

# Audience Development Plan



*Photograph by Alastair Lee*



**in-situ**

Pendle Hill Landscape Partnership  
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*The photographs used within this Audience Development Plan were taken as part of the research and development for the Pendle Hill Landscape Partnership program.*

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# 1. Introduction

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## 1.1. Purpose of the Pendle Hill HLF project

The Pendle Hill Landscape Partnership Scheme (LPS) is a programme of activity that seeks to re-connect people with their landscape, safeguard wildlife and heritage and improve visitor access both physically and intellectually<sup>1</sup>.



## 1.2. Relationship with other plans

The Communications Strategy (CS) and Visitor Management Plan (VMP) share a common objective with the Audience Development Plan (ADP), to improve people's connection, engagement and access to the landscape. The CS does so through designing communications to reach out to those disengaged to convey the schemes meaning and relevance to them<sup>2</sup>. The VMP achieves this through providing strategies for the development of facilities, information and routes for all abilities at the four visitor gateways<sup>3</sup>. The ADP differentiates to these plans since it provides information on how to engage identified audiences to the Pendle Hill landscape through considering their barriers, opportunities and needs.

### 1.3. Aims of the ADP

The overall aim of this report and of the LP scheme is to broaden the commitment of existing audiences, attract new and wider audiences, and to develop more enriching experiences for all<sup>1</sup>.

The objectives of the audience development plan are to identify:

- the current audience
- the underrepresented sectors of the local population
- the opportunities for engagement and drivers to participation
- the barriers to participation that exist and that perceive to exist
- the challenges associated with engagement
- the needs of audiences
- successful approaches to engagement

From this information, a useful toolkit has been produced. The purpose of which is twofold:

To provide information to project coordinators for utilization in deciding what groups are most appropriate for the projects they would like to carry out.

To provide guidance to community project managers on how to engage with audiences they may have not worked with or considered previously.



### 1.4. Methodology

Consultation was carried out to include a number of different groups and individuals from underrepresented and existing audiences in the PH landscape. A variety of methods were used in order to reach a diverse demographic of people with different needs and levels of engagement to the Pendle Hill landscape- these are shown in Table 1. For a list of who was consulted see Appendix D.

Another methodological approach consistent throughout the development of the ADP was collaboration through liaison with other partners in the Pendle Hill HLF scheme to share knowledge and keep up-to-date.

**Table 1: Methods used and justification**

Methods	Participants	Justification	Information gathered
<b>Self-completion online questionnaire</b> distributed via social media (See Appendix B and C).	Members of the current audience and under-represented audience directly	Existing Facebook pages such as the Pendle Hill HLF provided an opportunity to engage with those who currently access the Pendle Hill landscape. Local community Facebook groups and contacts with local organisations provide a link to engage with under-represented audiences.	<ul style="list-style-type: none"> <li>• Barriers</li> <li>• Solutions to barriers</li> <li>• Opportunities or anything which would encourage or improve the access of enjoyment of visitors.</li> <li>• Drivers to current engagement</li> </ul>
<b>Focus Groups</b>	Representative members of potential audiences from a variety of local community groups (see Appendix A)	These participants have worked directly with specific groups in organising activities and were able to share their knowledge. The local community groups were ones which were largely disengaged from the Pendle Hill landscape.	<ul style="list-style-type: none"> <li>• Opportunities the groups would likely embrace</li> <li>• Needs of the group</li> <li>• Potential challenges which might arise from opportunities</li> <li>• Previous successful approaches/techniques</li> </ul>
<b>In-depth open-ended interview</b>	Representative members of potential audiences from one local community group.	These participants work directly with a target audience- predominantly of Asian ethnicities, aged 11-18.	<ul style="list-style-type: none"> <li>• Opportunities the groups would likely embrace</li> <li>• Needs of the group</li> <li>• Potential challenges which might arise from opportunities</li> <li>• Previous successful approaches/techniques</li> </ul>
<b>An ADP Workshop with different partners</b>	Representative members of potential audiences from a variety of local community groups and partners involved in the development of the PH scheme.	To attain knowledge through exchanging experience and information of working with particular groups; such as needs, challenges and previous successful approaches/techniques.	<ul style="list-style-type: none"> <li>• Opportunities the groups would likely embrace</li> <li>• Needs of the group</li> <li>• Potential challenges which might arise from opportunities</li> <li>• Previous successful approaches/techniques</li> </ul>
<b>Public consultation comprised of informal face-to-face conversations located in the markets of Nelson Town Centre</b>	The local public comprised of potential and current audiences.	A means which provided the ability to reach underrepresented audiences and current audiences who are not part of a local community group.	<ul style="list-style-type: none"> <li>• Barriers</li> <li>• Solutions to barriers</li> <li>• Opportunities or anything which would encourage or improve the access of enjoyment of visitors.</li> <li>• Drivers to current engagement</li> </ul>
<b>Focus groups</b>	Potential audience: whom were all of Asian ethnicities, aged 14-17	To hear directly from a potential audience in order to gain a more accurate understanding of how their access and enjoyment to the PH landscape could be improved.	<ul style="list-style-type: none"> <li>• A focus on opportunities and interests</li> <li>• Barriers</li> <li>• Needs</li> </ul>

# 2. Current audience

## 2.1 Demographics

The current audience accessing the Pendle Hill landscape is determined from the Visitor Survey results conducted in 2014 and 2016<sup>3</sup>; and are displayed in Figures 1 and 2. These results show a predominantly older and white British audience with almost 50% over the age of 55 and over 97% white British.



Figure 1: Pie chart to show the ethnicity demographics of the population visiting the PH landscape; taken from the visitor survey results 2016

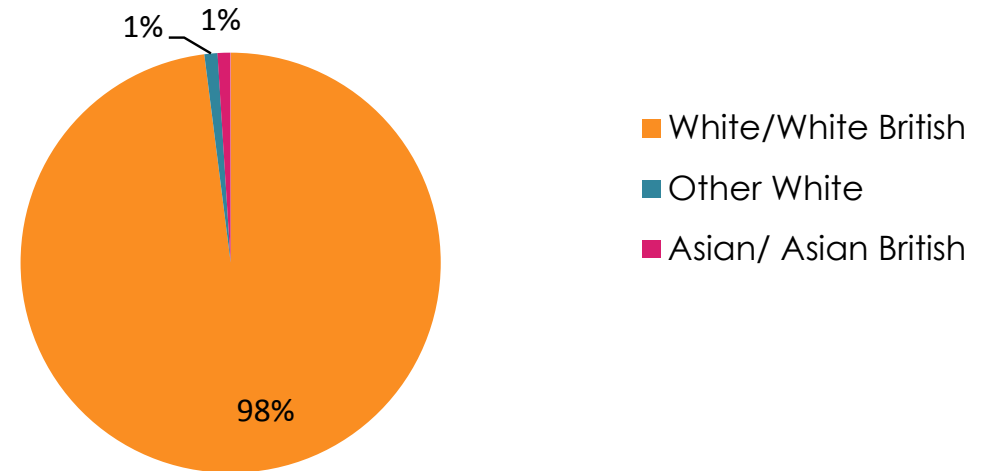
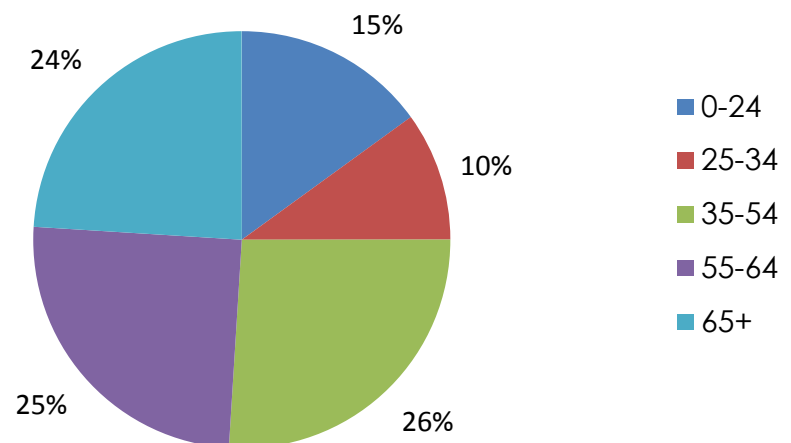


Figure 2: Pie chart to show the age demographics of the population visiting the PH landscape; taken from the visitor survey results 2014 and 2016



## 2.2 Drivers of current engagement

The drivers of audiences currently accessing the landscape were collected from the questionnaire and from conversations with individuals from the public. Figure 3 illustrates these drivers; the more frequent a motivation was mentioned, the larger the font size. The most popular motivations are related to:

- Physical exercise- walking, running, cycling
- Health and well-being- relaxation, inspiration, peaceful, scenery
- Socialising- with friends and family
- Eating/drinking- cafes, pubs.
- Sponsored charity events
- Specialist activities- with the most popular being bird watching.

A similar study has been conducted in the VMP which parallels similar results<sup>3</sup>. Utilizing these interests the toolkit provides suggestions on potential hooks and ways to retain interest.



Figure 3: Drivers to visiting the PH landscape

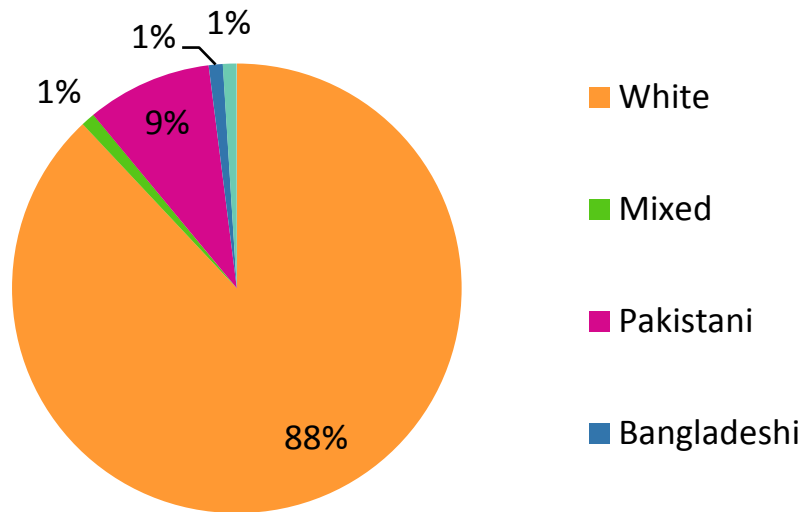


# 3. Underrepresented audiences

## 3.1 BME

Figure 3 illustrates that 12% of the local population are of BME Groups, in contrast only 1% of BME groups were recorded in the visitor survey- this indicates that whilst almost 1/8 of the population are of BME groups, non-white ethnic groups are largely not accessing the Pendle Hill landscape frequently.

Figure 4: Pie chart to show the average ethnicity demographics of the Pendle Hill LP area within 3.5km collected from the 2011 census





The local census average however does not illustrate the varied ethnicity demographics across the LP boundary. A comparison of the Pendle district and Ribble Valley district- shown in Figures 4 and 5, revealed an over 30 times higher proportion of the population are of Pakistani ethnicity in the Pendle district; as well as an over 3 times higher proportion of all other ethnic groups. Moreover the population of the Pendle district is over double the Ribble Valley district indicating a higher population of BME groups (see Appendix E). This suggests the access of BME groups to the Pendle Hill landscape can be significantly improved in the Pendle district since over 1/5 of the population is of BME groups- also specifically the Pakistani ethnic group access to the PH landscape has the greatest potential for improvement out of the BME groups.



Figure 5: Pie chart to show the ethnicity demographics from the 2011 census in the Pendle district within 3.5km. See Appendix E for a map of the wards included.

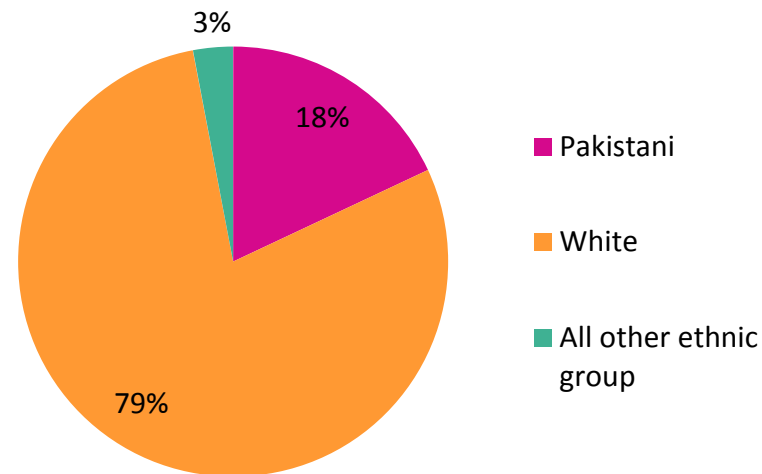
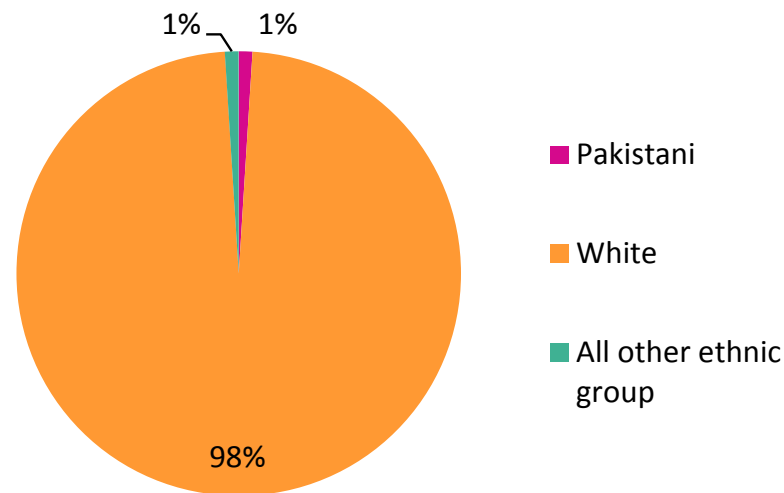
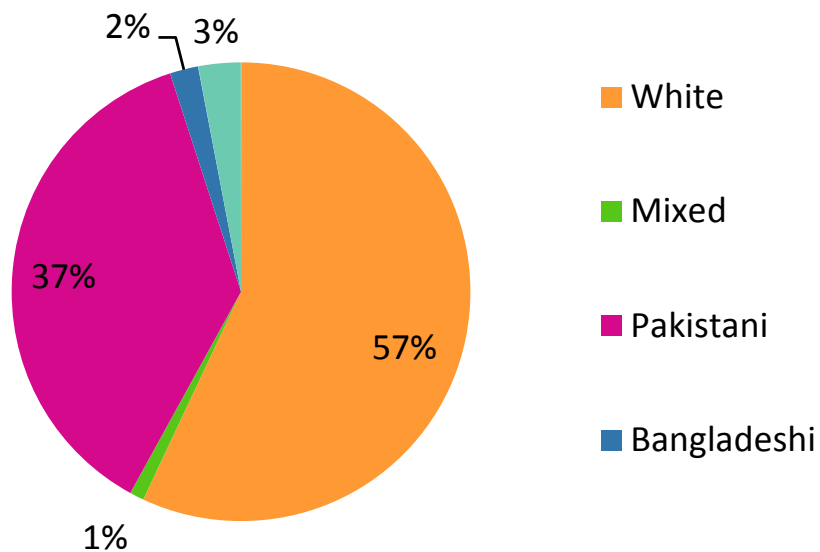


Figure 6: Pie chart to show the ethnicity demographics from the 2011 census in the Ribble Valley district within 3.5km of the LP. See Appendix E for a map of the wards included



Unlike the Ribble Valley district (whereby all wards maintained a white population of over 95%), the mix of ethnicity within the wards in the Pendle district were not consistent. Brierfield for example, shown in Figure 6 had an over doubled proportion of Pakistani ethnic groups (37%) compared to the Pendle average and showed an over triple proportion of Mixed and Bangladeshi ethnic groups. Therefore these results show that whilst the Pendle district has a significantly higher proportion and population of BME ethnic groups however this varies dramatically across wards.

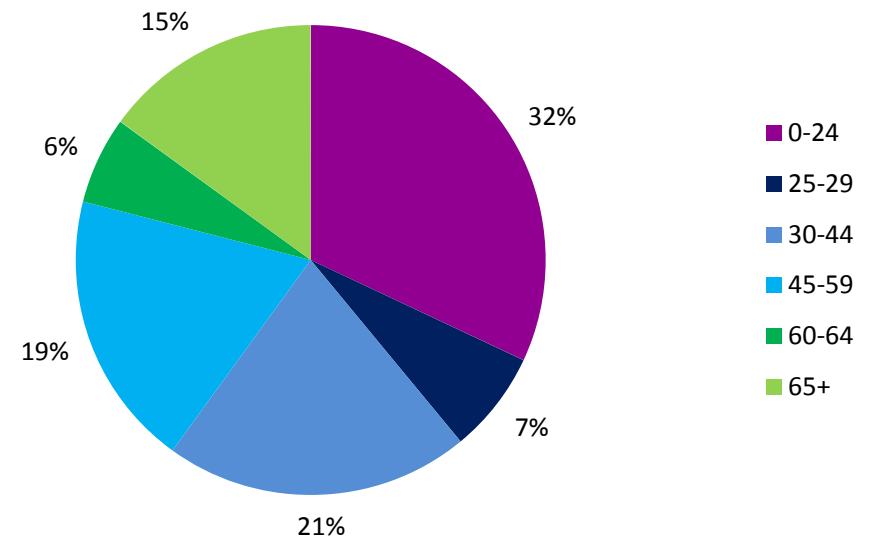
Figure 7: Pie chart to show the ethnicity demographics from the 2011 census in the Brierfield ward



### 3.2 Young

Figure 7 illustrates that 32% of the local population are under 25- contrastingly only 15% of this age group are recorded in the visitor surveys- this indicates that less than half of young people in the local population are accessing the Pendle Hill landscape frequently. In addition the lack of young people accessing the hill could be the result of a trend identified in the visitor management plan which revealed adults tended to visit the landscape with their friends in groups as oppose to with their children<sup>3</sup>

Figure 8: Pie Chart to show the average age demographics of the population living within a 3.5km radius of the landscape partership area; sourced from the 2011 census



Figures 8 and 9 show that there is a consistent high proportion of young people within the population for both the Pendle and Ribble Valley districts. However, the Pendle district has a 7% higher proportion of younger people- the equivalent of over 18,000 more people aged between 0-29. Therefore young people are largely underrepresented across the LP boundary- with a higher population of young people in the Pendle district.

Figure 9: Pie chart to show the age demographics from the 2011 census in the Pendle district within 3.5km of the LP

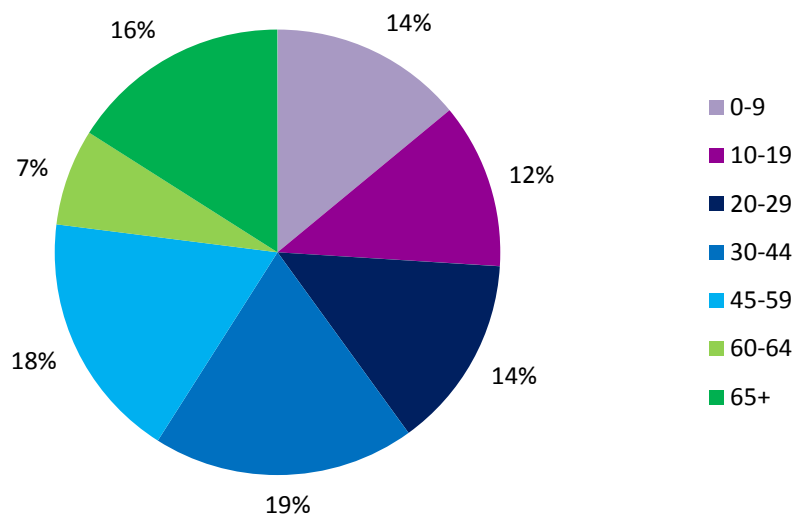
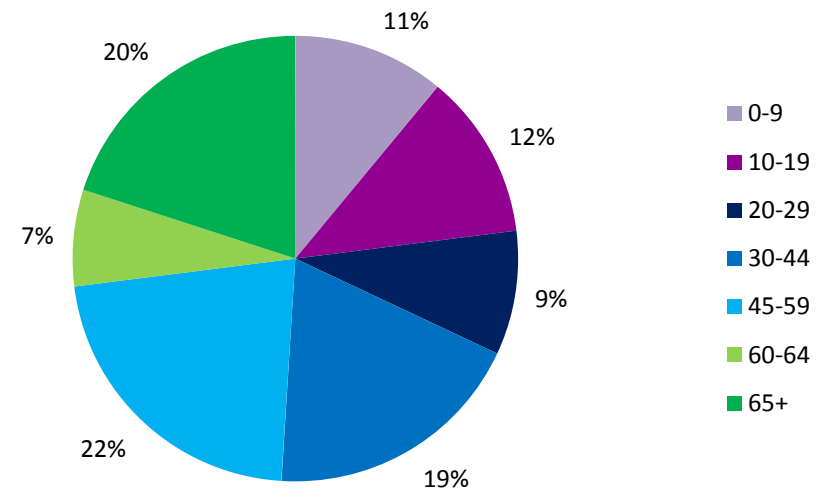


Figure 10: Pie chart to show the age demographics from the 2011 census in the Ribble Valley district within 3.5km of the LP



### 3.3 Hard-to-reach

'Hard-to-reach' describes individuals or groups that are often difficult to contact or engage for a particular purpose<sup>4</sup>. Whilst this category is generally extremely broad, the hard-to-reach groups consulted includes<sup>4</sup>:

- those who may be disadvantaged socially and economically
- individuals with physical, mental and sensory disabilities
- individuals with addictions
- individuals with behavioural issues
- those who may be unemployed or unskilled
- new migrants and citizens with diverse cultural and linguistic backgrounds
- young people
- elderly people
- those on low incomes
- those facing barriers to participation such as visible minorities and members of ethnic communities
- newly arrived residents
- those restricted by lifestyle and occupation
- those facing social or cultural isolation
- individuals who feel vulnerable
- individuals who are not part of local group and/or access the PH landscape.

Whilst there is a lack of information available on hard-to-reach groups, it is anecdotal from discussions with this audience, that they are largely not accessing the Pendle Hill landscape. In conclusion from the research, the under-represented audiences not visiting the PH landscape are young people, ethnic minorities, and hard-to-reach groups and therefore these three groups are the target groups for developing new audiences.



# 4. Benefits of increasing access

## 4.1 Inclusion

Increasing the access of ethnic minorities to green space can bring many benefits such as:

For children of ethnic minority communities who once lived in rural environments, it can bring a greater understanding and appreciation of the closeness to nature once experienced by their grandparents. In turn, the child's experience can help their family and community feel more at ease about making visits themselves<sup>5</sup>. Increasing the experience of audiences within the landscape can provide feelings of ownership and belonging<sup>5</sup>. Furthermore on a wider scale, this reduces social isolation and exclusion which increases community cohesion<sup>6</sup>.



## 4.2 Improved lifestyle

Quality of life for all of the under-represented audiences can be increased through engaging with the landscape, since it can provide:

- raised self confidence, independence, self-esteem, improved self- image, raised aspirations<sup>10</sup>
- improved social and communication skills<sup>10</sup>
- a positive attitude to education<sup>10</sup>
- Improved physical health<sup>10</sup> such as a reduced risk of heart disease, obesity, and type 2 diabetes<sup>7</sup>; this is significant especially for ethnic minorities as their risk of diabetes is considerably higher than among white ethnic groups as well as weight gain being particularly detrimental for asian ethnic groups<sup>8</sup>. Economically, equitable good access to the environment can save the NHS 2.1 billion a year through reduced and avoided associated treatments<sup>9</sup>
- Reduced involvement in anti-social behaviour<sup>10</sup>
- Improved spatial awareness and personal risk assessment<sup>11</sup>
- Connectedness and a lasting fascination with nature from young audience's access which creates a pathway leading to adult environmental stewardship<sup>11</sup>

An eco-therapy project funded by Mind illustrates the raised quality of life accessing the landscape can provide. This project facilitated outdoor environmental activities e.g. conservation for 12,000 participants over four years<sup>12</sup>. Following the project 60% of the participants went on into employment education or training<sup>12</sup>. It is estimated ecotherapy saves the state £7,802 per person per year; with mental illnesses accounting for a third of illnesses in the UK and costs £105 billion a year<sup>12</sup>.

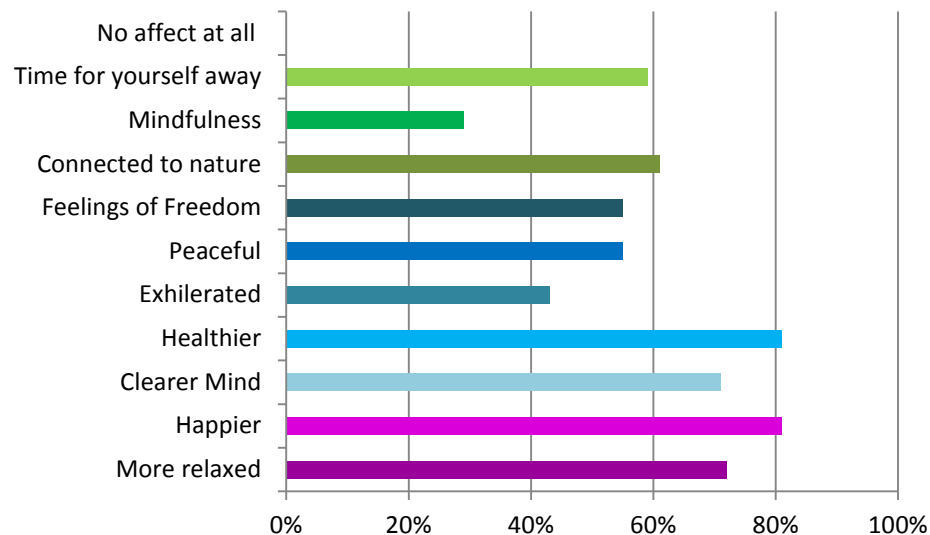


## 4.3 Health and Wellbeing

“Active leisure is important for health and well-being. Participation in both physical and non-physical leisure activities has been shown to reduce depression and anxiety, produce positive moods and enhance self-esteem and self-concept, facilitate social interaction, increase general psychological well-being and life satisfaction and improve cognitive functioning.”<sup>13</sup>

The effect visiting the landscape had on health and well-being was recorded in the questionnaire. Figure 10 illustrates the results, with the most frequent mentioned being : feeling healthier, happier, more relaxed and a clearer mind, as shown in Figure 10. Significantly, all participants choose more than one, indicating the multiple beneficial effects visiting the landscape; furthermore no-one selected the ‘no affect at all’ option.

Figure 11- A bar chart to show the health and well-being effects of visiting the Pendle Hill landscape



Anecdotal benefits have been captured from the arts and community projects of hard-to-reach groups: ‘fields on prescription’ (participants with mental and physical health diagnosis doing artistic practices) and ‘mums-to-mums’ (a female BAME exploring group) - which both took participants out into the Pendle Hill landscape; these are shown in the following experiences.



- 'Being in the moment' engagement with the landscape through processing or 'soaking in' the experience e.g. sensory feelings of listening to the sounds of nature or being inspired aesthetically through scenery.
- Meaningful social engagement: "I feel better, just because I've got someone to talk to" or "there's been a lot of laughing".
- Little big moments: Whereby one participant never took part in artist practices however felt incredibly uplifted after each session and told others how much better they felt- always leaving with a smile. Another was the sharing and exchange of local knowledge from participants in the group which indicated participant's confidence had risen.



- A witnessed difference in psychological experiences through being outside as oppose to indoors - conversations revolved around: nature, feeling inspired, the landscape's peacefulness, feeling calmed, enjoying silence and quietness and how being in nature cleared their mind, feeling tranquil and 'detoxed'.
- Feedback sessions revealed people slept better and felt less stressed.
- Towards the end of the project, an interesting observation was found: the participants wanted to continue going out into the landscape with others. Prior to the project, they had conversed about having nothing to do, being retired, and feeling emptiness. This indicates the project had a meaningful impact on the participants.





# 5. Improving Access and Engagement

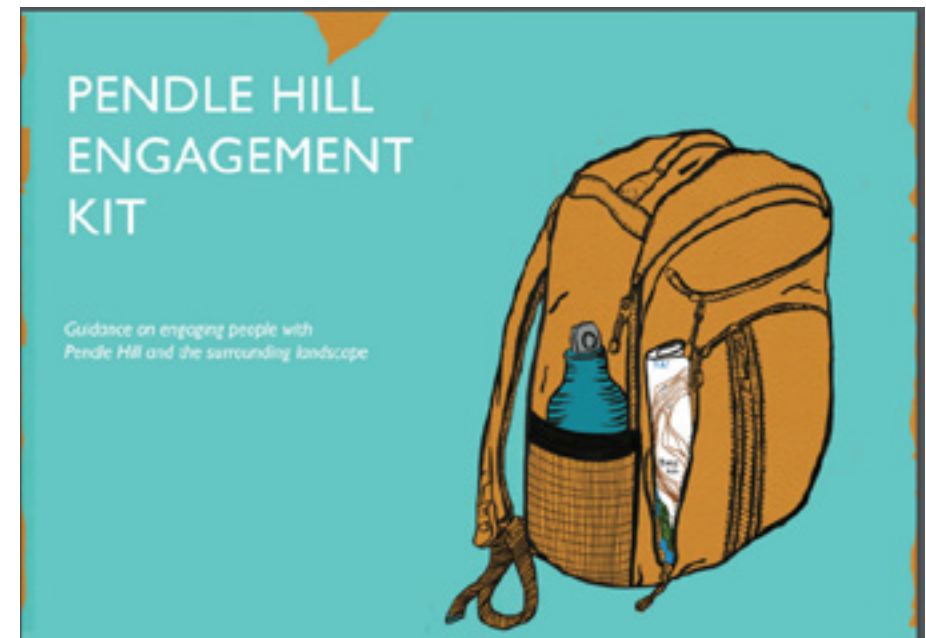
## 5.1 Pendle Hill Engagement Kit

A toolkit titled 'Pendle Hill Engagement Kit' has been produced from consultation. The toolkit provides guidance on engaging audiences with Pendle Hill and its surrounding landscape.

The toolkit has been produced creatively with illustrator Amy Pennington. The language and aesthetic were chosen to encourage use of the toolkit by being as engaging as possible.

The toolkit contains possible hooks e.g. interests or activities for engagement- these vary accordingly dependent on the specific needs and demographics of individuals. These are grouped correspondingly within the toolkit. As well as this, the toolkit provides suggestions of successful approaches to engagement from experienced group leaders. This includes: ways to overcome barriers and challenges to participation mentioned by audiences; ways to encourage and retain engagement through approaches such as empowerment, incentives and diversification; a considerations of practicalities checklist; and ways to build up or improve participation sustainably.

To access the toolkit please click here: <http://www.forestofbowland.com/Pendle-Hill-LP>



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# Appendix

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## **A: Consultation research questions**

1. What is the group or audience you currently work with?
2. What are the opportunities this audience is likely to embrace within the Pendle Hill Heritage Lottery Fund program?
3. What are the challenges associated with these opportunities?
4. Can you share any successful approaches, techniques or tips which have helped overcome these challenges?
5. What are the audience needs that have to be considered to enable this opportunity to happen?

## **B: Online survey questions**

1. What is your age?
2. What is your gender?
3. Where do you live?
4. What is your ethnicity?
5. For those who do visit, why do you visit e.g. walking, cycling, bird watching, cafes, family time, relaxation, social time, exercise? List as many as you wish.

6. For those who do visit, what effect does this have on your well-being? Select as many as you like:

- More relaxed
- Happier
- Clearer mind
- Healthier
- Exhilarated
- Peaceful
- Feelings of freedom
- Connected to nature
- Mindfulness
- Time for yourself away e.g. away from work
- No affect at al
- Other (please specify)

7. For those who don't or rarely visit, what prevents you from accessing the Pendle Hill landscape?

8. For all, is there anything that could increase your access to, or enjoyment of the Pendle Hill landscape?

9. How would you like to learn about the history and culture of the Pendle Hill landscape? For example through information boards, group activites, guided walks, pub quizzes, events, art etc.

## C: Summary of questionnaire results

### Profile of respondents

The respondent total for the questionnaire was 107. The age range of respondents was diverse, ranging from 17-73 and had a relatively equal gender mix of 53% female and 47% male. Predominantly participants were of white ethnicity, however mixed ethnicity and Pakistani ethnicity were evident. The location of most respondents comprised of the urban and rural areas surrounding the landscape partnership boundary and extending beyond the 3.5km radius of this boundary; the furthest away participants were dotted around the UK in London, Blackpool and Grimsby. Most of these respondents had visited Pendle Hill before, however, predominantly their visits were infrequent.

### Barriers

The barriers mentioned in question 7 consisted mainly of physical access issues such as access for the disabled or the lesser active as well as issues relating to public transport links. Another barrier frequently discussed was time constraints due to their lifestyle, regarding work and/or children. Another was a lack of awareness of the opportunities available or events.

### Improving access

The suggestions stated in improving people's access in question 8 paralleled these barriers referring to improving or removing the steps on Pendle Hill, providing guided walks and more bridle ways for cycling. Awareness of information surrounding access and opportunities was the most frequent access suggestion- including on-site (through signage), as well as through other sources, such as online. There was also the suggestion to improve/re-build a good visitor centre. Other suggestions were to have a mobile catering van and to build a café on the summit of Pendle Hill. Similarly, within the public consultation, there was a suggestion of a mobile shop to purchase items for a picnic from. Another driver found from the questionnaire was more community events based around community cohesion at the hill.



## Heritage

For question 9, respondents were most interested accessing their heritage through art work/artist interpretation and events such as: festivals, guided/night walks, cycling tours, old fashioned fairs, events bringing local businesses together, and family group activities- with events repeated at different times/days. Learning about heritage through online, website, email and social media was also frequent, as well as virtual tours mentioned by distant visitors and those with physical impairments. Physical learning through information boards and booklets/leaflets were also frequent as well as well as pub quizzes.



## D: Groups Consulted

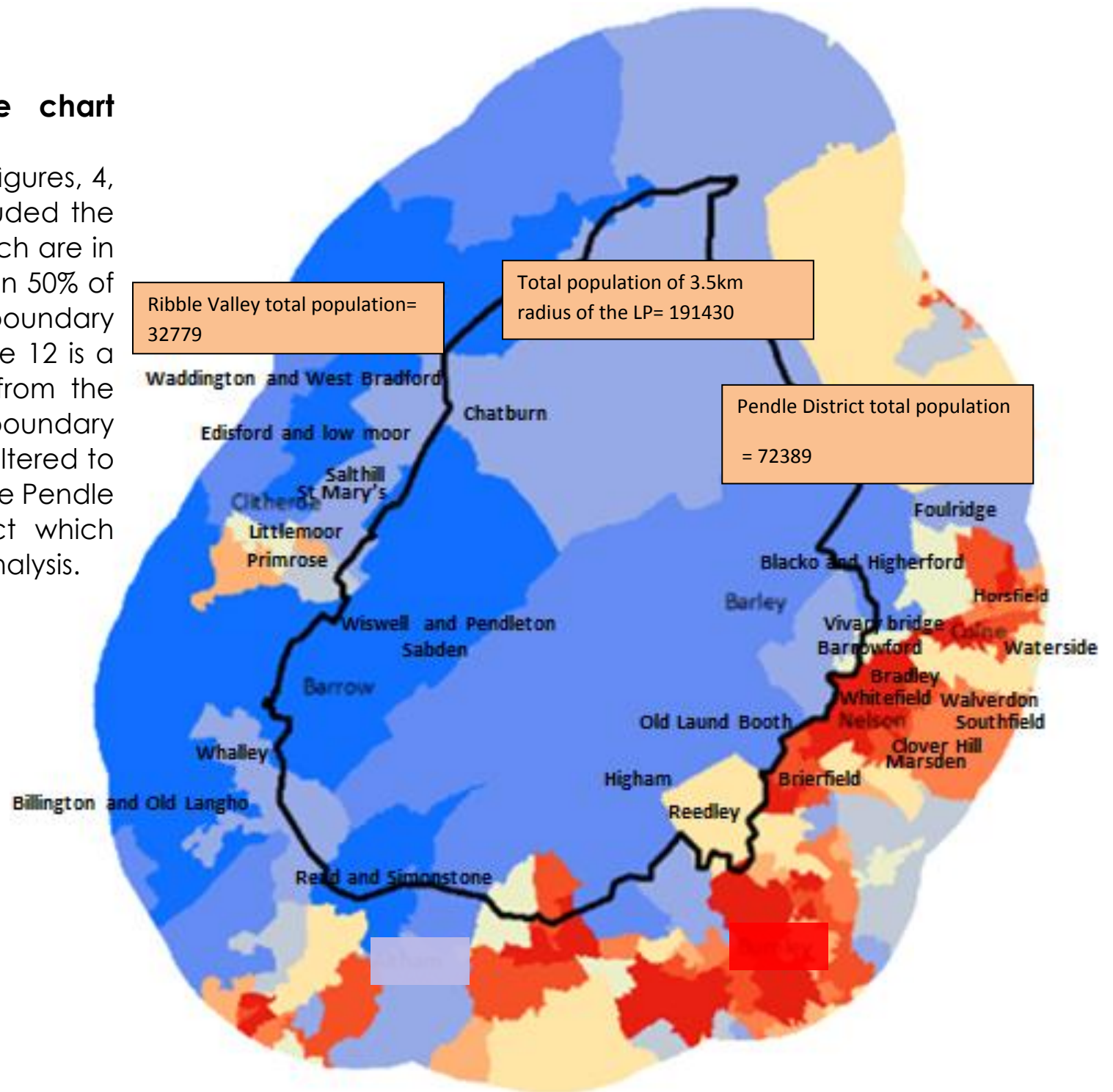
A list of the groups consulted is in Table 2. Through consultation of a broad demographic, each group or representative provided heterogeneous information for their individual group and each representative had their own unique successful approaches to share- which provided useful and diverse information for the toolkit.

## Table 2: The groups consulted

Group	Age	Ethnicity	Gender	Purpose of the group	Needs
Bradley Nursery	0-5	Asian	Mixed	Nursery	Disadvantaged/behavioural issues
<b>Brierfield Youth Club</b>	11-13	Asian	Male	Games	
<b>Youth Panel</b>	11-16	Pakistani	Female	Community discussions, actions and empowerment	
<b>Marsden Heights Community College</b>	11-16	Mixed		Extracurricular groups e.g. mentoring, sports and activities.	
<b>Brierfield Boys Group</b>	14-16	Asian	Male	Games	
<b>Arts on Prescription</b>	18-80	Mixed	Mixed	Arts	Mental Health Diagnosis
<b>Fields on Prescription</b>	18-80	Mixed	Mixed	Arts outdoors	Mental Health Diagnosis
<b>Red Rose Recovery</b>	20-60	Mixed	Mixed	Activities	Subsistence recovery and/or Mental Health Diagnosis
<b>Community Restart</b>	20-80	Mixed	Mixed	Opportunities and community connections to improve health and wellbeing	Mental Health diagnosis and/or disadvantaged
<b>Mums-to-mums</b>	25-45	Pakistani	Female	Activities	
<b>Diabetes Group</b>	25-60	Pakistani	Female	Exercise	Diabetic or at risk of being diabetic
<b>Open Gate Community Art</b>	30-60	White	Mixed	Removing social isolation through art	
<b>RVAS</b>	40-60	White	Mixed	Ribble Valley arts group- pleasure and hobby art	
<b>Egos at the door</b>	40+	White	Mixed	Writing Group	Mental Health Diagnosis
<b>Higherford residents association</b>	50+	White	Mixed	Artist working with local residents	
<b>Gorilla gardening</b>	50+	White	Mixed	Gardening	
<b>The Clarion</b>	50+	White	Mixed	Local heritage group/walking	
<b>Baronoldswick art group</b>	40-60	White	Mixed	Hobby art	
<b>Barrowford in bloom</b>	50+	White	Mixed	Gardening	
<b>Coffee morning</b>	50+	White	Female	Conversations	
<b>Knit and natter</b>	50+	White	Female	Conversations/knitting	
<b>Syrian resettlement project</b>	Children + Adults	M i d d l e Eastern	Mixed	Integration in the community	Mental Health Diagnosis/ disadvantaged

### E: Data used for pie chart analysis

The local census data in figures, 4, 5, 6, 7, 8 and 9 only included the wards in each district which are in 3.5km of the LP; if less than 50% of the ward was in the 3.5km boundary it was not included. Figure 12 is a map of a 3.5km buffer from the landscape partnership boundary (22). This map has been altered to only show the wards for the Pendle and Ribble Valley district which were included in the analysis.



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# Glossary

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**Access:** A means of approaching, entering, exiting, communicating with, or making use of<sup>14</sup>. The term access can also be defined as the ability to derive benefits from things<sup>15</sup>.

**Audience:** Audience has been used to refer to anyone who may or has come into contact with the pendle hill project. This includes current users, visitors or attendees of events or activities associated with the project, as well as anyone who could become visitors, attendees or users in the future- which includes all of the people in the local and wider community served by the project<sup>16</sup>.

**Audience Development:** Identifies who the project want to engage with, outlining barriers, incentives and ways to attract and retain audience interest. A focus of audience development is to develop new and wider audiences. this involves taking action to put people centre-stage, understanding what the audience want, presenting the site in new ways which are accessible, inviting and meaningful for the users and in ways that encourages participants and supports long-term access<sup>16</sup>.

**BAME:** People from black, asian and minority ethnic communities<sup>17</sup>.

**Disadvantaged:** This term has been used to refer to those members of the community who are socially and/or economically deprived for example they may on low income, unemployed or unskilled, segregated or isolated<sup>18</sup>.

**Demographic:** Relating to the structure or characteristics of the population<sup>19</sup>.

**Ethnic Minorities:** Any ethnic group which differs from that of the main population<sup>17</sup>

**HLF:** Money raised by national lottery players to go towards helping residents across the UK explore, enjoy and protect the heritage, or local landscape they care about<sup>20</sup>.

**LPS:** A landscape partnership scheme where local, regional and national organisations come together to make a real difference to landscapes and communities for the long-term<sup>21</sup>.

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