work



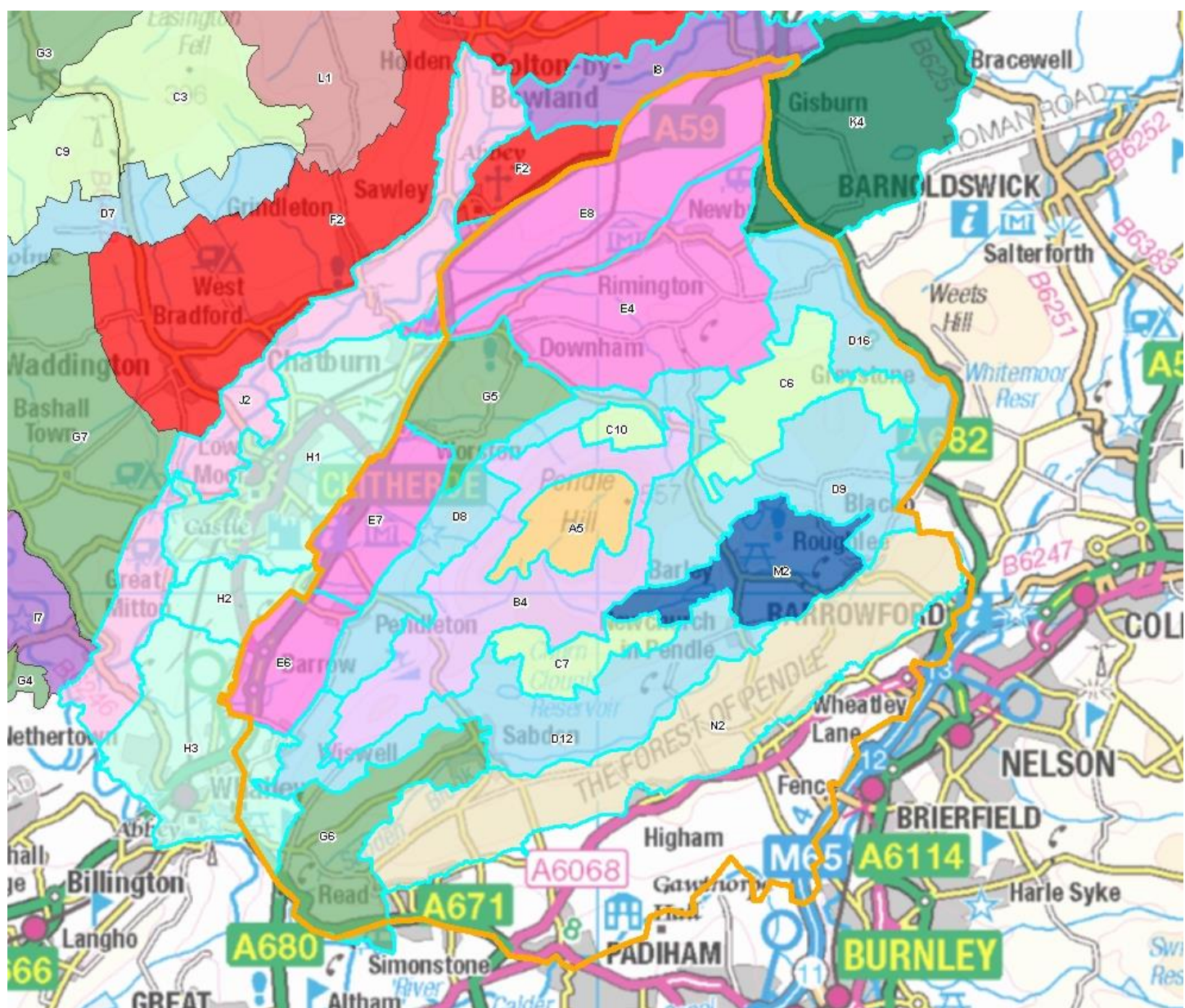
Final consultation on the Pendle Hill LP proposal was held at a Gathering in Barley Village Hall on 12<sup>th</sup> May 2015. This was again attended by over 40 people who shared their stories of Pendle Hill, voted for images to be included in the application, reviewed the project proposals and made glass tiles with Redcurrant Glass artist Karen Redmayne.



Figure 10: Images from the Gathering held at Barley Village Hall, 12<sup>th</sup> May 2015



# Landscape Character Assessment Analysis



**Key:**  
 A: Moorland Plateau                      B: Unenclosed Moorland Hills                      C: Enclosed Moorland Hills                      D: Moorland Fringe  
 E: Undulating Lowland Farmland                      G: Parkland                      M: Forestry & Reservoir                      N: Farmed Ridges

A Landscape Character Assessment was carried out of the entire Forest of Bowland AONB in 2009, and the section above shows the Pendle Hill LP area of this assessment. The south east corner of the LP area was not covered as this lies outside of the AONB boundary and was not mapped as part of the 2009 exercise.

The LP boundary (shown in orange above) was largely drawn to follow the LCA boundaries – the Undulating Lowland Farmland to the north west, and the Moorland Fringe to the north east. The southern boundary of the LP area was drawn to follow the River Calder and Pendle Water as these form a strong delineation in the modern landscape, and also acted as an historic boundary when the area was known as the Forest of Pendle in Medieval times.

The tables below are taken from the LCA and illustrate the key **forces for change** affecting the landscape (both in the past and anticipated in the future) and proposed **guidelines for managing change** of the landscape. These prioritised forces and guidelines were then used to directly feed into the developing matrix of heritage threats and opportunities, and project ideas below (see pg 13).



Landscape Character Areas	A	B	C	D	E	G	M	N
<b>FORCES FOR CHANGE</b>								
<b>PAST changes</b>								
glacial activity	■	■	■					
improved management of heath and moorland	■	■	■					
erosion of gullies by water		■	■					
footpath erosion		■	■					
human habitation and exploitation - archaeological evidence		■	■	■				
roe deer damage to woodland		■	■					
lack of dry stone wall management			■	■		■	■	■
ecological value depleted by intensive farming				■	■	■		
suburbanisation of traditional farmsteads, expansion of villages				■	■	■		
decline in mature hedgerow trees					■	■		■
amalgamation & diversification of dairy farms					■	■		■
conversion of deer parks to pastoral farmland						■		
loss of and decline of parkland features						■		
<b>FUTURE LANDSCAPE CHANGE</b>								
continued improved moorland management	■	■	■	■				
uncertainty over future management due to funding	■	■	■	■	■	■	■	■
increases in moorland fire and erosion due to CC	■	■	■					
spread of invasive non native species (bracken & gorse)	■	■	■					■
inc in flash flooding and gully erosion due to CC, loss of key tree species	■	■	■				■	
pressure from renewable energy development	■	■	■	■				
decline in upland hill farming - wall neglect, scrub, loss of small field patterns		■	■	■				
inc tourist traffic on roads		■	■	■	■		■	■
insensitive conversion of barns and dwellings, loss of vernacular		■	■	■	■	■		
amalgamation of farms, demand for new ag buildings					■	■		■
neglect of field boundaries					■	■		■
possible ploughing of pasture for new crops due to CC					■	■	■	■
inc pressure for development (residential & tourist)					■	■	■	■
restructuring & management of woodland & hedgerows							■	■
<b>LANDSCAPE SENSITIVITY</b>	HIGH	HIGH	HIGH	HIGH	M	M	HIGH	M
<b>CAPACITY FOR CHANGE</b>	VEH	VEH	VEH	LIMITED to			MODER	

<b>GUIDELINES FOR MANAGING CHANGE</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>G</b>	<b>M</b>	<b>N</b>
conserve & enrich mosaic of habitats								
maintain tranquillity & remoteness								
conserve exposed and undeveloped skylines								
manage existing built structures								
conserve & enhance locally distinctive features								
conserve open views across adjacent LCTs								
conserve network of traditional boundaries								
<b>ECOLOGICAL CHARACTER</b>								
maintain mosaic of habitats								
encourage management of heath & repair erosion								
encourage good grazing management								
encourage habitat linkage								
conserve remnant ancient semi natural woodland								
increase wooded cloughs and corridors downstream								
manage the spread of invasive species & remove								
increase the biodiversity of existing woodland (broadleaf & conifer)								
imprv water quality, conserve aquatic habitats, limit run off & pollution								
conserve tree cover associated with farmsteads & parkland								
ensure roadside verges are managed for biodiversity								
maintain and replant hedgerows to enhance landscape								
<b>CULTURAL &amp; HISTORIC CHARACTER</b>								
conserve the archaeological and historic environment								
conserve historic routeways, with associated features								
encourage responsible heather burns where required, or cutting								
avoid construction of dwellings away from existing clusters of buildings								
repair stone buildings using local vernacular materials								
ensure highway improvement respects local distinctiveness, inc signage								
repair sheep folds and network of dry stone walls								
careful siting & design of visitor facilities, signage, and use of local materials								
target agri-env schemes to conserve & enhance valuable landscape features								
active management & enhancement of boundaries								
encourage the use of local building materials & styles								
encourage sympathetic conversion and new uses of traditional buildings								
<b>AESTHETIC &amp; PERCEPTUAL CHARACTER</b>								
protect skylines and key views from tall, vertical & large scale development								
maintain the sense of openness and open views								
maintain the strong sense of tranquillity & remoteness								
restoration of traditional signage and resist excessive signage & lighting								
conserve the distinctive settings to rural settlements								



## Threats and Opportunities

Using the Forest of Bowland's Landscape Character Assessment (above) and the consultation events, we have identified five clear threats to the heritage assets of Pendle Hill. We then considered what opportunities could be developed, and how these might be delivered as projects.

THREAT	OPPORTUNITY	PROJECT IDEAS
<p><b>1. Loss of landscape features and species diversity:</b> slow degradation and loss of landscape character and features (eg dry stone walls); intensification of farming leading to loss of species diversity and fragmentation of habitats; modernisation and suburbanisation of housing eroding the area's character and sense of place</p>	<p>Restore features (natural and historic)</p> <p>Encourage nature friendly farming</p> <p>Manage the best wildlife sites better and extend them if possible</p> <p>Encourage traditional skills</p> <p>Celebrate a sense of place</p>	<p>DRY STONE WALLS &amp; HEDGEROWS</p> <p>NATURE FRIENDLY FARMING &amp; MANAGING SPECIAL SITES</p> <p>VILLAGE HERITAGE AND LANDSCAPE FUND</p>
<p><b>2. Erosion, conflict and congestion:</b> over concentration of visitors in some villages and on certain routes, leading to path erosion, conflict with farmers and landowners. Over reliance on private cars leading to congestion, erosion and pollution</p>	<p>Disperse visitors and spread benefits to other areas</p> <p>Reduce erosion and damage</p> <p>Interpret and signpost alternative routes</p> <p>Maximise the opportunity of existing 'gateways' and utilise public transport</p> <p>Encourage cycling &amp; walking</p>	<p>IMPROVE ACCESS FOR ALL</p> <p>DEVELOP VISITOR HUBS</p>
<p><b>3. People losing touch with the past:</b> a slow loss of knowledge and understanding about the historical significance of the place and its people caused by changes in education and use of leisure time; local stories are being lost and forgotten; membership of local groups can be limited and narrow</p>	<p>Encourage research, to educate and inspire people</p> <p>Provide training and support to develop skills and knowledge</p> <p>Make links between local history groups and extend membership with outreach work and new technology</p> <p>Education about local distinctiveness and vernacular buildings</p>	<p>COMMUNITY ARCHAEOLOGY</p> <p>PENDLE RADICALS</p> <p>VILLAGE HOUSE HISTORIES</p> <p>VILLAGE HERITAGE AND LANDSCAPE FUND</p>
<p><b>4. People losing touch with the landscape:</b> lack of traditional skills and knowledge due to changes in education and in farming practice; fewer people inspired by nature so fewer enthusiasts for the future; children and some sectors of urban communities finding it difficult to explore the countryside, leading to low levels of understanding, and low levels of exercise and well being</p>	<p>Provide guidance, inspiration and support to people who do not normally visit</p> <p>Provide training and education in recording, conserving and enjoying wildlife and geology</p> <p>Provide outreach opportunities to engage with urban residents</p> <p>Develop care and a sense of identity for the area</p>	<p>GEO CONSERVATION</p> <p>APPRENTICESHIPS</p> <p>EDUCATION &amp; COMMUNITY OUTREACH &amp; WELLBEING</p> <p>INTERPRETATION &amp; SENSE OF PLACE</p>
<p><b>5. Reduced finance for recreation, heritage and wildlife conservation:</b> caused by reductions in central and local government funding</p>	<p>Identify new sustainable sources of income and systems to support community-led activity into the future</p>	<p>DEVELOPING VISITOR GIVING</p> <p>WHAT'S IT WORTH? RESEARCH</p>

## Project Descriptions and Development Stage Briefs

Using the matrix above we have now developed 15 projects to make up the Pendle Hill Landscape Partnership Scheme. The table below shows the three chosen themes, and how the project descriptions and briefs fit into them. The projects are described below and the development stage briefs follow on page 30.

It is important to note that two threads, **digital interaction** and **creativity** run through all of the projects, and the creative Gatherings project will work with all of the projects at some stage in the four year programme.

Theme	Project	Development stage brief
ENVIRONMENT	Traditional Boundaries	Biodiversity Survey
	The Nature of Pendle Hill	Biodiversity Survey
	Pendle Hill Rocks!	Geodiversity Action Plan
		Landscape Character Assessment (extension & review)
	Community Heritage Fund	
ECONOMY	Access for All	Visitor Management Plan
	Trainees	
	Discover Pendle Hill	Pendle Hill Story Map
	What's a Hill Worth?	
EVERYONE	Pendle Radicals	
	Around the Houses	
	Community Archaeology	Community Archaeology Survey and Action Plan
	Education, Outreach & Training	Audience Development Plan & Volunteering Toolkit
BRINGING IT ALL TOGETHER	Gatherings	Preparing for the Gatherings
	Interpretation	Communications Strategy & Audience Development Plan
	Evaluation	Evaluation and Monitoring Plan



## Environment Theme

### Traditional Boundaries

#### Needs/issues/threats

There is a concern over the neglect of field boundaries in some parts of the LP area, leading to a loss of the landscape fabric and quality. Boundaries have become redundant in lower lying dairy areas where larger fields are required for grazing pasture and for growing silage for fodder.

Forest of Bowland AONB commissioned Parish boundary surveys in Barley, Roughlee, Downham, and Twiston between 2004 and 2007. On average 20% of walls required major repair, and 35% - 75% of hedgerows were in poor condition.

Large scale loss of hedgerows and walls can add to the causes of soil erosion, overland flow and flood risk.

The LP area has a number of distinctive holly hedgerows, species diverse hedges on banks, old hedgerow trees, ancient walls, sunken tracks, and banks, as well as estate walls and railings.

In some areas roadside walls and hedges are in a deteriorating condition and require restoration.

Loss of hedgerows and dry stone walls leads to a severing of ecological networks, a loss of habitat and species diversity, and of the traditional rural skills of walling and hedge laying.

Costs of traditional boundary restoration are relatively high due to the need for skilled labour. Modern fences can be installed quickly and cheaply, however fences lack the landscape and biodiversity value and require more frequent maintenance and replacement in the long term. They also offer less shelter to stock.

#### Aims

- To restore and maintain traditional boundaries as an essential element of the landscape
- To restore and maintain hedgerows for biodiversity and flood risk management
- To provide training in rural skills (hedge laying and dry stone walling) for trainees, farmers, parish lengthsman, contractors, young farmers groups and volunteers
- To raise awareness of the value of traditional boundaries and of rural skills

#### Proposals

##### Development stage (2016-17)

- Mapping of field boundary condition to be included in the Phase I habitat survey, this will also identify dominant or key species where notable, and will then identify priority areas for boundary restoration
- Identify relevant landowners and seek/secure involvement in activity programme
- Identify opportunity to work with DSWA on training and education activity locally
- Draw up a costed programme of restoration/renewal and training/awareness work
- Seek match funds via:
  - I. 'farmer cluster' application to CS facilitation funds in 2016 or 2017 to include boundary restorations
  - II. individual CS agreements or capital grants for boundaries
  - III. LEF and/or RDPE LEADER applications for programme of boundary restoration and volunteering/skills training
  - IV. Support from EA/Ribble Life for investment in reducing flood risk

##### Delivery stage (2018-21)

We will deliver an annual programme of boundary restoration and renewal, working with farmers, landowners, contractors, volunteers and trainees. We will add value to Countryside Stewardship agreements and capital boundary grants allocated by Natural England and seek to work with a group of farmers on landscape scale activity which enables a cross farm approach. The project will restore 1km of dry stone wall and plant or lay (restore) 7km of hedgerow. We will also train 50 people in the traditional skills of walling and hedging, including 20 at certificated level.

Identified sites for restoration include: Mountain Farm roadside and boundary walls; Jinny Lane roadside walls and hedgerow at the Clarion Club; hedgerow restoration at Admergill and Wheathead Lane; Sabden Fold roadside walls; significant fragmentation and loss of hedgerows on lowland fields around Pendleton and near Gisburn.

We will also carry out research into the history of enclosures on the hill, and work with the Pendle Hill Rocks! Project to identify the sources and influences of walling stone.

**Project Lead:** LP team: Natural Heritage Officer with support from AONB / LCC staff

## The Nature of Pendle Hill

### Needs/issues/threats

There is a lack of up to date information on BHS and priority habitats or species at risk in the area: we need to create a baseline and to prioritise sites for action. The AONB unit has recently undertaken re-surveys of BHS grassland in 2012 - 13 and woodland condition assessments are planned for 2015-16. Phase I surveys of Lancashire were last carried out in the 1980s.

There is a lack of positive management of BHS sites, leading to erosion of habitat quality and loss of species. When BHS grasslands in Pendle were surveyed 50% were found to be in poor condition. Postgraduate research into grasslands in Bowland has shown a loss of species richness and a subtle turnover of species present, with increases in rush and creeping buttercup being notable in meadows and pastures.

We are concerned over the loss and fragmentation of priority habitats due to intensification and mechanisation of farmland leading to a loss of landscape quality and lack of resilience to climate change. Woodlands are being under managed and invasive species are gaining a foothold.

The AONB Climate Adaptation Plan identified our assets most at risk from climate change being blanket bog, species rich grassland, woodlands and wetlands, and rights of way.

There is evidence of damage and disturbance of habitats and species due to visitor pressure and suburbanisation of the area – eg lane character, footpath erosion, low level damage to boundaries.

People are losing touch with the environment – there are few new recorders and enthusiasts, this is leading to a reduction of recording skills and subsequent lack of data.

We are concerned about the overall reduction in investment in agri-environment schemes and believe there is a need to keep farmers involved in the stewardship of habitats especially at a landscape scale.

### Aims

- To identify the key biodiversity assets of the area and to prioritise geographic clusters and thematic approaches for action
- To conserve, link and extend habitats wherever possible ('bigger, better, more joined up')
- To involve more volunteers in recording, monitoring and conserving wildlife and habitats
- To support land managers in conserving and creating key biodiversity sites, through agri-environment schemes developed at a landscape scale: High Nature Value Farming, with CS support

### Proposals

#### Development stage (2016-17)

- Commission a Phase I survey of the entire project area
- Undertake re-surveys of all designated county sites, ie Biological Heritage Sites and other important sites newly identified in the Phase I survey (NB some will have been condition assessed by 2015/16 AONB activity)
- Identify key areas for potential new or renewed agri-environment scheme agreements, based on the location of BHS, identified 'ecological networks' and fit with a landscape scale or farmer cluster approach

From the above identify priority themes and geographic clusters of at least 10 BH sites

#### Delivery stage (2018-21)

Work with the identified 'farmer cluster' to draw up priority agri-env agreements (Countryside Stewardship) at a landscape scale: to conserve, create and manage the best sites for biodiversity through supported and traditional farming practice. Eg Clough woodland and riverside tree planting; hay meadow restoration & management; management and creation of traditional boundaries; heather restoration; bracken management; wet grassland management for wading birds. For other BHS sites outside the key area draw up site management plans with the owner/manager and support the delivery of these with contractors and volunteers as required.

Commission roadside verge surveys for biodiversity value and draw up required management plans/contracts for tender and working with parish councils/lengthsmen and volunteers.

**Project Lead:** LP team: Natural Heritage Officer

# Pendle Hill Rocks!

## Needs/issues/threats

Pendle rocks influence the vegetation and the landscape patterns of the hill, the make-up of the distinctive dry stone walls and village buildings, and many of the tracks and roads which were originally used to transport stone, lime and coal into the developing industrial towns of Colne, Nelson, Burnley, Clitheroe and further afield.

People are losing touch with their landscape and the history of geological exploitation locally. In a time when geology remains important to our economy, in terms of construction materials and energy exploitation, there is a surprising lack of knowledge as to how minerals and rocks from under the surface of Pendle Hill have shaped the local and national economy, and the landscape we see today.

There is also a lack of in-school provision for geology as a 14+ academic subject: in 2004 <2% of GCSE students in England and Wales took an exam in Geology or Environmental Science, and only around 2000 students took an A level in these same two courses, making up under 0.2% of all A levels taken in 2004.

## Aims

- To demonstrate how the geology and geomorphology of the area relate to and have influenced the social, agricultural and industrial heritage and economy of Pendle Hill
- To audit existing geodiversity sites in the LP area and add any newly identified sites to the county register of Geological Heritage Sites
- To involve and train volunteers in researching the geology of the area at a number of identified sites
- To interpret the geology of Pendle Hill for a variety of audiences:
  - I. visitors (on site and digitally)
  - II. educational groups (7-24yr olds)
  - III. and to create a new generation of geology enthusiasts (legacy)

## Proposals

### Development stage (2016-17)

- Commission a Local Geodiversity Action Plan
- Work with GeoLancashire to identify the key sites to be researched for the four project years, and key groups/individuals to work with
- Research existing good practice to identify opportunities for digital interpretation
- Identify schools and colleges to work with on educational resources

### Delivery stage (2018-21)

There will be four year-long projects, each building on and linking to the last:

Year one will focus on how geology affects the landforms and landscapes of the hill area, and will create 4 interpretation panels at key viewpoints such as the hill summit, Black Hill and Nick of Pendle.

Year two will focus on mining and will look at sites on two sides of the hill, a coal mine on Pendleside and the lead mines at Skeleron, Rimington. There will be a chance to explore how the geology created these valuable resources and how they were extracted from the hillside. Interpretation may include a digital app using old maps and oral history recordings to describe the mining processes and local stories such as 'Pudsay's shilling'. A commission to produce the schools resources will be in place.

Year three will look at how the geology affect the soils and vegetation, again contrasting the two sides of the hill using the knoll reef SSSI site at Worston and a woodland site on the millstone grit. Guided walks and events will aid interpretation and geotrail development. Schools resources will be published and groups will be able to use them as part of the education project. A summer school at Whitehough will offer chance for adult courses and field work based on the geology work to date.

Finally in year four the project will look at how geology affects building stone and dry stone walls; it will explore quarries and tramways used to remove the stone from the ground. On-site interpretation and self-guided trails will interpret these along with guided events. Schools work will continue.

**Project Lead:** GeoLancashire with support from the LP Team Natural Heritage Officer



## Community Heritage Fund

### Needs/issues/threats

People losing touch with the past.

People losing touch with the landscape.

Loss of landscape features.

### Aims

- To respond to small scale community initiatives that meet the aims of the programme (conserving landscape features and re connecting people to the landscape and their past)
- To focus on two HLF Outcomes: heritage will be better managed and in a better condition
- To pump-prime a locally managed community heritage fund, and to encourage its future sustainability by raising finance via visitor and corporate giving within the LP boundary
- To offer financial and project support to empower the local community

### Proposals

#### Development stage (2016-17)

- Devise criteria and administrative procedures for the fund, (based on AONB sustainable development funds and similar LP schemes run elsewhere)
- Identify the potential for visitor giving and links with other schemes (AONB & LEADER)
- Establish and train a grants panel/appraisal team drawn from the Landscape Partnership Board and the local community

#### Delivery stage (2018-21)

Promote the scheme and support applications from communities (to be led by the LP team).

The fund will total £80,000 with a smaller pot available in years 1 and 2, and larger in years 3 and 4 as demand grows.

Offer interpretation support as appropriate so that projects are branded as being part of the LP.

Develop income streams via a visitor giving scheme. This will involve working with established local tourism operators (Eg Seafood Company who run two pubs in the LP area) to set up and run a visitor giving scheme whereby customers can donate a fixed amount (eg 20p) per meal using an 'opt-out' scheme. This will also involve encouraging corporate sponsorship and possible community enterprise, eg sale of products at visitor hubs, shops and museums.

**Project Lead:** Fund management and promotion to be led by the LP Team, Community Engagement Officer. The Visitor Giving element will be led by the AONB team and Bowland Experience Ltd.

## Economy Theme

### Access for All

#### Needs/issues/threats

Over concentration of visitors in specific areas, leading to erosion and conflict.

Lack of information provision for visitors, lack of investment in visitor centres and PRow network and signage.

Lack of access for all abilities.

Perceived barriers to accessing the area by some sectors of the nearby urban communities.

Heritage assets not highlighted in local walks and trails and existing walks leaders not aware of heritage value of the area.

#### Aims

- To provide a series of well-promoted, high quality trails connecting visitor gateway sites to the wider countryside, helping to disperse visitors, reduce congestion/conflict
- Creating and upgrading routes for all users: walkers, Trampler (off-road mobility scooter) users, horse riders and cyclists, families and healthy walking groups
- Improving visitor gateways and information points and developing as sustainable community assets/resources
- Involving volunteers in management of public rights of way and visitor gateway sites
- Providing training for event/walk leaders (e.g. Countryside Code, safety, navigation, local history, geology, biodiversity)
- Promotion of routes to new audiences by providing digital and creative interaction, and heritage interest

#### Proposals

##### Development stage (2016-17)

See Visitor Management brief

##### Delivery stage (2018-21)

1. Creation, improvement or upgrade of strategic access routes at
  - Spring Wood: new concessionary footpath link to wider footpath network
  - Heys Lane: byway improvements to enable Trampler use and circular trail between Roughlee and Barley (NB Trampler routes are stile free)
2. At least two additional routes for creation, improvement or upgrade to be selected from:
  - Downham to Chatburn: new concessionary bridleway link
  - Pendle Hill summit repairs
  - Hookcliffe plantation to Pendle Hill: concessionary footpath improvements across peatland
  - Black Hill Wood: upgrade informal paths to Trampler trail
  - Black Moss/Sculpture trail: improvements
  - Downham to Pendleton: upgrade to Trampler trail
3. Install new on-site interpretation and signage at gateways, and create digital downloads or apps
4. Establish Trampler base at accommodation provider or visitor attraction
5. Improve / develop visitor gateway sites at:
  - Barley picnic site and green
  - Spring Wood information centre (near Whalley)
  - Downham information centre
  - Nick o' Pendle or Black Hill car parks (near Sabden)
6. Training for local walks leaders and healthy walking groups on countryside code, safety, navigation, local history, geology, biodiversity etc.

**Project Lead:** AONB/LCC with support from the LP Programme Manager

## Trainees

### Needs/issues/threats

- Lack of opportunity for young people to develop a range of environmental and traditional skills: people losing touch with the landscape
- Shortage of skilled land management labour, particularly traditional skills
- Pendle: 5.3% of 16-24 yr olds are NEET (Mar 2015, Lancs av is 5%, England av is 4.8%) and 33% of job seekers allowance claimants are 16-24 (Lancs av is 29%, national av is 28%)
- Ribble Valley: 2.3% of 16-24 yr olds are NEET, and 30% of JSA are this age also

### Aims

- To provide on-the-job and accredited training for up to 20 young people, in conjunction with an approved training provider and local employers
- Trainees will be supported in a variety of trades and skills including: forestry; conservation or environmental management; dry stone walling and hedge laying; fencing; heritage building restoration; landscaping contracting; river management; estate management and game keeping; heritage interpretation and marketing; tourism
- To appoint a series of graduate trainees to the LP team using the Pendle Borough scheme, offering them opportunities to develop skills and confidence in a variety of job roles including interpretation, marketing, working alongside artists, providing administrative support, contract management, business development, community development, practical skills in conservation, archaeology, historic research etc.

### Proposals

#### Development stage (2016-17)

- Identify college provider and issue tender for managing agent
- Identify first year placement opportunities for trainees
- Seek match funding (LEADER/LEP)

#### Delivery stage (2018-21)

There will be two tranches each of up to 10 trainees: the first starting in Sept 2018 running to March 2020, and the second from Sept 2019 running to 2021. Both level 2 and level 3 Diploma courses will be offered, and there may be the potential for a number of students to progress from level 2 to 3 as part of the project.

The college provider will recruit and enrol students, and will provide a minimum of 1 day a month off-the-job learning, leading to a level 2 or 3 apprenticeship. Depending on the subject of the apprenticeship the hours spent at college will vary. The college will also carry out on-the-job assessment visits every month.

The managing agent and LP team will help to identify employers for the placements. This agent will hold quarterly meetings with each individual apprentice during their placement, this will identify any additional certified training needs are met, eg knapsack spraying, chainsaw operator, habitat surveying, dry stone walling or hedge laying courses, using the £2000 bursary per student. Personal protective equipment and travel to personalised training costing up to £500 will also be provided per student. The managing agent will also manage this bursary budget.

**Project Lead:** this project will be managed by the LP Programme Manager, the managing agent will be appointed after a tendering process for a 15% fee (£33,000 over 3.5 years)



## Discover Pendle Hill

### Needs/issues/threats

- Lack of identity for the Pendle Hill area in terms of its linkages to the AONB
- Lack of a cohesive tourism brand for the LP area – currently two separate sides to the hill promoted by two District authorities
- Lack of familiarisation and understanding of what heritage the area has to offer for visitors

### Aims

- Develop an online interactive, user-generated map: the Pendle Hill Story Map
- Enable businesses to promote and talk about the area in a confident way and inspire visitors to want stay longer and return
- Develop tourism products linked to businesses, that can further enhance the visitor offer and provide channels to promote the Sense of Place messages
- Develop opportunities for visitor giving
- Recruit 'ambassadors', such as volunteer rangers, shopkeepers, bus drivers etc...

### Proposals

#### Development stage (2016-17)

See also Development Stage brief

The online Pendle Hill Story Map will be initiated: local people will be asked to add place markers on the map to capture images, video, quotes and short stories that reflect people's perceptions, feelings and understanding of the local area: it's 'Sense of Place'. The aim of the map is to:

- Engage local people and visitors in finding quirky, local, place-based information
- Provide a source of original information for local businesses, guides, schools, community groups
- Develop an ongoing record for the duration of the project to provide detail on people's perception of the area and the project as it develops
- Produce a source of information for news stories and for sharing via social media
- Generate a source of information for 'Pendle Ambassadors'

#### Development stage (2018-21)

**The Pendle Hill Story Map** – this will continue to be developed and a printed publication to capture some of the information will be produced towards the end of the project to publish either a scrapbook, book or map making use of all the information collated over the duration of the project.

**Business workshops** – an opportunity to utilise and disseminate the AONB Sense of Place and Pendle Hill Story Map information to provide useful visitor information via tourism businesses. Businesses will participate in a number of small group sessions/workshops incorporating walks and photography and incorporating various themes such as green accreditation, car free activities and wildlife tourism. Projects developed may include geo-caching, managing the Trampler and extending the electric bike hire and electric vehicle charge points. The project will also provide some one-to-one support as a follow up to the workshops, working with a number of University placement students (specialising in marketing and sustainable tourism). The support will explore and develop innovative ways in which the business - using the Sense of Place information and workshop knowledge - can engage with visitors and market themselves as part of the LP area, as well explore opportunities for visitor giving.

**'Pendle Ambassadors'** – we will identify passionate local people through the development stage and early stages of delivery. They could be representatives from community groups, farmers, businesses, walks leaders – people who may come into contact with visitors to the area, equipped with key knowledge about the project and the area. Again utilising the information generated from the workshops and the Pendle Story Map, the ambassadors will be able to attend a training workshop - 'Welcome to Pendle' - to equip them with local knowledge, and an ambassador merchandise e.g. t-shirt or cap.

**Project Lead:** AONB Unit

## What's a Hill Worth?

### Needs

A lack of recognition within society of the public benefits (ecosystem services) provided by the natural environment and cultural heritage.

Under-valuing of 'natural capital' has historically resulted in under investment leading to environmental damage; putting our economy and well-being at risk.

### Aims

- To investigate the benefits and value to society of the natural and cultural resources of Pendle Hill, with a particular focus on the potential to improve people's health and well-being through access to the countryside, active lifestyles and volunteering
- To investigate alternative mechanisms (both locally and nationally) to attract public and private sector investment in the natural environment and cultural heritage

### Proposals

#### Development stage (2016-17)

- Prepare the brief for research to be commissioned and carried out during the Delivery Stage
- Develop links/contacts with groups (e.g. 'Walking for Health' groups, Women's groups, older people's groups) in local communities, particularly from adjacent Priority Neighbourhoods with more limited access to the countryside. This is likely to coincide with the Pendle Story Map and audience development work identified for the Development stage.

#### Delivery stage (2018-21)

- Commission consultants (possibly University departments) to carry out research, working alongside community practitioners/leaders and local community groups identified at Development stage, as well as other LP projects such as Education, Training and Outreach and the 'Gatherings' arts development activities
- Work with local and national partner organisations to identify and investigate mechanisms to attract public and private sector investment in the natural environment and cultural heritage (e.g. payments for ecosystems services, public health expenditure)

**Project Lead:** LPS Programme Manager managing the contract

# Everyone Theme

## Pendle Radicals

### Needs/issues/threats

There is an increasing lack of connection between people and their past: a lack of knowledge of notable events and people from the Pendle Hill area, some of whom changed English society, and even the world!

The LP area has an over reliance on the Pendle witches story – there is so much more to tell.

There is a lack of aspiration and belief amongst young people that they can make a difference: this project provides an opportunity to inspire them.

This is an opportunity to develop research and curation skills working in partnership with the Lancashire libraries and museums services, the community heritage team and Archives at Lancashire County Council, and with local history, church and heritage groups; there is also opportunity to hold exhibitions and events at key venues including Gawthorpe Hall, Clitheroe castle, Towneley Hall and village halls, churches and libraries.

Key stories to tell include **George Fox** and his vision on the hill in 1652 that led to the founding of the Quaker Society of Friends; **Richard Cobden**, 19<sup>th</sup> century leader of the anti-corn law league and free trader who started his career in Sabden's calico print works; the development of **Friendly and Co-operative** societies such as at Downham in the 18<sup>th</sup> and 19<sup>th</sup> centuries; **Thomas Arthur Leonard** who founded the Holiday Fellowship movement from his congregational church in Colne in the 1890s; the many **non-conformist** churches and chapels in the villages and towns; and the Independent Labour Party and the **Clarion Club** in Newchurch, which has been run for over 100 years for and by workers from the mill towns who want to enjoy the countryside.

### Aims

- To re connect people to their past by researching and re-telling the stories of notable Pendle people and movements which had a major impact on our society
- To organise and support a series of projects which celebrate these non-conformists and activists through research, walks and talks, publications, exhibitions and creative interpretation
- To generate community pride and cohesiveness, and to increase aspiration, especially amongst young people

### Proposals

#### Development stage (2016-17)

- Identify groups interested in the projects, and opportunities for activity and interpretation, eg faith trail
- Confirm commitment from Lancashire Libraries and Pennine Museums group, community heritage team, educationalists and arts specialists
- Secure match funds – LEADER, Health & Wellbeing fund

#### Delivery stage (2018-21)

Offer support to a number of youth, history and community groups to research local radicals and movements established in the Pendle Hill area. This research can be library/archive based (with support from LCC Community Heritage and Health & Wellbeing staff) and may be inter- generational, inter-faith or cross community. It may also include producing oral history recordings, or developing artistic interpretation including performance, processions, music, or video production. There is an opportunity to work with museums and galleries across Pennine Lancashire to provide interactive exhibitions and to reach larger audiences.

The linked Gathering project will produce a creative output, possibly a performance or digital product, to widen awareness of the radicals and to raise young people's aspirations for change.

Work with local teachers and advisers to identify and develop historical research with a consultant, leading to the production of archive documents, images and oral recordings to create informative and inspirational resources for schools. Research will also be disseminated via 'walks and talks' to illustrate the connections between people and the landscape; there will also be opportunity to utilise the proposed summer school for research and sharing of information.

Small scale projects developed by local groups may be supported via the Pendle Hill community heritage fund – eg village trails or interpretation leaflets.

**Project lead:** LP team Community Engagement Officer



## Around the Houses

### Needs/threats/issues:

Loss of local vernacular styles in village housing due to insensitive conversions/modernisation.

Loss of traditional building skills.

Lack of knowledge of local/village history and dwindling membership of history groups.

Lack of research skills and knowledge.

### Aims:

- To create a series of lively and interactive digital archives of village and house histories
- To encourage more local residents to investigate the history of their own homes and the village they live in
- To train volunteers in using archive and internet sources such as Trade Directories, census returns, deeds and wills
- To encourage more joint working and mentoring between local history groups and across the hill
- To provide training in vernacular architecture and traditional building skills to residents and trades

### Proposals

#### Development stage (2016-17)

- Continue working with local history groups to draw up guidelines for research and creating the archives
- Research to identify suitable digital platforms/existing good practice

#### Delivery stage (2018-21)

A rolling programme will be run, working with two groups/villages per year and encouraging the sharing of learning and research skills between groups. Home owners will be encouraged to create their own house histories using a range of sources to build up a story of the building and the people who lived and worked there in the past. History groups will look at key village buildings – church, school, pub, smithy, hall etc. – and research these, together with how the village grew/changed over time using photographic and map evidence. Initial village walks, to be led by vernacular buildings researchers, will spark interest and get people involved.

Training will be provided by LCC Community Heritage team in local libraries to access free internet sites and existing community history collections; visits will also be arranged to Lancashire Archives in Preston.

The house histories will be loaded onto a digital community archive which can be accessed by other researchers and the general public.

Training also to be run in conjunction with Pendle Heritage Centre, part of Heritage Trust North West (HTNW) and Yorkshire vernacular buildings study group in identifying and recording vernacular architecture and learning traditional building skills (the latter being offered to local building and trades contractors as well as to residents).

**Project lead:** LP team Community Engagement Officer, with support from University heritage placements, LCC Community Heritage team and Pendle Heritage Centre

# Community Archaeology

## Needs/issues/threats

- The project area has received limited archaeological investigation, resulting in lack of detailed knowledge
- Lack of awareness/understanding of archaeological sites can result in deterioration or loss through development or agricultural work
- Pendle Hill is popularly associated with the events known as the Lancashire Witch Trials. This project offers a great opportunity to increase people's awareness and understanding of human occupation in this area both before and after this period
- Local archaeological investigations do not always feed into records at County level, resulting in missed opportunities to share relevant information

## Aims

- To promote awareness of the area's archaeological resource, helping to build concern for, and develop future involvement in, Pendle Hill's heritage through increased involvement in local groups
- To provide local groups with the confidence and skills to survey, record and interpret their local archaeology
- To increase understanding and enjoyment of Pendle Hill's varied archaeological resource by residents and visitors alike
- To update Lancashire's Historic Environment Record and feed into regional and national records where appropriate

## Proposals

### Development stage (2016-17)

See brief 'Community archaeology action plan'.

### Delivery stage (2018-21)

Working with local history and archaeology groups, LCC Historic Environment record staff, and students and staff of the University of Central Lancashire, we will undertake a number of community archaeology projects which will include documentary research, field survey work, excavations, and project reports – identified sites/projects include:

- The iron age hill fort at Portfield (scheduled ancient monument)
- Features at Gazegill Farm in Rimington
- A number of water mill sites from medieval to industrial age
- Interpreting the vaccaries of Pendle Forest
- Ightenhill Manor
- Sabden Valley

The project will include:

- Annual student placement/intern to support projects and interpretation work - UCLAN
- Provision of training in research, survey, excavation and digital mapping skills where needed
- Production of a range of interpretive material including printed project booklets, podscrolls/apps, web-based information, exhibition material and limited on-site panels
- Production of a series of downloadable walk routes focussing on archaeology sites
- Production of an index/gazetteer documenting known reference material, providing a summary of archaeological investigation for each project site

**Lead partner:** LP Community Engagement Officer

## Education, Outreach & Training

### Needs/issues/threats

A growing lack of connection between people with the past and with the landscape, especially children and sectors of the population not normally visiting the area.

A lack of diversity in the countryside: the LP area visitor profile does not match the socio economic profile of the area; barriers exist to participation and accessing the countryside (real and perceived, physical, cultural and financial)

There are issues around lack of respect for landowners and farmers, abuse, low level vandalism, dangerous behaviour (eg night-time bike riding, fires).

Opportunity to work with urban communities close to the LP area.

### Aims

- To provide opportunities for school groups (KS1&2) to visit the LP area and use new and existing resources to learn about local history, the environment and the outdoors
- To organise a programme of outreach activity: enabling people from priority neighbourhoods to confidently access, enjoy and learn about the countryside, and to provide training for community leaders
- To organise training and regular opportunities for volunteering in a wide range of subjects and skills, to enable people to learn more about their past and their landscape

### Proposals

#### Development stage (2016-17)

- Identify and secure match funding (consider NHS, police, Trusts, LCC Health & Wellbeing)
- Draw up an Audience development plan and volunteering policy – see development briefs
- Audit of existing resources available for educational work
- Identify and contact potential groups for outreach programme, possibly run some introductory days
- Draw up work programme and integrated training programme for yr 1
- Produce brief for commissioning of outreach and education work for yrs 1 & 2

#### Delivery stage (2018-21)

Deliver an annual schools programme focussing on different heritage elements which meet national curriculum targets eg History (Pendle radicals); Science (RSPB Birds of Bowland programme; farm visits); Geography (DSWA Dry stone walls; Geology) targeted at urban schools and including visits via Whitehough OEC and Gazegill Farm etc. New learning resources will be produced (Pendle Radicals and Geology) and existing resources will also be utilised, and schools encouraged to visit sites and use them. Transport costs and facilitation to be provided.

The Community Outreach programme will be delivered by a partnership bringing groups out of priority neighbourhoods to key sites (Whitehough, Spring Wood, Boothman Park and Gazegill Farm) to experience the countryside, farming, and conservation volunteering in a safe and supported environment. Transport and limited clothing/equipment will be provided. Training for community and group leaders will be provided, to sustain the potential to deliver countryside experiences for disadvantaged groups – eg team leadership, navigation skills, project management. There will be opportunity to assist with or visit other projects – geology, traditional boundaries, Nature of Pendle, archaeology.

We will organise, promote and administer an annual integrated training programme across the LP projects for volunteers, group leaders, and the general public on topics such as safe use of the countryside, walk leadership, risk assessment, D of E planning, conservation skills, understanding built heritage & archaeology, research skills etc. In the summer of 2020 we will run a week long summer school on a variety of heritage topics, based at Whitehough.

**Lead partner:** LP team: Community Engagement Officer with support from single or separate commissions for Outreach facilitator and schools organiser equivalent to 1 day a week each.



# Bringing it all Together

## Gatherings

### Needs/issues/threats

The two sides of the hill are seen as separate places, with different people and different economies: there is little co-ordination, cohesion or interaction across the hill

There are many groups of people who do not access or engage with the heritage and countryside of the LP area

Traditional engagement activity does not always attract 'hard to reach' groups and those who perceive barriers to access

### Aims

- To weave a collective and creative sense of understanding and homogeneity across the whole of the Landscape Partnership projects – gathering together the two sides of the hill
- To creatively engage more and a wider range of people in the projects, especially those groups and individuals who are traditionally 'hard to reach'
- To address areas of conflict within opposing viewpoints and deliver creative solutions

## Proposals

### Development stage (2016-17)

- Advertise two commissions for the Audience Development Plan: Health and Wellbeing , for the Pendle Hill Story Map to gather information and creative ideas for the Delivery stage, as shown in development stage briefs
- Project manage the two commissions
- Develop a fundraising strategy and secure match funding for the delivery of the project
- Formalise briefs during Development stage for all Delivery stage Gathering commissions

### Delivery Stage (2018-21)

The Gathering Projects will be arts based and run by an arts project manager (to be commissioned). The Gatherings will underpin and weave together all the projects under the LP scheme and will engage many people, address conflicts, and create a strong legacy of the LP work undertaken.

Professional artists will be commissioned to creatively accompany the individual projects. This means that outcomes and learning from the projects can be presented creatively, people can learn new skills in practical ways, and can take part in workshops and guided artist led activity. Each brief will expect the artists to investigate the two sides of the project and task them to create ways to bring the two sides together. Effectively the artists will need to Gather all those involved and reduce conflict throughout their practice. This will be supported by the project manager.

For example:

*Traditional Boundaries:* This would be a commission with the aim of demonstrating the importance and heritage of drystone walls and hedgerows to people in urban spaces – by, for example 'Drystone Walls on Tour' which could be on the back of a lorry – like a carnival float - or potentially a drystone wall pop up shop selling or giving away mini-build-your-own-wall kits.

*Trainees:* We will seek to appoint a video/ performance based artist who will work alongside a spoken word/ literature artist to create a compelling story of the journey of the apprentices.

*Pendle Radicals:* This will be a commission to attract an artist who can work alongside a historian and react to what is discovered. It may be that this would be a performance or 3D artist: a sculptor who could create a mini museum.

*Evaluation:* We would seek to run two small commissions to support the mid-term and end of programme evaluation work. An artist would explore creative ways to support the researchers and to share their learning with a wider audience.

Projects will have digital impacts which will reach a wider audience and certain commissions will work with specific groups; those with mild mental health issues will take part in the outreach commission, children and young people will be the primary focus of the wildlife commission and throughout the Gathering projects volunteers will be encouraged and supported. We will also look to run an annual Gathering which is a stakeholder event, bringing together all the projects, to review the year and to plan for the next.

**Project lead:** Pendle Leisure Trust to run development stage and to commission the arts project manager

## Interpretation

### Needs/issues/threats

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

### Aims

- To create a recognisable and appropriate brand for the LP based on the area's sense of place
- To create a range of interpretation materials for projects and the wider LP programme, using a variety of new and emerging digital opportunities in addition to limited printed and on-site interpretation
- To increase understanding of the range of heritage features and activity in the LP area

### Proposals

#### Development stage (2016-17)

- Run a consultation with local businesses, residents, artists and visitors to establish elements of a brand identity for the programme based on the AONB's Sense of place work (see development brief)
- Commission and adopt a Communications Strategy for the LP programme, and draw up an annual work programme based on the individual project plans (see development brief)

#### Delivery stage (2018-21)

Commission 'Branding Guidelines' for the programme for the LP, based on development work.

Produce marketing material for the programme as a whole eg programme website, social media presence, reports etc.

Produce interpretation material for LP projects including:

- Films and videos
- 4 project exhibitions
- 10 on-site panels
- 10 down load walks
- Way marking
- 2 on-line ID/field guides
- Digital archives and Story Map
- 6 pod-scrolls
- 4 geo-trails
- 6-8 booklets/publications
- 2-4 digital apps
- Annual events and training programme

**Lead Partner:** Forest of Bowland AONB (part time post Gift In Kind)

## Evaluation

### Needs/issues/threats

Lack of co-ordination of activity and partners.

Need to evaluate and learn from project delivery.

Need to monitor activity and assess progress towards targets.

### Aims

- To record the progress, impact and learning taking place in individual projects and the complete LP programme
- To run both a cognitive and creative evaluation programme

### Proposals

#### **Development stage (2016-17)**

Evaluation plan to be commissioned and adopted, monitoring tools put in place (see development brief)

#### **Delivery stage (2018-21)**

Using the programme's creative and digital approach we will commission external evaluators to carry out a mid-term and end of programme evaluation

**Lead partner:** LP Board



## Development Stage Briefs

### Brief for Biodiversity Survey

The principal aim is carry out a phase I habitat survey, incorporating a re-survey of locally designated wildlife sites (BHS) and field boundaries within the Pendle Hill LP area (120 sq km)

Key objectives are to:

1. Carry out a field by field survey and mapping of habitats of the entire LP area, according to JNCC phase I survey methodology
2. Include the mapping of field boundaries and their condition as part of the phase I survey, also noting any dominant or interesting species (eg holly, beech) where appropriate
3. Re survey 30 County Wildlife Sites (called Biological Heritage Sites (BHS) in Lancashire) (excluding the 20 woodlands and 12 grassland sites which have been recently re-surveyed or assessed) to identify the presence of qualifying habitats and/or species and to check the site boundaries are still relevant (ref 4.9, pg 8 of BHS Guidelines for Site Selection, LCC/LWT 1998)
4. Where target notes suggest sites may be of BHS quality undertake additional survey work
5. Provide broad land management recommendations for each BHS site
6. Use the Phase I survey, BHS data, Ribble Life data, the Lancashire Local Nature Partnership Ecological Network maps and reports, the AONB Climate Adaptation Study, and other relevant data to identify 12-15 priority BHS sites which will maximise the opportunity to improve the area of BHS in positive management, and provide the opportunity for habitat extension and ecological linkages
7. Use the Phase I survey to identify priority lengths or clusters of boundaries requiring management and/or restoration

### Background

A Phase I survey for this area was last carried out in 1987-88, and as yet no District or landscape scale area of Lancashire has yet been re-assessed since these original surveys. Many BHS have not been re surveyed for 10-15 years. Without this data it is difficult to prioritise where to deliver effective biodiversity activity according to a known baseline of priority habitats, species and important sites, together with the best potential for utilising ecological networks.

Detailed Traditional Boundary surveys were carried out by the AONB in five parishes within the LP area between 2001 and 2007 (see map attached) and whilst these areas can quickly be re assessed, hedgerows and dry stone walls in those areas not covered need to be surveyed so that they can be further prioritised for action under the proposed Traditional Boundaries project. Some areas have suffered from significant hedgerow neglect and removal, and there will also be potential to re instate mixed hedges in these situations.

### Methodology

The survey area, the entire Landscape Partnership scheme area is 120 sq km, of which 58 sq km is in the AONB and 20 sq km is Access Land. This area will need to be surveyed in detail during the 2016 season, with possible follow up visits in early 2017. The contractor will be supported by the LP Development officer and AONB staff, however they will be required to secure permissions from landowners to visit all BHS sites and any other areas which are inaccessible by using viewpoints or public rights of way. The survey should be carried out using the Handbook for Phase I habitat survey - a technique for environmental audit (2010) JNCC, available from [www.jncc.defra.gov.uk](http://www.jncc.defra.gov.uk)

### Outputs

1. One paper and a digitised copy of the phase I survey maps , including field boundary condition, target notes and the location and boundaries of proposed new BHS
2. Digital copies of re-surveys (written and mapped) of all BHS sites
3. Digital images of relevant features (eg new and existing BHS, notable species) including GPS locations or grid references, and dates
4. A comparison of the results of the Phase I survey 2016-17 with the original survey from 1987-88
5. A brief Action Plan for Biodiversity, consisting of
  - a priority list of 12-15 BHS sites to bring into positive management
  - maps showing the key sites, potential for extension and linkages utilising ecological networks
  - broad land management recommendations for these sites

## Brief for Geodiversity Action Plan

The principal aim is to draw up a Geodiversity Action Plan for the Pendle Hill LP area

Key objectives are to:

1. Produce a summary description of the geological and geomorphological history of the Pendle Hill LP area, and relate this to the social, agricultural and industrial heritage of the area since the Middle Ages
2. Obtain and interpret relevant maps (digital and GIS) to illustrate this history – eg bedrock and surface geology
3. Identify key sites for the delivery phase, and obtain permissions and consents for proposed access and activity
4. Set objectives and actions for the delivery phase to include:
  - I. Research and fieldwork
  - II. Interpretation
  - III. Education
  - IV. Engagement of new audiences
5. Draw up a detailed work plan for year one of the delivery phase, and outlines for years 2-4
6. Identify the potential for links and placements with University Geology departments in the NW

## Background

Pendle Hill Rocks! will be delivered between 2018-21 by volunteer members of GeoLancashire, with support from the LP Natural Heritage officer. The project aims to audit, research and interpret the geology of the area and also to engage with the general public through walks, talks and activities, and with school groups via the production of new educational resources.

The project is proposing to run four year-long projects focussing on:

- I. Geology and landscape and its impact on industry
- II. Mining and quarrying on two sides of the hill
- III. Geology, vegetation and wildlife
- IV. Building stone and dry stone walling

The action plan is required at development stage to confirm the proposed sites, and to identify and liaise with landowners; and also to prepare the wider programme of activity which includes research, interpretation and education.

## Methodology

The Geodiversity action plan will need to be drawn up after extensive consultation with geology groups and volunteers, academics, specialist geology organisations, etc.

Research into sites will require identification of landowners and obtaining any permissions or consents

## Outputs

- Geodiversity action plan as above: 2 hard copies and a digital version
- Mapping of the geology of the area, required to be compatible with ARC GIS software

## Brief for Landscape Character Assessment

The principal aim is to complete and review a landscape character assessment for the Pendle Hill Landscape Partnership area. The key objectives are to:

1. Review and update the existing LCA for the LP area, published by the Forest of Bowland AONB in 2009
2. Carry out a character assessment of the LP area not included in this original work (18-20 square kms)
3. Prepare a brief report, map and landscape area descriptions for the extension area

### Background

In 2009 the Forest of Bowland AONB commissioned Chris Blandford Associates to carry out a district-scale landscape character assessment which can be seen at: <http://forestofbowland.com/Landscape-Character-Assessment>

The LCA is now six or seven years old, and although we do not expect there to be any major changes in the 110 sq kilometres included in the Pendle Hill Landscape Partnership area, a review of boundaries, descriptions and key forces for change is required.

This original assessment covered the entire AONB area (800 sq km) and buffer land lying within the same landscape character types. However, the proposed Landscape Partnership area for Pendle Hill includes some land to the south east which was not assessed: this requires completing so that it can be fed into the landscape conservation action plan (LCAP) to be submitted with the stage 2 application to Heritage Lottery Fund at the end of the development stage in June 2017.

### Methodology

The consultants will be expected to utilise a detailed methodology for the LCA based on guidance provided in *Landscape Character Assessment, Guidance for England and Scotland (the Countryside Agency and Scottish Natural Heritage, 2002)* and its accompanying *Topic Papers*.

You will be required to complete a desk study for the extension area which includes overlay mapping to review relevant source materials including the existing Lancashire County and national scale studies (NCA 33 and 35). All geographical data should be assembled in a Geographical Information System which must be compatible with the system used by LCC (ArcView). An approach should be used that provides an appropriate level of detail to meet the aims and objectives of this small scale study. It should lead to initial ideas about the definition of types and areas of common character. Wherever possible the desk study will involve officers from the AONB, county council and LP partnership.

The field survey component of the work should serve to test and refine the types and areas of common character, inform the written descriptions of the landscape, and identify and record any aesthetic or perceptual characteristics that cannot be identified as part of a desk study. The field survey should be carried out by an experienced and competent surveyor. The survey should also include a sweep across the entire LP area to review the existing classification and to note any relevant changes to LC area and type boundaries; classification; or local issues which may affect the current and future landscape changes and opportunities, capacity and sensitivity for change, and guidelines for change management.

A stakeholder workshop should be included during the assessment in order to refine proposals with local residents, land managers and users.

Classification and description work should complete the characterisation process by identifying, mapping, and classifying the landscape into the appropriate Bowland landscape character types and areas. This will be achieved by using the data collected to map their extent and provide clear and concise written descriptions of their character.

### Outputs

The project should produce a short written report (3 hard copies plus a digital copy) including:

1. ArcGIS files mapping the extension area of the LP area, and if appropriate, any changes to the 2009 map
2. A printed A1 size map and jpeg file of the entire LP area showing all the landscape character areas and types
3. Written descriptions, location maps and photographs of the additional landscape character areas identified, using the same format as the Forest of Bowland LCA
4. A written review of the existing LCA covering the remainder of the Pendle Hill LP area, and updating any required maps, descriptions or summaries of 'landscape changes and opportunities'.

## Brief for Pendle Hill Visitor Management Plan

The principal aim is to develop a Visitor Management Plan for the Pendle Hill LP area (120 sq km) to help inform the development of access for all and visitor facilities within the area.

Key objectives are to:

1. Utilise all available data sources (visitor surveys, visitor attractions data, car park counts, sense of place research, audience development plan) to understand how the key sites are being used, and by which visitors.
2. Work up case studies providing more detail on developing recreational opportunities, which could be offered from the four visitor gateway sites (Barley, Downham, Nick o' Pendle, Spring Wood), and in particular how visitors can be better dispersed from these "honeypot sites".
3. Develop a detailed visitor management plan for the Pendle Hill LP area, including a map showing different management recommendations for recreational provision for different user groups
4. Establish feasibility for creation, improvement and/or upgrade of at least four strategic access routes in Pendle Hill LP area
5. Work up project specifications for creation and/or upgrade of the two identified strategic access routes: Spring Wood concessionary link and Heys Lane byway improvements

## Background

The entire Landscape Partnership scheme area is 120 km<sup>2</sup> and has a network of 4185 kilometres of Public Rights of Way and 20 km<sup>2</sup> of Access Land. The Access Land is found primarily on the moorland plateau of the hill itself.

Pendle Hill is the most visited part of the Forest of Bowland AONB and has over 3 million people living within 40km. There are some key routes which are showing signs of erosion, and there are limited opportunities for people with mobility issues to access the countryside.

There are three existing visitor centres at Spring Wood (Lancashire County Council countryside site near Whalley); Barley (parish council car park with private café business); and Downham (Ribble Valley owned site managed by parish council who manage toilets and information barn). There are also a number of small car parks both official and unofficial, especially in the Sabden area. Lack of on-site information is a key issue identified by visitors.

## Methodology

The work will involve a mix of desk-based research (e.g. visitor data sources) and fieldwork (sites visits, meetings with landowners/key partners).

The fieldwork will focus on a number of strategic access routes in this network and also the identified visitor gateway sites as the starting point for developing a visitor management plan, but will ultimately consider the area as whole.

The commissioned consultants will work alongside the Development Officer and the Forest of Bowland AONB and LCC Environment and Community Projects teams to develop the visitor management plan. It will involve meeting a number of key partners to understand their needs and concerns with regard to managing visitors on the hill.

## Outputs

1. Electronic and hard copy versions of a detailed Visitor Management Plan for Pendle Hill LP area with mapping produced using digital media compatible with Arc GIS
2. A feasibility assessment of potential strategic access routes for creation and/or upgrade in the delivery stage
3. Detailed specifications for creation and/or upgrade of the two identified strategic access routes (Heys Lane and Spring Wood concessionary link)



## Internal development work – Pendle Hill Story Map

The principle aim of this work is to gather local people together and encourage them to share their local knowledge, to help us to start to build a picture of Pendle's 'Sense of Place' and its local distinctiveness through a digital 'Story map'. It is also an opportunity to inspire people to get involved and continue to contribute throughout the duration of the project.

Key objectives are to:

1. Provide inspiration for the development of the LP brand, to provide consistent messages and to increase awareness of what the area has to offer to visitors
2. Provide foundations for the development of Sense of Place information that can be utilised by local businesses, community groups and guides in order to tell the stories to visitors to the LP area – celebrating local distinctiveness
3. Produce a base map on which to post the gathered information
4. Engage with and inspire participants to be involved with the delivery stage of the project and signpost them to the Ambassador Scheme

### Background

The term 'Sense of Place' is often used to describe a person's feelings for a place, and the elements that make that place special – it may be memories of past visits, views, sounds, people, tastes, even the smell of a place!

The Sense of Place development work is an opportunity to engage with local people to capture those feelings, stories and knowledge of the Pendle Hill LP area, using a digital 'Story Map' to form the basis for a number of projects at delivery stage.

### Methodology

This project will gather stories and information together to generate initial information for the Pendle Story Map and to create 'mood boards' which will feed into the brand identity for the LP project. It will be led by the Graduate trainee, with support from the AONB team; and some elements to be delivered by the arts development Gatherings project running concurrently.

It is proposed that stories and information can be gathered in a number of ways:

- By accompanying a number of Pendle Walking Festival events (Sept 2016)
- By visiting a number of local groups and meetings – eg Young Farmers, history groups, Clarion Club
- Using social media
- By artists carrying out interviews and recording work as 'Pendle Voices 2' - see separate brief

### Outputs

1. Story Map information to inform the delivery stage of the project
2. Base map for exhibiting the gathered information
3. Mood boards to inform the branding exercise to commence at the start of the delivery stage
4. Production of a tender brief for the branding exercise, as part of the Interpretation project during the delivery stage

**NB this work will be delivered internally, led by the AONB Unit with support from the Graduate trainee, and a commissioned artist**

## Brief for Community Archaeology Action Plan

The principal aim is to produce a Community Archaeology action plan for the Pendle Hill LP.

Key objectives are to:

1. Provide a summary description of known archaeological research in the Pendle Hill LP area to date.
2. Draw up an action plan which identifies a short-list of six to eight archaeological sites within the LP area suitable for community involvement.
3. For each site secure all relevant permissions and identify interested local groups for engagement.
4. The action plan should include for each short listed site:
  - I. landowner/manager details
  - II. site name
  - III. 8 figure grid reference
  - IV. monument type
  - V. summary of description and condition
  - VI. existing/planned scheduling or designations
  - VII. list of appropriate reference documents inc. Victoria County Histories (Lancashire and Yorkshire, West riding), placename studies, tithe maps etc.
  - VIII. 4 current images
  - IX. aerial photographs of site and LiDAR (at appropriate resolution) where available
  - X. 2 site maps (digital and paper copy) – 1:10,000 and 1:2,500 scale
5. The action plan should also include a suggested work schedule for each site, focusing on the least invasive approach initially, with excavation where appropriate, and taking into account any restrictions resulting from scheduling or other designations.

## Background

Pendle Hill as a landmark has drawn and fascinated people for generations. To many visitors, the area around the hill is understandably associated with the events which became known as the trials of the Lancashire witches. However, the earthworks, scheduled monuments, medieval vaccaries and listed buildings found within the LP boundary are testament to area's diverse human influences. By highlighting elements of this diversity the Community Archaeology project aims to bring the stories of some of Pendle Hill's past inhabitants to life.

Given the variety of sites available this action plan is needed at the development phase in order to focus delivery stage work on those sites which offer the best opportunity to tell Pendle Hill's archaeological stories and to actively involve those who have an interest in discovering more.

## Methodology

A number of potential projects and sites have been already been identified, including Lower Gazegill Farm near Rimington, Pendle Heritage Centre Archaeology Group's medieval vaccaries study, Portfield Camp near Whalley and land close to Ightenhill Manor scheduled monument near Padiham.

As such, the Community Archaeology Action Plan will need be developed through consultation with a number of organisations and groups including Historic England, Lancashire County Archaeological Service, relevant landowners, academic institutions and local history groups.

## Outputs

1. A Community Archaeology Action Plan for the Pendle Hill LP area
2. A summary of archaeological work in the LP area to date

## Internal development work – Audience Development Plan

The principal aim is to draw up a short action plan and key messages for all LP projects which enable us to:

- Increase the commitment of existing audiences (ie generating more frequent or more active involvement)
- Attract new and wider audiences, especially first-timers and people from under represented sectors of the local population
- Develop more enriching experiences for all audiences

Key objectives are to:

1. Identify the under-represented sectors of the local population in our current audiences
2. Identify the barriers to participation that exist, and that they perceive to exist
3. Identify their drivers to participation (ie what would encourage them to get involved)
4. Identify the needs and concerns of existing audiences (ie what would encourage them to get more involved)
5. Develop a brief action plan identifying target audiences; activities; timescales; measures of success, and resources required to deliver this activity
6. Develop a few simple key messages for all the LP projects to encourage them to develop and retain new and existing audiences

### Methodology

This work will build audience development work included in the proposed Communications Plan which will be completed by September 2016.

At pre application stage a post graduate student project drew up a socio-economic profile of the Pendle Hill area and also considered the barriers that exist to accessing the countryside. This study will be built on, together with data from the 2014 Visitor Survey.

It is therefore proposed that this development work is carried out from August to December 2016. The work will be delivered by Kirsty Rose, Arts Development Officer with Pendle Leisure Trust, with support from the assistant development officer (Graduate trainee), AONB team, students and volunteers, and an artist. The artist will work on a Health & Wellbeing commission, exploring the barriers to participation and heritage engagement (see separate brief).

It will include survey work with groups and individuals both inside and adjacent to the LP area; some of the survey and consultation work identifying barriers to access will be carried out by an artist holding workshops with hard to reach groups (see gatherings brief). We will also hold a workshop at a Gathering event with partners and staff to draw up the key messages and action plan.

### Outputs

Audience Development Action Plan and key messages

**NB this is work will be delivered internally, led by Pendle Leisure Trust with support from the Graduate trainee, and a commissioned artist**

## Brief for Volunteering Toolkit

The principal aim is to develop a simple set of policies and procedures that ensure that the programme's investment in volunteering will lead to a positive experience for all, and lay the foundations for a legacy.

Key objectives are to:

1. Identify and brief the main volunteering networks and centres which may signpost people to the LP programme
2. Prepare a toolkit of policies and procedures covering aspects such as induction, training, health & safety, safeguarding, equality and diversity, payment of expenses etc.

## Background

The Pendle Hill LP will offer a number of opportunities for people to volunteer, and we want to ensure that this is a positive experience for both individuals and the project leads, so that increased volunteering will become a legacy of the programme.

A number of LP projects will be led by, or offer participation to, local voluntary groups such as history societies, geology clubs or volunteer rangers. We will support these groups to widen their membership and to organise safe and enjoyable experiences.

There will also be opportunities for individuals to volunteer their time to carry out tasks such as research, conservation work and surveys.

A toolkit of policies and procedures will ensure that all volunteers receive a rewarding, safe and welcoming experience.

## Methodology

The production of a toolkit should include some consultation with relevant partners and potential volunteers.

## Outputs

1. A set of policies and procedures (hard copy and electronic versions)
2. Well informed local volunteer centres and networks



## Brief for Preparing for the Gatherings

The principal aim is explore and demonstrate how the arts can deliver projects creatively and engage more and a wider range of people with local heritage.

In the development phase two initial commissions will be run:

1. Health and Wellbeing commission to take hard to reach groups (adults with mental health difficulties and some with physical disabilities) to spend time in the Pendle Hill area. They will assess barriers to access and will encourage people who don't usually use the area to spend time there sketching and creating sculptures from found objects. This information will feed into the developing Audience Development plan (see separate brief).
2. Pendle Voices 2 will be a week long commission for an artist to talk to existing visitors to the hill and get them to share why they use it, what it means to them and to identify some stories which will feed into the Sense of Place development project (see separate brief). This work will be turned into a spoken word artwork which will be shared on social media and digitally.

In addition the consultant will formalise the briefs for all the artistic commissions planned for the delivery stage, and apply for match funds from Arts Council and LEADER on behalf of the Landscape Partnership.

## Background

The Gathering projects will be arts based. They will underpin and weave together all the projects under the LP scheme and will engage many people in the project, address conflicts within the project and create a strong legacy for the LP work undertaken. Professional artists will be commissioned to creatively accompany the LP projects. This means that outcomes and learning from the projects can be presented creatively. People can learn new skills in practical ways and can take part in workshops and guided artist led activity.

Projects will have digital impacts which will reach a wider audience and certain commissions will work with specific groups; those with mild mental health issues will take part in the health and wellbeing commission, children and young people will be the primary focus of the wildlife commission etc. Throughout the Gathering projects volunteers will be encouraged and supported.

## Methodology

- Advertise two commissions, project manage the commissions
- Develop a fundraising strategy and secure match funding for the project in delivery phase.
- Evaluate learning and produce a comprehensive list of barriers to access to feed into Audience Development plan.
- Market the commissions and activities and create a temporary digital presence and online communication.
- Formalise Gathering arts commission briefs for all projects planned for delivery stage.

## Outputs

1. Two artist commissions
2. initial social media interaction
3. 40 people involved in Pendle Voices 2 which will be used to fit into sense of place work
4. 40 hard to reach individuals will have spent time in the Pendle Hill area
5. comprehensive list of barriers to access will have been researched for Audience Development plan
6. fundraising strategy, applications and briefs for delivery stage

## Brief for Communications Strategy

The Pendle Hill Landscape Partnership (LP) needs to establish its communication channels in order to achieve its ambitious development objectives. It is also important that brand development and the organisational communications strategy go hand in hand, and therefore a brief for a branding strategy will follow the development of the communications strategy.

Key objectives are to:

1. Develop a fresh and engaging Communications Strategy for the LP scheme (2016 – 2021)
2. Draw up an Activity Plan for the LP scheme based on the new strategy for Jan 2016 – May 2017: Development stage, and January 2018 to December 2021: Project implementation:
3. Present the final Communications Strategy & LP activity plan to relevant stakeholders

## Background

The Forest of Bowland AONB had a Communications Strategy 2005 to 2009. This has not been updated since, and while some of the principles of this strategy have continued to apply, current communication work of the AONB has been more ad hoc. This is as a result of having to keep pace with changes in technology and new channels for communicating via social media. The Pendle Landscape Partnership will deliver its programme in alignment with a new Forest of Bowland Communications Strategy, to ensure a consistent approach and strengthen the identity of the area. The LP will however require the development of a specific communications activity plan for the duration of the project 2016 to 2021.

## Methodology

The development of a communications strategy will encompass the following:

- Establishment of the purpose and vision for the strategy in consultation with the LP Board
- Analysing and benchmarking the current situation and context
- Objectives setting
- Communications Audience Development Plan:
  - I. Identification of audiences we are currently communicating with, gauging their awareness of and support for our work. Identification of new audiences we need to communicate with as part of our development strategy & delivery stage of the LPS
  - II. Identification of non-participating audiences and barriers to their engagement
  - III. Mapping exercise of how we currently communicate with these audiences and what messages are being given
  - IV. Future Development – how to communicate with more and wider groups of people
- Defining Communication Channels/Mechanisms
- Message Development
- Vision for the brand
- Development of an action plan, including a press plan for the LP for Jan 2016 – May 2017: Development stage; and January 2018 to December 2021: Delivery stage
- Outline plan for delivery of programme interpretation materials to ensure good coverage both geographically and across media types; and also to ensure rationalisation /efficiency across projects to reduce eg, duplication of on-site interpretation panels, or leaflets
- Risk, issues and assumptions
- Evaluation - indicate the methods that can be used to evaluate the success of the Communications Strategy

## Outputs

- Consultation event with partners to establish the vision, objectives and messages for the strategy
- Draft strategy & action plan presented to relevant AONB staff and LP Board and stakeholders for comment
- Final strategy & action plan produced both as an electronic copy (word & pdf format) and 20 printed copies
- Presentation of the plan with recommendations to the Landscape Partnership Board

## Brief for Evaluation and Monitoring Plan

The evaluation and monitoring system will be used to help track individual project progress, impact, and learning throughout the four year delivery phase of the proposed LPS, as well as collecting outputs and outcomes for reporting to HLF.

Key objectives are to:

1. Review the individual project plans for the 14 projects within the LCAP and their proposed outputs and outcomes to identify a manageable set of scheme indicators that fit multiple projects
2. Review HLF guidance on evaluation and the Landscape Partnership output workbook to identify outputs relevant to the portfolio and agree which projects will contribute to the delivery of each output (will require consultation with projects)
3. Identify any existing and external datasets that can be used as a baseline and tracked over time to demonstrate change
4. Work with the development officer to agree a final set of output and outcome indicators for use by the scheme. The indicators will be based on the HLF Landscape partnership output workbook, HLF evaluation guidance notes and the outputs / outcomes identified by the projects
5. Agree a set of quantitative and qualitative monitoring methods to be used by projects and by the LPS team to track these indicators, and produce short 1 page guidance notes on each where necessary. These guidance notes are to be used by project leads and the LPS team, to ensure consistency of approach
6. Work with the development officer to complete the HLF Landscape Partnership output workbook and collate baseline data
7. Sketch out ideas and hold discussions with the development officer and steering group about longer term evaluation work to be held at mid-term and end of scheme, particularly with reference to the use of creative methodologies and approaches

## Background

Monitoring and evaluation is an essential element of HLF Landscape Partnership Schemes. In addition regular review of outputs and outcomes will enable the programme of activity to be viewed in its totality, and to be tweaked and re focussed if necessary in order to meet agreed targets and to have maximum and high quality impact.

## Methodology

The development of this system will involve working closely with the Development Officer and other members of the Pendle Hill Landscape Partnership at delivery stage, in particular the 'What's a Hill Worth?' ecosystem services project and the creative 'Gathering' projects, looking to maximise synergies in terms of data collection and ensuring a complimentary approach. It is critical that the system developed is realistic in its scope and resource requirements and is owned by the LPS Team and wider partnership.

## Outputs

A summary report including:

1. A spreadsheet of agreed outputs across the 14 LP projects and four years of activity
2. A list of agreed indicators with which to record output and outcomes
3. Guidance notes for monitoring methods
4. Outline proposals for the longer term evaluation for the scheme at mid- term and end of scheme

# Outcomes

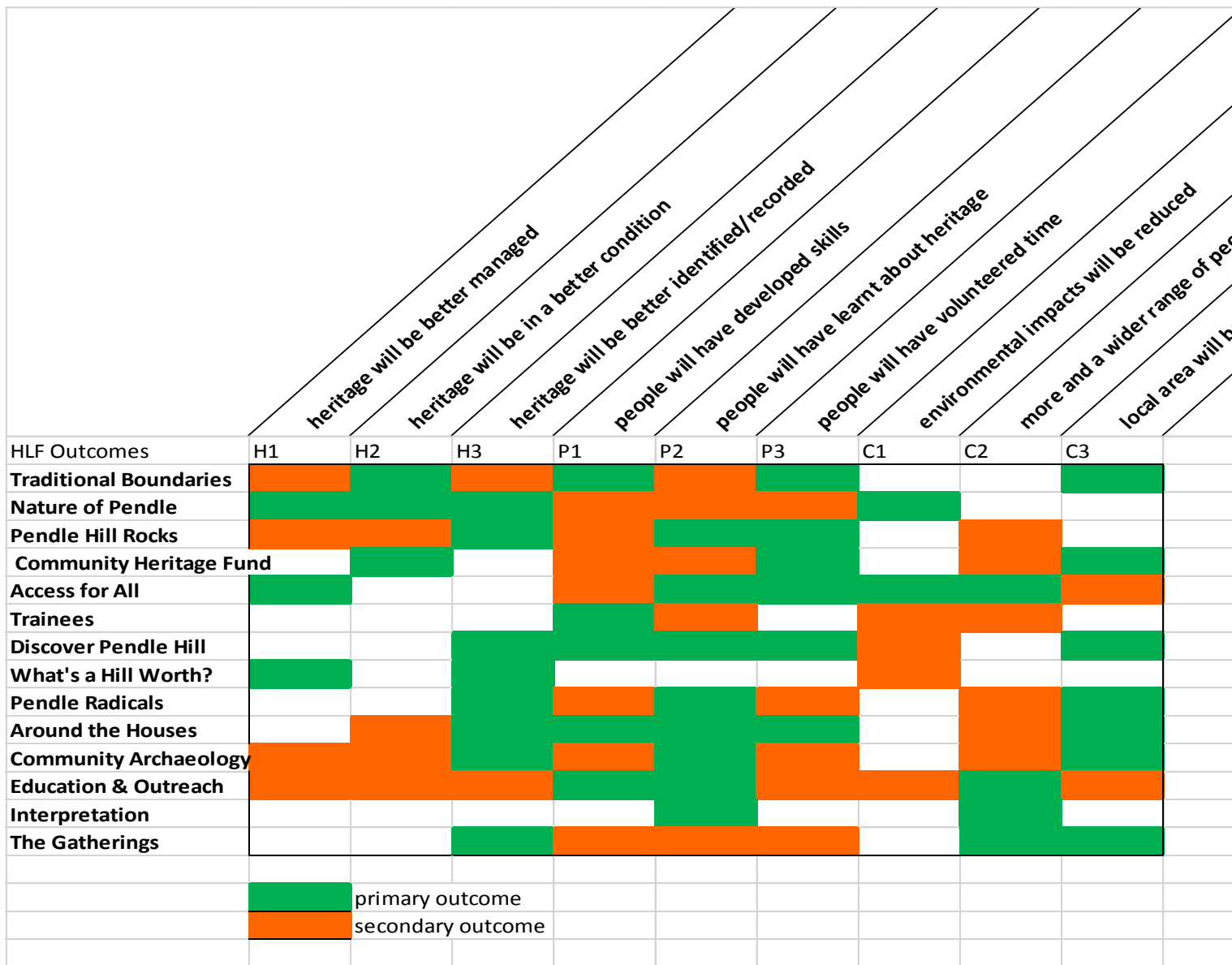
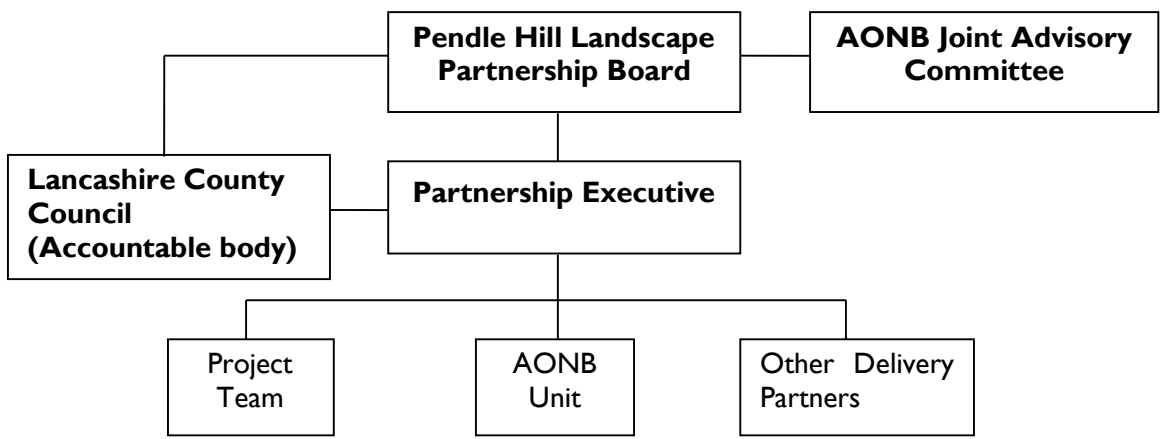


Figure 12: HLF Outcomes across the 14 LP projects



# Proposed Partnership Structure

**Proposed Pendle Hill Landscape Partnership Structure**



## Strategic links – consultation review

### LANDSCAPE

National Character Area Profiles (2012)  
 A Landscape Strategy for Lancashire (2000)  
 Lancashire Historic Landscape Characterisation Programme (2000)  
 Forest of Bowland AONB Landscape Character Assessment (2009)

### BIODIVERSITY

The Natural Choice, Environment White Paper (2011)  
 Biodiversity 2020: A Strategy for England (2011)  
 Lancashire Biodiversity Action Plan (2001)  
 Lancashire Ecological Networks Plan (draft 2014)  
 Forest of Bowland AONB Management Plan (2014-19)  
 Draft North West River Basin Management Plan (2014)  
 River Ribble Catchment Action Plan (2014)

### GEODIVERSITY

UK Geodiversity Action Plan (2009)  
 Lancashire Geodiversity Action Plan (2010)

### CLIMATE CHANGE

Northwest Climate Change Action Plan (2010)  
 Lancashire Climate Change Strategy (2009)  
 Forest of Bowland AONB Climate Change Adaptation Plan (2011)

### PLANNING, TOURISM AND ECONOMIC DEVELOPMENT

Lancashire Green Infrastructure Strategy (2009)  
 Lancashire Growth Plan (2013)  
 Lancashire Strategic Economic Plan (2014)  
 Draft Lancashire Visitor Economy Strategy and Destination Management Plan (2015)  
 North Lancashire & Bowland LEADER Local Development Strategy (2014)  
 Replacement Pendle Local Plan (2001)  
 Ribble Valley Core Strategy (2014)  
 Forest of Bowland AONB Strategy for Sustainable Tourism (2010-15)  
 Lancashire Rights of Way Improvement Plan (2007, and in draft 2015)

### HERITAGE & ARCHAEOLOGY

Valuing Our Past Enriching Our Future: Historic England Corporate Plan (2015 – 2018)  
 Historic England Action Plan (2015 – 2018)

### HEALTH & WELLBEING

Lancashire Health & Wellbeing Strategy (2012)