



# Believer and Postbridge Landscape and Access Plan



Prepared by  
Wildlife Woodlands Ltd  
November 2013

**Moor than meets the eye**  
the story of people and landscape over 4000 years on Dartmoor



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## Summary

This report focuses on detailed proposals for the Postbridge and Bellevier hub. Stage 1 of the “Moor than meets the eye” project identified the hub as the main location for promoting a wider understanding and awareness of the Bronze Age archaeology (Chapter 1 of the original story). In parallel and connected to those discussions, the National Park agreed to theme Postbridge Visitor Centre around that archaeology. The Park, “Moor than meets the eye” and local residents all wish to base the main centre exhibition on finds from the recently excavated Whitehorse Hill Cist. This exhibition and this theme have therefore provided the starting point for proposals in this report.

Nine trails are proposed for the Postbridge hub. They seek to provide a range of lengths and accessibility; while they have a strong focus on Bronze Age archaeology, the trails will also introduce visitors to other periods of Dartmoor history and the local wildlife and landscape. The two highlighted trails are expected to be the most popular and actively promoted.

### 1. SHORT

- A. **Clapper Bridge Walk.** A short surfaced trail, linking the visitor centre and clapper bridge, to enable use by a wide range of visitors. As such it will be the most heavily used route, attractive to short stay visitors.
- B. **Postbridge Heritage Trail.** A trail laid out around the village, with an accompanying letterbox trail with family activities. There will be a focus on local history and links to local businesses.
- C. **River and Forest Walk.** This walk is designed to provide a short and easy route that includes elements of the river, moorland and local forest.

### 2. LONG

- A. **Bronze Age Bellevier Trail.** This trail will be the main trail attraction for groups wishing to stay for half a day, and includes a fantastic series of Bronze Age remains. It will include more interpretation than other routes, to reflect its importance for the visitor offer.
- B. **Waterfall Ramble.** The Ramble is currently the most popular walk from the village, taking visitors onto the moor along the river valley to a scenic waterfall.
- C. **Powdermills and Moorland Trail.** Powdermills introduces visitors to the 19<sup>th</sup> century industry of the area.

### 3. OUTLIER

- A. **Powdermills Factory.** A short walk from a new car park, which will enable more people to visit this site.
- B. **Tin Miners Trail.** Runs from near the Warren House Inn and includes large tin mining workings as well as some Bronze Age monuments.
- C. **Bellevier Riverside Walk.** A short all ability trail starting from the Bellevier riverside car park.

The report outlines proposals for interpretation, which is split into three main sections:

1. On site: including new orientation boards in the car parks, a trails booklet and limited information points and panels on the Bronze Age Bellever Trail.
2. Web-based information. This builds on the proposed “the Dartmoor Story” web-site, and includes a special Postbridge app, with layers of additional downloadable information. The app will be downloadable at the visitor centre, and will enable a wider range of interpretation without intrusion on the Dartmoor landscape.
3. Other supporting events, often linked to other projects within the “Moor than meets the eye” story. These include guided walks (already offered by local guides), educational visits (already provided by Bellever Youth Hostel and Dartmoor Pony Heritage Trust), and theatre proposals involving MED, a local Moretonhampstead theatre group.

The objective of encouraging longer stays at Postbridge will mean that car parking capacity will need to be increased, even if there is no increase in visitor numbers. The report proposes white lining to increase parking density in the visitor centre car park, and the development of the Forestry Commission opposite as an overflow or long stay extension. The car parks need to be managed as a joint facility, with an improved path to link the Forestry Commission site to the visitor centre.

Landscape proposals for the area are briefly covered, including reference to plans from the Forestry Commission to soften the landscape impact of Bellever and the other high moor forests. This includes scalloping forest edges, clearing trees back from important ancient monuments and moving towards longer rotations, with thinning and natural regeneration encouraged. Visitor facilities in this report, notably interpretation, have been designed to have the minimum impact on the landscape.

Cost for the various works are included, based on an overall budget of £150,000, but speared spreadsheets are also available with more detailed breakdowns, including for some works put on hold to meet that budget. Project partners may also contribute to costs to enable delivery of some of the work, notably car parking. As well as capital costs, sustainability in the long term is important, and this will require continued engagement with the community and local businesses. While not popular the possibility of charging for parking should be considered, both to justify investment in additional car parking and to provide an income stream for maintenance and management of the trails and other facilities.

Wildlife Woodlands

For “Moor than meets the eye”

November 2013

## 1. Introduction

The purpose of this report is to provide detail and definition to the “Moor than meets the eye” stage 2 bid to the Heritage Lottery Fund (HLF). The outline brief required a report detailing proposals for trails, interpretive media and visitor management (including car parking and landscape proposals for the forest area) which demonstrate:

- Links between trails
- Interpretation media costs for a time line trail through Bellevier Forest
- Linking proposals for Postbridge village from the local community with Bellevier Forest and the wider area
- Using Whitehorse Hill as a means of developing further interest in the heritage of the area, including the potential for community involvement and volunteering (e.g. a community archaeology project).

It has drawn on a number of existing resources, including:

- The National Park Recreation and Access Strategy.
- The “Moor than meets the eye” (MTME) Stage 1 bid
- The MTME Audience Development Plan and Interpretation Plan

Additional to this review, we have undertaken detailed consultation and discussion with local residents, businesses in the area, land owners and managers as well as the main project partners. Through this approach we have sought to bring some unity and greater linkages between the existing heritage resources.

We have linked the offer to the main theme of archaeology, to fit in with the wider “Moor than meets the eye” project and National Park themes.

Recommendations are made for adapted and linked routes and interpretation of those routes and sites. These have been costed, as has the recommended works to upgrade the trails, including any associated landscaping.

The report also includes recommendations for both community engagement, a vital part of ensuring a long term legacy from MTME, and also for financial sustainability.

This work was led by Wildlife Woodlands ([www.wildlife-woodlands.co.uk](http://www.wildlife-woodlands.co.uk)), but also includes significant input to the interpretation proposals from Imagemakers ([www.imagemakers.uk.com/](http://www.imagemakers.uk.com/)), who wrote the wider Interpretation plan for “Moor than meets the eye”. Resources for Change ([www.r4c.org.uk](http://www.r4c.org.uk)) also contributed to aspects of the audience development work and final report.



Postbridge and Believer Hub



## 2. Methodology

Key stages in the development and delivery of this plan included:

- Inception meeting with the “Moor than meets the eye” team
- Review of existing resources
  - Existing publications from “Moor than meets the eye” and the National Park
  - Current interpretation: on the ground, printed publications and web-based information
  - Project proposals including Interpretation Plan
  - Resources of partners and stakeholders
  - Proposals and projects from other parts of “Moor than meets the eye” that link to the Postbridge hub and provide additionality to these proposals.
- On site walking of key routes and visits to key locations.
- Consultation with stakeholders, including project partners, local businesses and local residents. This continued with key interviews throughout the contract. Separate and detailed set of notes of these interviews has been supplied to the project team.
- Draft proposals were produced and continually evolved during the consultation and writing up of the report.
- Wider village consultation. A drop in afternoon and evening was run at Postbridge Village Hall. Invitations were sent by e-mail to all local businesses and consultees, with a cascade system operated by residents to make everyone aware of the event.
- Review by client, the “Moor than meets the eye” Project Manager.
- Final report writing

Throughout the process we have found a uniform passion and similar ideas for the village and hub. However, occasionally there will be different opinions which we have had to reconcile, or priorities for expenditure decided. We trust that people will recognise when these occasional hard decisions have been necessary.

This report remains, however, a point on the journey, rather than a final outcome. Community engagement will continue to help drive the process and will enable further refinements and changes to occur as the project continues.

### 3. Policy and Context

Dartmoor National Park was originally designated in 1951. The Environment Act 1995 set out two statutory purposes for National Parks in England and Wales:

1. Conserve and enhance the natural beauty, wildlife and cultural heritage
2. Promote opportunities for the understanding and enjoyment of the special qualities of National Parks by the Public

When National Parks carry out these purposes they also have the duty to seek to foster the economic and social well being of local communities within the National Parks.

Dartmoor National Park's Recreation and Access Strategy identified the high moors forests, Bellever, Fernworthy and Soussons, as areas capable of taking higher recreational use. In part this is because large numbers of people have a lower landscape impact in the forest than on open moorland. However, the rich archaeological resource was also noted.

The park's visitor services recently reviewed the three visitor centres, and decided to theme each one, with Postbridge focussing on archaeology, while Hay Tor would be based on wildlife and Princetown on the high moor experience.

The stage 1 "Moor than meets the eye" bid to the Heritage Lottery Fund picked up on these ideas and proposed a Bellever Time Trail. As the project has evolved and community engagement has increased, the proposals in the stage 1 bid have been modified and significantly refined. Notably an early decision was taken not to build replica huts or burial chambers, but to focus on good trails and sympathetic interpretation of the original remains and artefacts.

Other reports that we have sought to use for reference and a starting point for proposals are the recently prepared Audience Development Plan and the Interpretation Strategy. Both documents were stimulated by the planning for "Moor than meets the eye", but both have been widened to form a template for the whole National Park. This Plan helps directly deliver the first three objectives of the ADP, and can contribute to the other four.

#### Objectives from the Audience Development Plan

**Objective 1: Staying to Play** – *provide quick, time-limited experiences which can enrich the experience of visitors who are passing through.*

**Objective 2: Time Travel** – *create the 4000 Year Walk, a heritage version of the Ten Tors.*

**Objective 3: Heritage hosting** – *help more local businesses and residents to inform and engage others about the local heritage.*

**Objective 4: Your Dartmoor Scrapbook** – *help people to record their experience of Dartmoor at different times in their life.*

**Objective 5: Open your eyes and look beyond** – *work with specialist interest users to broaden their perspectives on Dartmoor.*

**Objective 6: Dartmoor on your doorstep** – *aim to attract people from the rest of the South West beyond Devon, and to extend the stay of those South West visitors already coming.*

**Objective 7: Guten Morgen, Buenos Dias** – *extend multi-lingual provision of information for visitors.*



The Audience Development Plan set out the following rationale for focussing on locations such as Postbridge

*“Honeypot sites are many visitors’ only experience of Dartmoor and therefore could be considered of particular priority for audience development and interpretation. In part, this is because by their nature, they are subject to large numbers of visitors, but also because many of the visitors may have relatively little understanding of the story, the interest and the importance of Dartmoor.”*

The Plan identified a number of existing audiences who had an interest or stake in the heritage of Dartmoor. The emphasis at Postbridge will be on visitors but not exclusively so as many local people consulted in the study talked about using these popular sites out of season.

ADP: Existing & target audiences	
Existing audience	Interest/stake
Residents - interested	Personal relationship with Dartmoor’s heritage & landscape. Concern for others to appreciate the area’s intrinsic value, and therefore behave appropriately towards it.
Residents – passive	Dartmoor is where they live.
Dartmoor community groups	Use of Dartmoor as a base or a focus for their activities, e.g. local history, walking, scouts.
Specialist user/activity groups (non-Dartmoor based), e.g. anglers, birders, canoeists	Dartmoor presents an appealing venue in which to pursue their interest.
Young active – organised and self-organised	Dartmoor is a suitable, and sometimes challenging, place for their activities.
Visitors – families into exploring, families for whom “it’s not the beach” for a day	Enjoying Dartmoor as a place to spend recreational time.
Visitors – older sightseers	Enjoying Dartmoor as a place to spend recreational time.
Visitors – passing through	Stopping off briefly to see one or more honeypot sites.
Visitors – from overseas	Visiting well-known sites, often passing through.
Farmers and other landowners, commoners.	Custodians of Dartmoor’s natural heritage and landscape. Personal interest.
Visitor-focussed businesses	Dartmoor’s intrinsic special qualities form part or much of the business’s offer.
Students	Dartmoor presents opportunities for studies of many topics, at different levels

A key proposal for Postbridge is the proposed reworking and extension of the visitor centre, and the creation of a major exhibition based around the internationally important finds from the

nearby Whitehorse Hill cist. Local residents are very proud of the remains, described as “an unparalleled assemblage of organic and other artefacts which are unique in our knowledge of the British Bronze Age and therefore of national importance” (The Prehistoric Society). This is part of the National Park’s decision to theme the three main visitor centres, with Postbridge focussing on archaeology, with a specific emphasis on the Bronze Age (also Chapter 1 in the story of “Moor than meets the eye”). These include large numbers of beads, ear studs, but uniquely well preserved textiles (a bag) and animal pelts. These will shortly form part of a major exhibition at the Plymouth City Museum. That exhibition is then likely to transfer to the Postbridge Visitor Centre, forming the focal point of the Postbridge visitor hub. The proposals in this report are based on this exhibition happening, and many of the proposals are linked to the centre and proposed exhibition.

The vision for Postbridge has been quite clear; the importance of archaeology was identified in the National Parks Recreation and Access Strategy, and this theme was taken forward in early planning for “Moor than meets the eye”. There are natural stepping stones, from the Whitehorse Hill exhibition in the visitor centre, to local trails exploring the archaeology, and which in turn act as a starting point for a wider understanding and exploration of Dartmoor archaeology. This theme was chosen during the preparation of the Stage 1 HLF bid, with the backing of local residents. The theme works for both visitors and local residents. It was also recognised that at present Postbridge is a short stay stop, for a quick photo on the medieval clapper bridge, and possibly an ice cream in the village shop, or a pop into the visitor centre for tourist information. This was a continual item arising in our discussions with local residents and businesses such as the village shop.

The brief for this report was to develop trails and interpretation to enhance the offer to visitors, to encourage more people to stay longer. The most quoted wish was for a half day destination, rather than 30 minutes. There was also a strong desire from local residents for close involvement, especially from local businesses, which depend at least in part on the visitor economy, but are also crucial to the success of a hub that spreads through the local community.

This report sits alongside documents with more detailed proposals for other hub sites within the “Moor than meets the eye” project, including Fernworthy, East Dartmoor Nature Reserves, Widecombe-in-the moor and the Wrey Valley Trail. They each seek to add further definition and detail to the Stage 1 Heritage Lottery Fund bid. Proposals have been updated and developed during the last twelve months, following additional research, consultation and stakeholder engagement.

## 4. Current Use and Issues

Postbridge Visitor Centre is one of three visitor centres run by the National Park, working in conjunction with centres at Hay Tor and Princetown. While it has some displays around the local archaeology its main function at present is to operate as a tourist information centre. Many coaches include Postbridge on their tour itineraries, which includes a brief stop for a very short walk to the old clapper bridge, and perhaps an ice cream from the village shop. Many families also mirror this pattern, although some will go for a walk in the area.

Bellever Forest is managed by the Forestry Commission, but their main destination and facility is a mile away, close to the Bellever settlement. There is a pay and display car park by the river, with a toilet block and picnic facilities. The information boards make reference to the archaeology but waymarked trails focus on woodland tracks and have no further visitor information.

The current trails and interpretation have evolved with limited connections between each other, leading to a mix of competing routes. For example there are four different trails around Bellever Forest following similar routes: FC trails, Postbridge Walks booklet, Bellever Audio Trail and a further route on a notice board outside the visitor centre. Furthermore, there are a series of walks of about five miles, but relatively little of a short nature that would appeal to young families, older people, or those who do not have moorland hiking gear.

Nevertheless, there is a strong feeling among local residents and businesses, and indeed the National Park, that there is more to offer in the village, including evidence and proposals submitted to “Moor than meets the eye” by the village hall committee. The desire is to increase the average length of stay, which will provide more opportunities for local businesses to benefit. To achieve this will require greater co-ordination between both landowners and businesses, and a joint approach to promoting the character of the area, its landscape and its history. The intention is therefore to seek to develop the village as a focal hub for wider exploration, using the unique archaeology of the area, especially that of the Bronze Age as the draw.

The expectations of local residents and experts compared with those of occasional visitors and holidaymakers are also an issue, which was revealed during the preparation of the Audience Development Plan. Holiday makers generally like to see more information and interpretation, and were often unsure of where they were allowed to walk and in what directions to travel. Locals have a strong appreciation of the wildness, the open moor and the unspoilt landscape. A challenge is to provide improved information without risking that sense of place which makes the moor so special.

This report focuses primarily on walking trails and interpretation, but it must be remembered that there are also a wide range of other visitors, including coach tour parties, mountain bikers and some horse riding. Facilities for these visitors include local hotels and bed and breakfast establishments there is also the youth hostel at Bellever and Spirit of Adventure, a company offering residential outward bound activities based at Powdermills. All these businesses should be promoted via the hub, its marketing and interpretation, and in turn the businesses can promote the hub as a destination. In this way a mutually beneficial and partly dependent relationship exists where everyone works together for a common aim.

The proposals in this report have also been drawn up with the objective of widening the offer to a broader range of visitors. At present, apart from the brief stayers, the walks tend to cater for keen ramblers with stout footwear, who are happy to head off into the open moors. To widen the appeal we have specifically included some short walks, including on trails suitable for all ability, be it pushchair or wheelchair. The current visitor profile already includes regular European visitors, so some information should be available in other languages, and there is also an opportunity to consider interpretation and facilities for those with non-physical disabilities, for example visual impairment.

The proposals that follow all integrate, and seek to meet this wider audience. They go beyond the budgets available within “Moor than meets the eye”, so they have been prioritised, following consultation with stakeholders and the local community. They should also be read in the context of plans for the Postbridge Visitor Centre, and its focus on archaeology and the important Bronze Age Whitehorse Hill excavation finds.

## 5. Vision /Strategic Overview

The main theme for the Postbridge Visitor Centre will be archaeology, with an emphasis on the Bronze Age remains and finds for which Dartmoor is famous. The starting point for this experience will be a major exhibition about the Whitehorse Hill finds. If at all possible this will be based on the original finds from the excavation, which are in the care of the Museum of Plymouth.

Two main walks will be designed to appeal to a wide range of visitors:

1. A short walk on surfaced stone, suitable for ordinary shoes, pushchairs and wheelchairs. This will pass through moorland and meadow, linking the car parks, the visitor centre, and the iconic clapper bridge.
2. The Bellever Archaeology Trail will lead visitors to the wider moorland setting, along a route including original Bronze Age remains, up to Bellever Tor and back through Bellever Forest and the clapper bridge. The trail will provide an important introduction to the archaeology of the wider moor, and will seek to fascinate, educate and stimulate a wider interest and engagement from visitors. This trail will include stopping points with small discreet information panels within the woodland setting, in addition to smart phone apps and a trail leaflet.

Other walks will be promoted by leaflet and orientation boards at car parks. Interpretation will be by smart IT solutions, downloadable from the visitor centre, and published leaflets, thereby maintaining the wild and unspoilt nature of the wider moorland. They will be a mix of short walks on easy routes and longer walks for more adventurous visitors.

Local businesses will be key to providing a wider offer for visitors, including venues for refreshment, active participation in a family targeted activity trail, and an interpretative role in relating the heritage of the area. The enhanced experience for visitors will increase stay times in the village and surrounding countryside and businesses will consequently benefit from higher spending levels.

**Postbridge will function as an initial stepping stone for visitors, both for those wishing to explore the archaeology of the moor and also the wider landscape.**

## 6. Proposed Walking Trails

### 6.1 Overview

The current arrangement of trails shows significant variations and overlap between organisations, with different routes promoted in printed literature and on the internet, and between the Forestry Commission and the National Park. There is widely perceived to be a shortage of shorter walks (30 minutes to 1 hour) that would be suitable for family groups, or those not equipped to head across the moorland.

The proposal is therefore to have a series of linked trails, which are divided into three broad categories: short walks, longer circular walks, and walks that can be undertaken from nearby starting points. This range not only provides different length walks and easy going routes, but also introduces visitors to different aspects of the area, for example archaeology (Bronze Age Bellever Trail), industry (Powdermills), moorland and wildlife (Waterfall Ramble) or local history (Postbridge Heritage Trail). The walks proposed are:

#### 1. SHORT

- A. **New all ability trail including the clapper bridge (Clapper Bridge Walk)**
- B. Village Trail, including family activity / letterboxing (Postbridge Heritage Trail)
- C. River and Forest Walk

#### 2. LONG

- D. **Bellever Archaeology Trail, with variations (Bronze Age Bellever Trail)**
- E. East Dart Waterfall (Waterfall Ramble)
- F. Powdermills and Moorland Trail

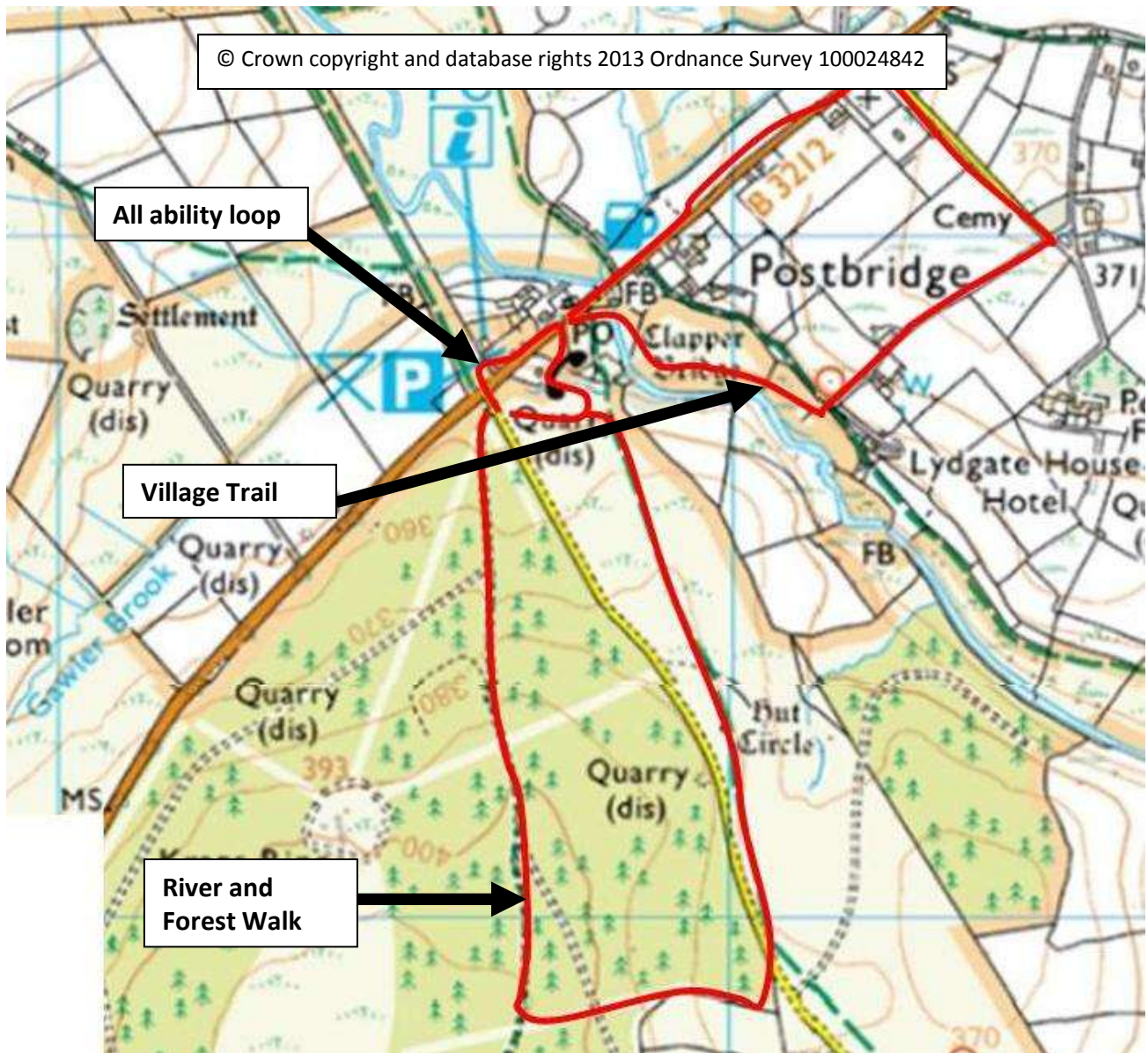
#### 3. OUTLIER

- D. Powdermills (Powdermills Factory)
- E. Warren House / Vitifer Mine (Tin Miners Trail)
- F. Bellever Trail all ability access loop (Bellever Riverside Walk)

The two highlighted routes are those that have been designed to have the greatest audience appeal and use: a short walk for all abilities and a longer one with a focus on archaeology, with some on-site interpretation.

All these routes are described in more detail below. We would also note that a range of other walks that have been suggested to us, and are in some guide books. These can still be promoted via the web-site and staff at the visitor information centre, and are listed after the detailed descriptions of the above routes as a fourth tier of walks. However, the number in a published booklet, and therefore actively promoted, must be more limited, to keep the publication as a simple and affordable booklet.

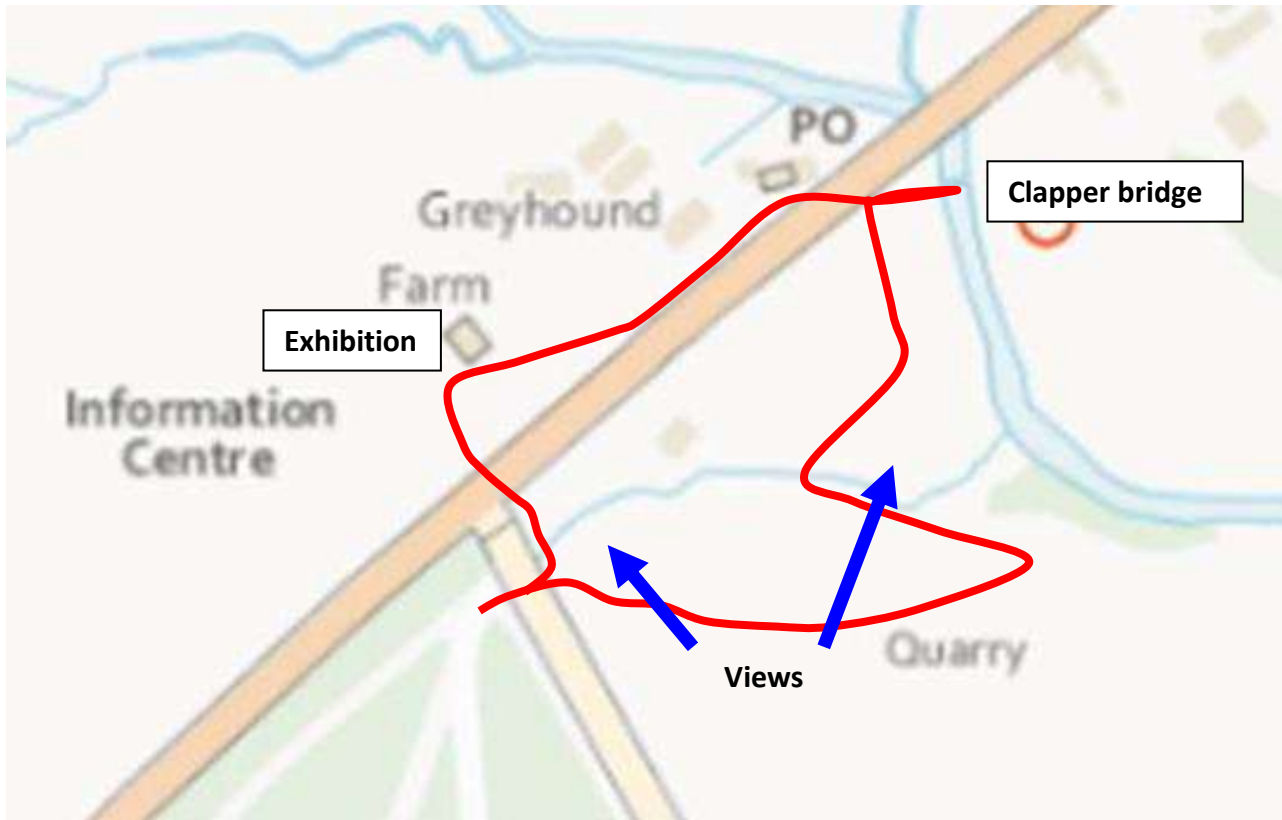




Map of Proposed short walks

## 1A – Clapper Bridge Walk

This route is the shortest route which has been developed, and the opportunity has been taken to make it usable by a wide range of ability groups, including pushchairs, wheelchairs and mobility scooters. There are stunning views of the moorland, looking north past Archerton Farm, and across to the two bridges, with the moorland as a backdrop. The route then links down through the community field, on to the medieval clapper bridge, and then back to the visitor centre. It can be walked in either direction, and is close to a natural desire line already used by some visitors.



Time: 30 minutes

There is a strong desire from within the village for a more managed community field and the immediate riverside environs, in order to present the clapper bridge its best light.. Of particular note is:

- Increased cutting of the grass (this could be restricted to picnic table and bench areas)
- Keeping the riverbank as short grass, rather than rushes, brambles etc
- Potentially repairing some of the original boundary walls

It may be worth considering the option of passing some of the maintenance responsibility down to Parish Council level.



View north to Archerton



View of bridges and village



## 1B – Postbridge Heritage Trail

This trail seeks to take visitors more into the village, explore the local history from medieval times, and also encourages links to the local businesses. The route could be significantly improved if an off-road link is installed on the north side of the B3212. This would also improve the link between the village hall and the visitor centre, and provide a link for use for local residents.

Two options remain for an off road route:

- A stone path on the current north verge. This will require the ditch to be culverted, and is the preferred alternative.
- A cheaper option would be to take the route off road opposite the East Dart Hotel, and be contained within the existing shelter belt of trees. The first section will be on other road or the road verge, which is currently used by the hotel as an overflow car park for their visitors.

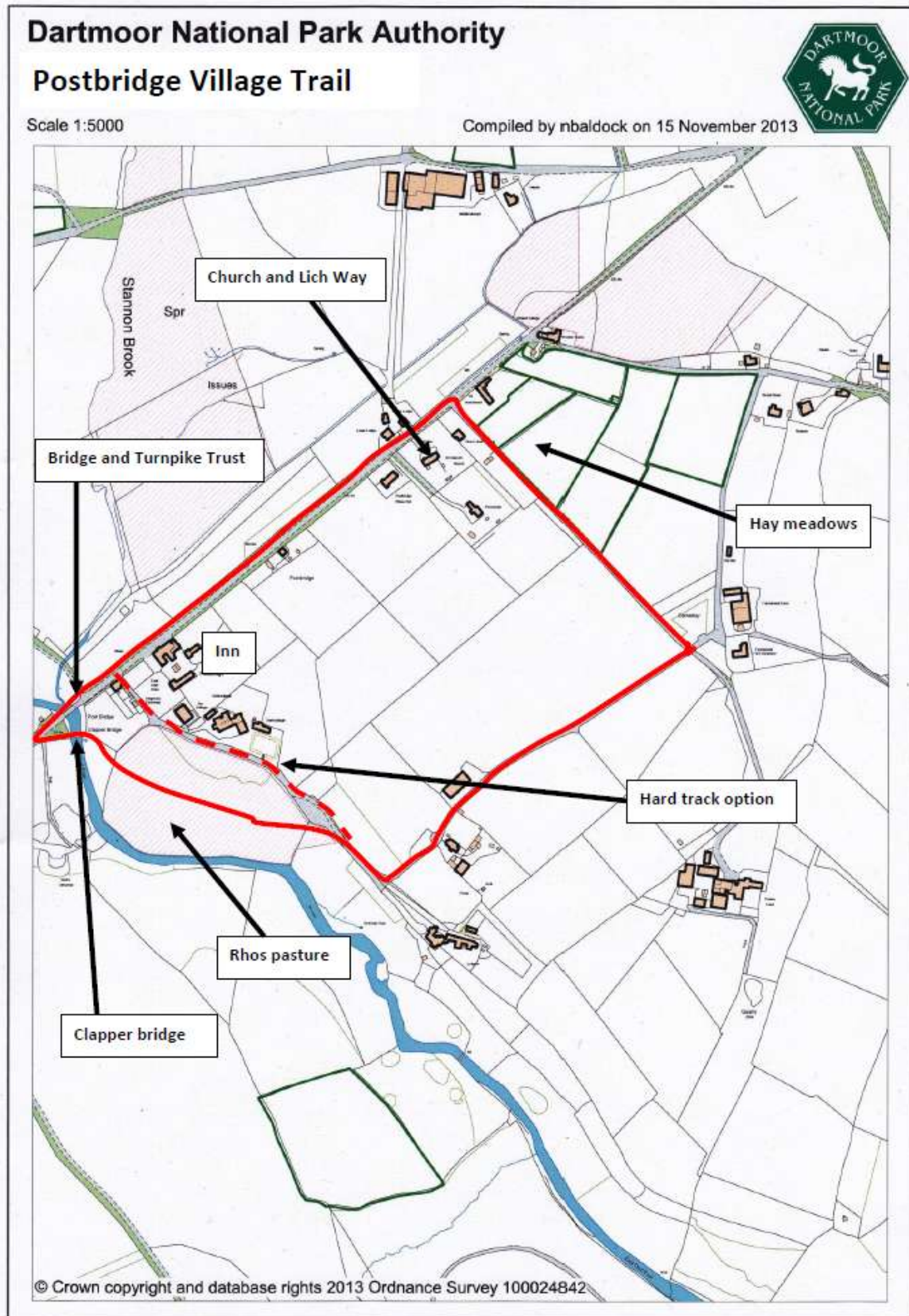
In terms of interpretation, there is a story from medieval times, with the clapper bridge, and then the big village growth from 1780, stimulated by the road improvements by the Turnpike Trust. The church can be used to tell the story of settlement and the Lich Way, and there are examples of traditional hay meadows and rhos pasture on the proposed route. Local businesses can be used as the basis for the story of management and change on the moor. Farms can link to agriculture and the village shop could have links to trade.

**To enhance the attraction of the Postbridge Heritage Trail we are proposing a family based activity trail based on letterboxing, the Postbridge Heritage Hunt.** The basic premise of this letterbox trail is to find out as much as possible about the archaeological discoveries made on Whitehorse Hill (and elsewhere on Dartmoor) and what these reveal about aspects of Bronze Age life on Dartmoor, whilst at the same time giving reasons to explore the village when they might otherwise not. The letterboxes will be concealed along the routes of both the all ability access & village loops, and the trail will have an accompanying activity leaflet.

Potential broad locations for letterboxes / interpretation / child activity:

- Postbridge clapper bridge
- Turnpike Bridge
- Village post office
- Village hall
- Church
- Believer Forest
- East Dart Inn
- Hay meadow at Beechwood Bed and Breakfast
- Rhos pastures
- Driftway

If this proposal is adopted it would be best developed from within the local businesses and community. It has the potential to be a significant family activity in the village, but may also require significant engagement with families on the trail.

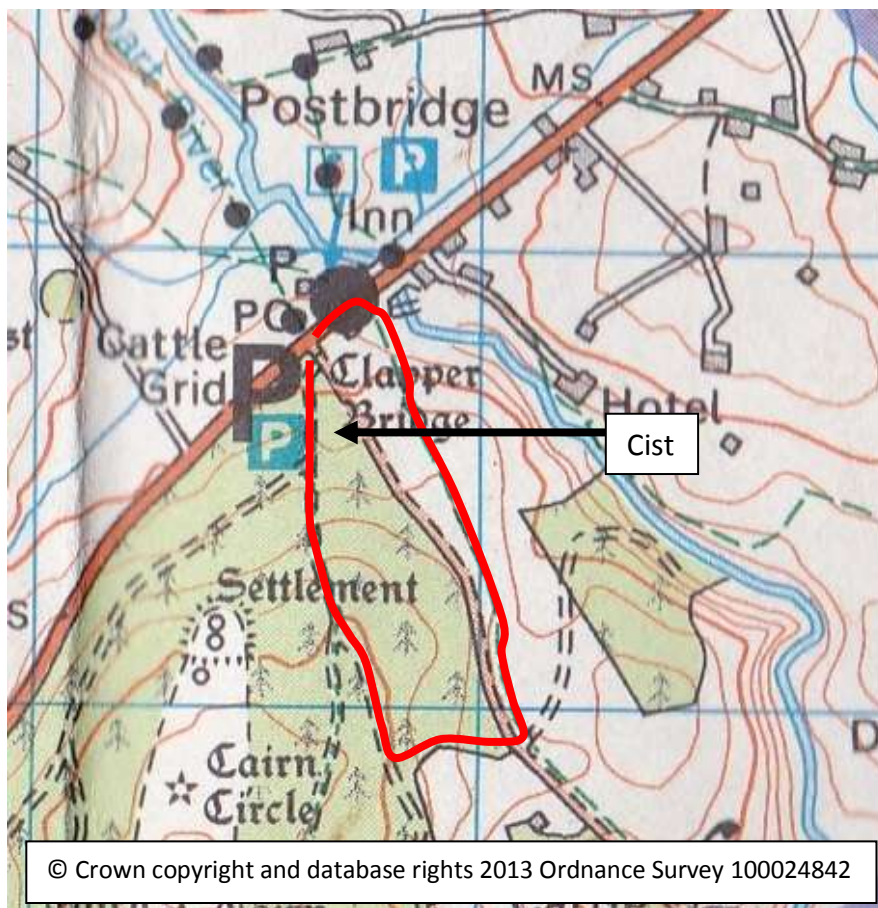


Time: 45 minutes walk, longer with letterboxing.

### 1C – River and Forest Walk

This is a new route, utilising existing paths and is designed to meet the need of families or those looking for a short walk, which explores short sections of the river moorland and forest.

The proposed route utilises an existing bridlepath, also used by the Bellever audio trail, and part of the FC yellow trail. It brings in the clapper bridge, some common grazing, and walks in Bellever Forest. Most is on hard tracks.



Length: 2.7km, 1.7 miles

Time: 1 hour

Works required to route:

- Waymarking and signage
- Construction work to old steps from the clapper bridge field up on to the moorland grazing
- Kissing gate to enter FC plantation

Interpretation Resource

- Postbridge; medieval, 18<sup>th</sup> century, modern (business links)
- Dart River wildlife
- Moorland farming and wildlife; ponies on Dartmoor
- Forestry – 1930s onwards
- Bronze Age – site 3a (Bellever Archaeology, National park publication) cist



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Postbridge – medieval and 18<sup>th</sup> century



Community field – picnic area, interpretation



Path up from bridges – needs major repairs!



Moorland looking back to Postbridge



Path into Believer



Believer Forest

## 2A. Bronze Age Bellever Trail

The proposed route contains elements of the current Bellever route in Postbridge Walks, the Bellever audio trail and the Forestry Commission red trail. It is intended to be the main trail route for visiting groups staying in the locality for half a day or more, and brings in the most important bronze age remains, the clapper bridge, a high tor experience and a walk back through woodland and via the river. A number of stunning views are seen on the route.

In order to function as a family friendly main trail, we are proposing some specific information points on this trail, with a limited amount of on-site interpretation. These points are primarily located within the forest setting to avoid intrusion on the upper moorland landscape.

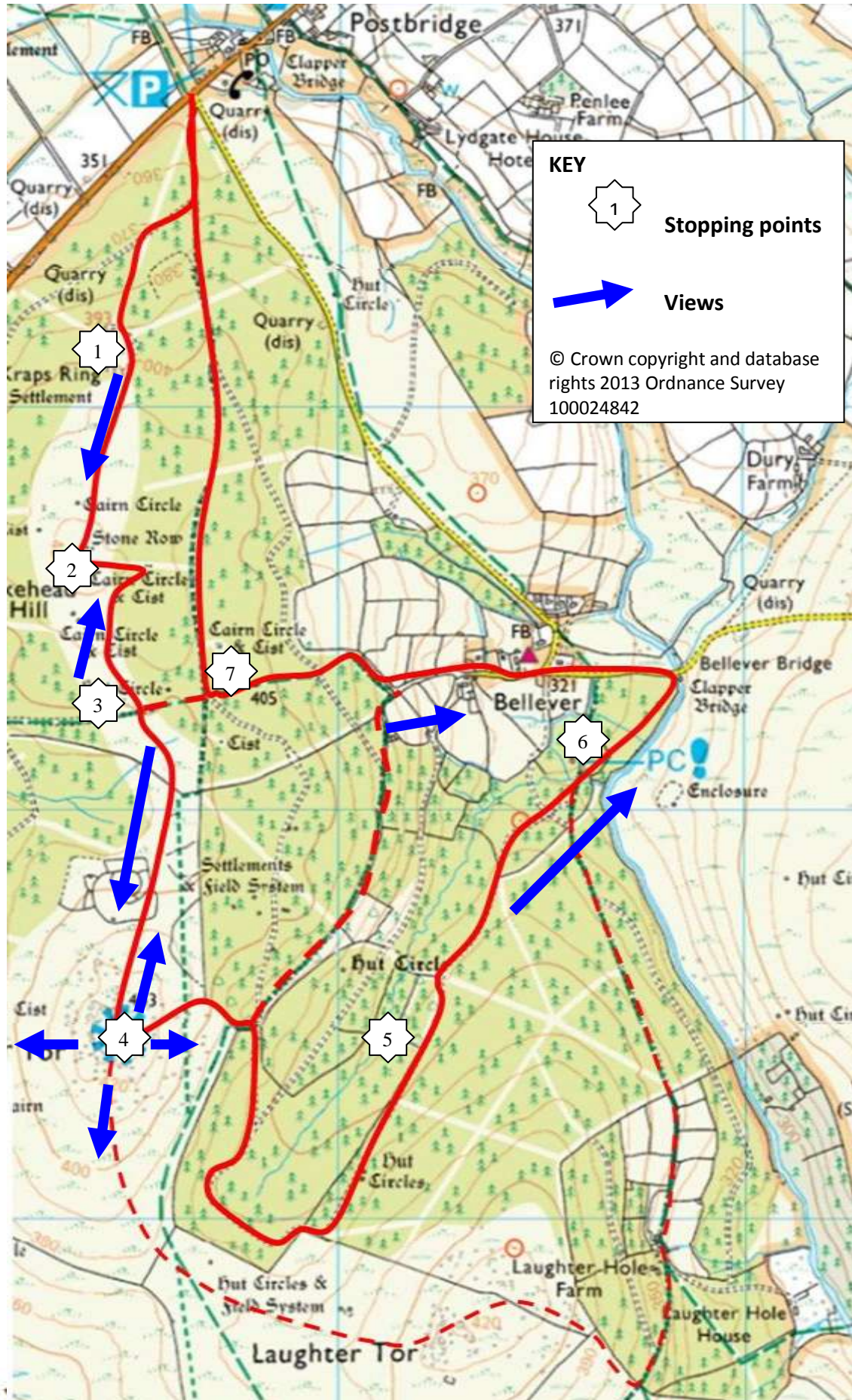
“The Bellever audio walk is a 6 mile (10km) circular walk starting from Postbridge Information Centre and gives a mixture of woodland, moorland and riverside walking, interspersed with several archaeological sites, learning about the Dartmoor Pony and fantastic views”.  
(<http://www.dartmoor.co.uk> )

Two alternative options are included: a short cut utilising the Lich way, a shorter route for those setting off from the Bellever riverside picnic area, and a longer route including Laughter Tor, which is the original audio trail route.

Main Trail:	8km, 5 miles, 3 hours
Short route:	3.3km, 2 miles, 1 hour
Forestry Commission loop:	4km, 2.5 miles, 90 minutes
Laughter Tor route:	10km, 6 miles. 4 hours with stops



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Length:

Main route: 8.5km, 5 miles. Time: 3 hours

Short route from Postbridge: 3.5km, 2 miles. Time 1-1.5 hours

Short route from Believer: 5.5km, 3.5 miles. Time: 2 hours

Works required to route:

- Waymarking and signage
- Archaeology needs improved signage and some interpretation at key locations. While it is essential to be sympathetic to the moorland landscape, if this is the most promoted archaeology trail it is also very desirable to provide a high quality and memorable experience. In addition some of the Bronze Age remains are currently hard to locate on site; a small granite post will help ensure people are in the right place.
- Orientation panels at two main Believer car parks

### STOPPING POINTS

1. Kraps Ring
2. Stone Row and Lakehead Hill Cist
3. Believer Fields (do looking up from Lichway)
4. Believer Tor (by NFC and small brass plaque on trig point)
5. Believer Forest / Forestry Commission
6. East Dart River / Believer car park (use orientation board)
7. Dartmoor Pony Heritage Trust – current project, role of Trust, role of ponies through the ages

Other interpretation resources

- 2008 Roundhouse excavation
- Believer Tor landscape views, reave fields
- Laughter Tor
- Dartmoor ponies (open moorland) link back to prehistoric times
- History of ice age, broadleaved woodland, clearance of woodland by Bronze Age settlers, management by man and ponies, 20th century afforestation
- Believer clapper bridge
- YHA



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Kraps Ring



Hut in Kraps Ring



Lakehead Stone Row



Lakehead Cist



Lich Way marker posts

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Excavated roundhouse



Believer Tor

<http://www.geograph.org.uk/photo/208200>



Laughter Tor Longstone

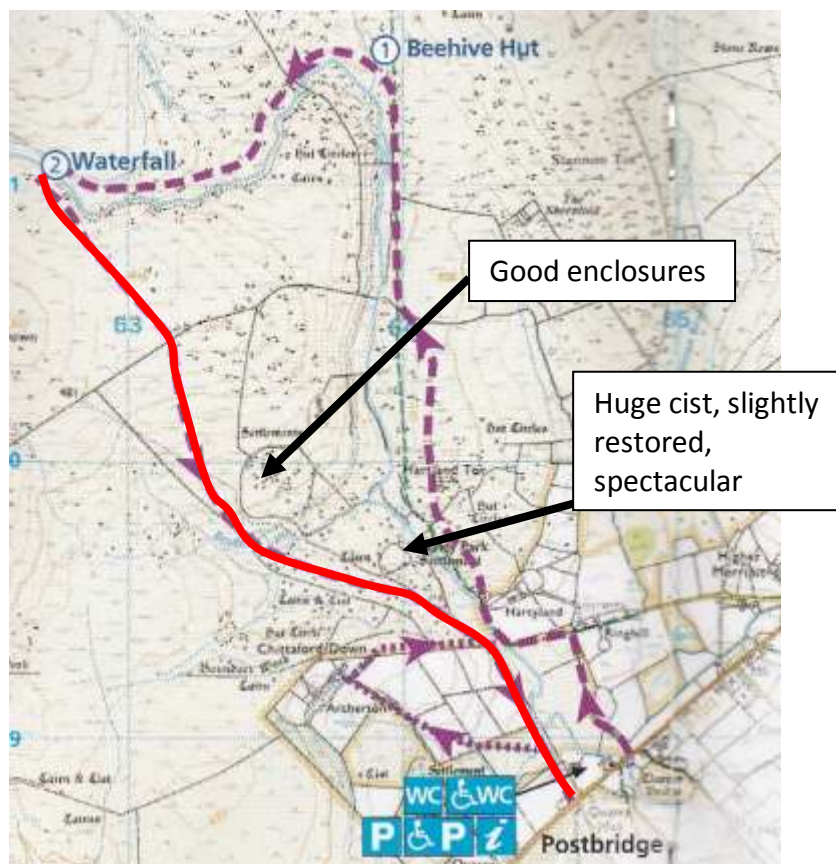
<http://www.geograph.org.uk/photo/1219426>



Believer Forest <http://www.geograph.org.uk/photo/1589875>



## 2B. Waterfall Ramble



**Waterfall Ramble**

The updated Postbridge Walk leaflet for 2014 will promote the western part of the route above, returning along the same route. This is because the waterfall crossing is frequently unsafe and there are some route issues on the eastern side. However, if the whole circular route can be reinstated and maintained (much is on public rights of way), then the full circular route would be preferable. This is currently the most popular walk in the Postbridge Walks booklet and is therefore retained in our proposals. The current audio trail should be adapted to follow the same route.

Length: 7 km, 4 miles

Time: 2 hours

### Interpretation Resources

- Driftway
- Ponies and moorland
- East Dart River
- Hartland Tor
- Waterfall
- Stone cist

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Driftway (may have path improvements)



Driftway further north



East Dart Waterfall

<http://www.geograph.org.uk/photo/1800316>



Cist

<http://www.geograph.org.uk/photo/1288228>



Path over Broad Down

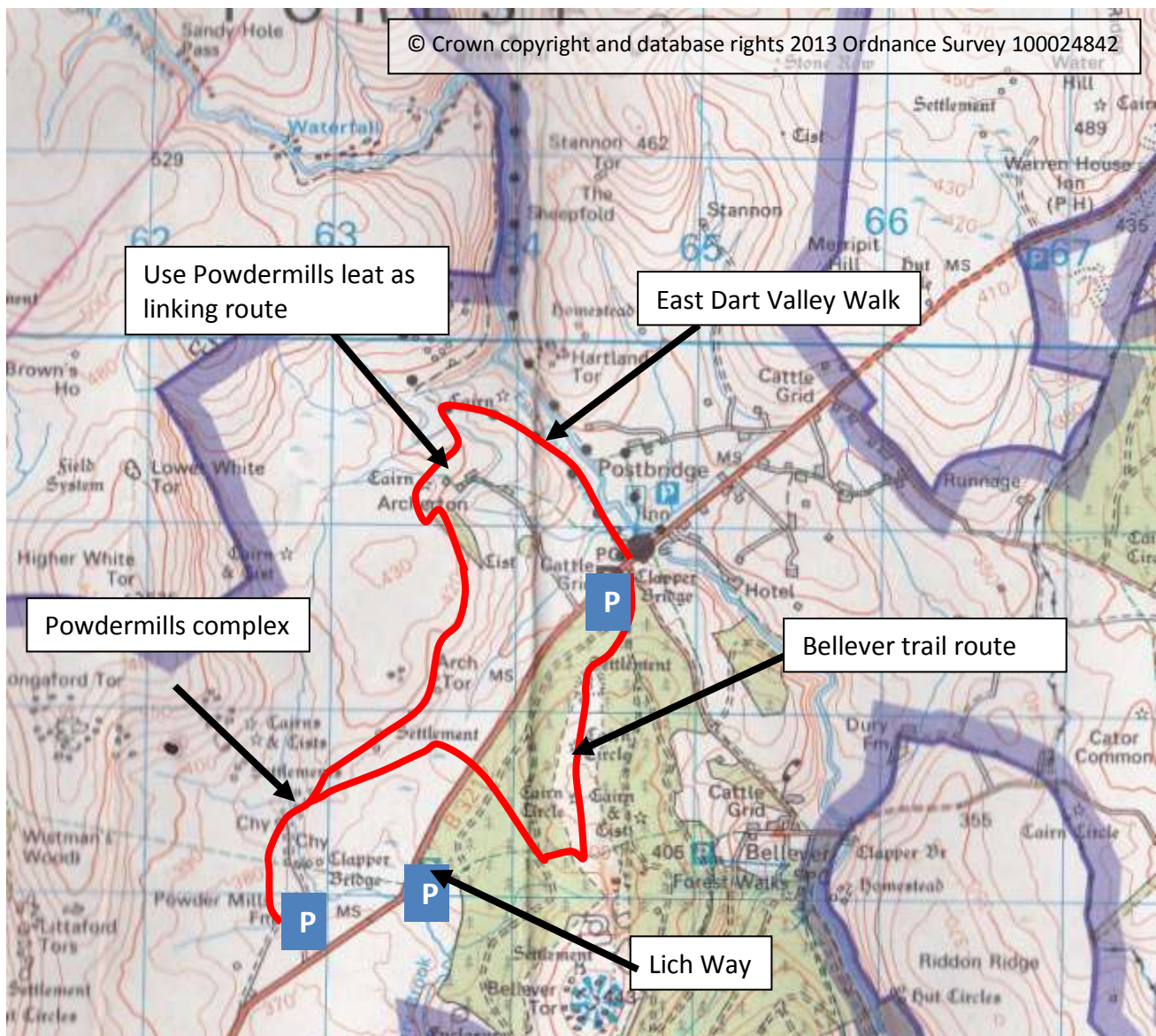
<http://www.geograph.org.uk/photo/2095870>



## 2C. Powdermills and Moorland Trail

This is a long walk from Postbridge. The route around Archerton Farm needs further research; but can potentially loop to the north of the homes and buildings, staying on open moorland, and then follow the original mill leat. An initial draft circular route is shown below.

Many people already drive down to the pottery to park and see the gunpowder mills ruins. If this site is promoted (and it should be) it will need additional car parking. The Powdermills complex therefore has a separate short walk, taking 30 minutes to one hour, listed and explained under the outlier walks section (Walk 3A). The option of shopping and tea at the pottery would be an added draw.



Length: 8km, 5 miles; 3 hours

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Interpretation Resource

- Bellever Forest
- Kraps Circle
- Lakehead cist and stone rows
- Lich way
- Powdermills
- Powdermills Pottery (and Dartmoor crafts)
- Bronze Age settlements (cairns and hut circles along Powdermills leat)
- Moorland landscape
- Powdermills leat
- Driftway, ponies on Dartmoor



Powdermills



Powdermills



Powdermills



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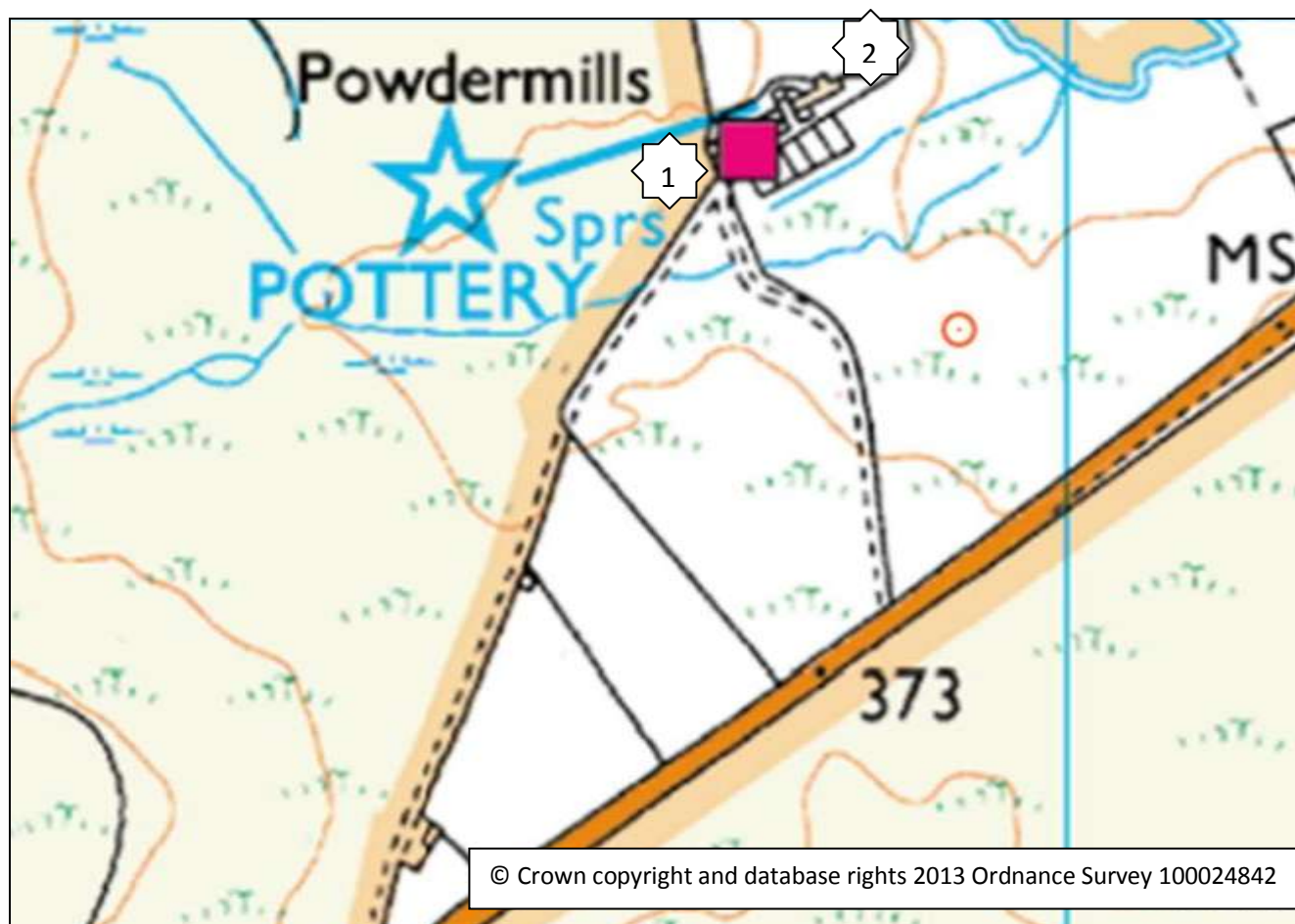
Powdermills Pottery



Powdermills Leat

### 3A. Powdermills

The case for an outlying trail at Powdermills is compelling. The site is already well visited, and the remains are substantial and impressive. The gunpowder mill at this suite supplied the mines by Warren House Inn. The pottery on site provides a cafe facility, which means that this site can make a good destination for those seeking short and easy walks. For it to work well, a new car park must be constructed, which will also relieve existing congestion. The two options are shown below.



Site 1: this is the simplest site, but would require removing a small area from agricultural use. The land is currently open access under an Environmental Stewardship scheme. The site is a good one if the access to the Powdermills is around the west and northern enclosures. However, the preferred option would option 3, subject to farm tenant agreements.

Site 2: A small enclosure / field to the left and north of the main farm drive gate (currently with no public access). This site only makes sense if public access can be granted along the current farm drive, or a similar alternative route. At the current time it is believed that this may be possible at the time the current tenancy is due for renewal or replacement (September 2015).



Both sites will require the construction of two passing places on the current drive, to improve traffic flow, and cater for increased use.

**Interpretation Resource**

See Walk 1C above.



**Track for Site 1 car park**

<http://www.geograph.org.uk/photo/1785830>

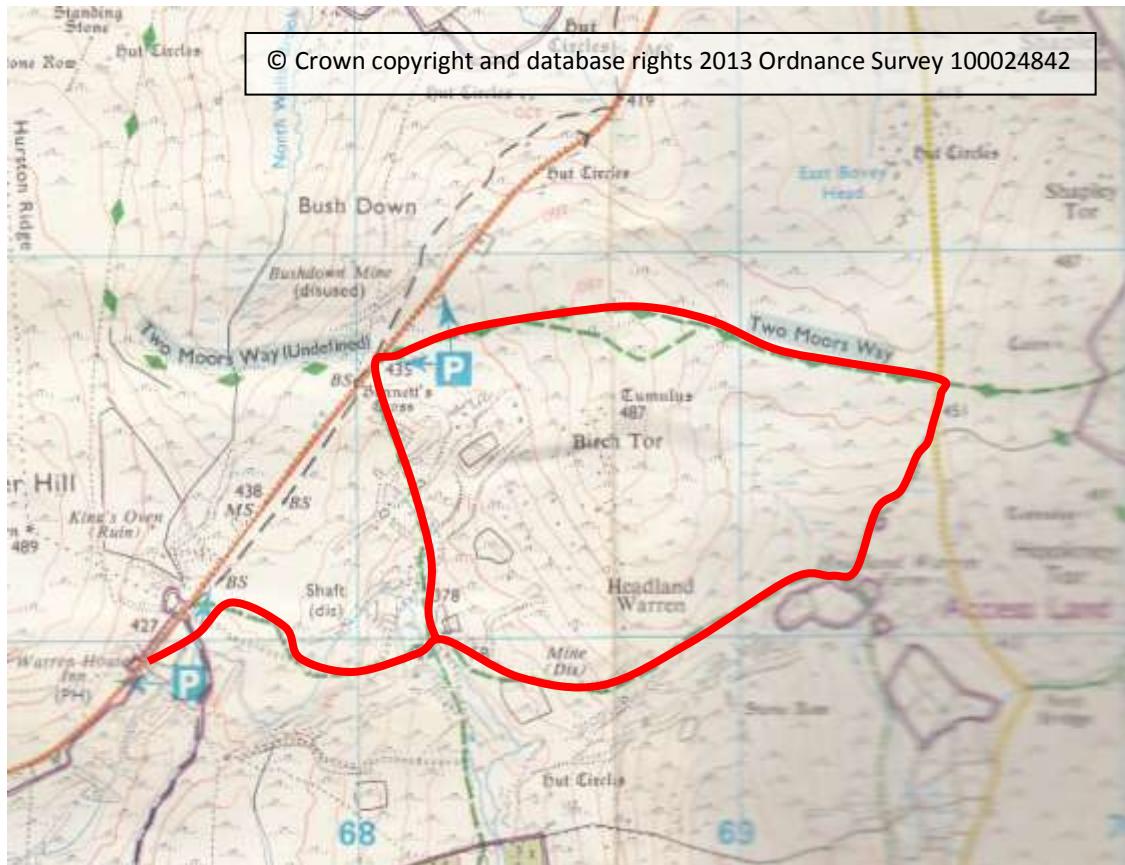


**The Proving Mortar, Powdermills**

<http://www.geograph.org.uk/photo/224172>

### 3B. Warren House Inn: Tin Miners Trail

This location provides a short walk to Vitifer Tin Mines, contemporary with Powdermills. The longer circular route broadens interest to a medieval farm settlement, a rabbit warren and back in time to further Bronze Age remains. The current roadside parking will need expansion as the starting point is a short drive from Postbridge.



Circular route: 5km, 3 miles. 2 hours

Short route (car park to Vitifer Mines return): 2km, 1.3 miles. 1 hour

#### Interpretation Resource

- Vitifer mine – 18<sup>th</sup> and 19<sup>th</sup> century Photos as working mine
- Leat, shafts, buddle pit, some walls, long lode excavated and visible
- Nearby enclosures – four cards enclosures  
[http://www.legendarydartmoor.co.uk/warren\\_house.htm](http://www.legendarydartmoor.co.uk/warren_house.htm)
- Birch Tor
- Chaw Gully [http://www.legendarydartmoor.co.uk/chaw\\_gully.htm](http://www.legendarydartmoor.co.uk/chaw_gully.htm)
- Hut circle, stone rows on Challacombe Down
- Golden Dagger Mine to the south of this route was the last working mine on Dartmoor.
- Rabbit warren eastern end of loop
- NOTE: there are some sensitivities with nesting birds, and any information needs to include a request to stay on the waymarked routes (ref RSPB and project partner)



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Chaw Gully

<http://www.geograph.org.uk/photo/3737900>



Building ruins, Vitifer Mine

<http://www.geograph.org.uk/photo/282423>



Birch Tor and enclosures

<http://www.geograph.org.uk/photo/68094>



Bennet's Cross



Golden Dagger Mine

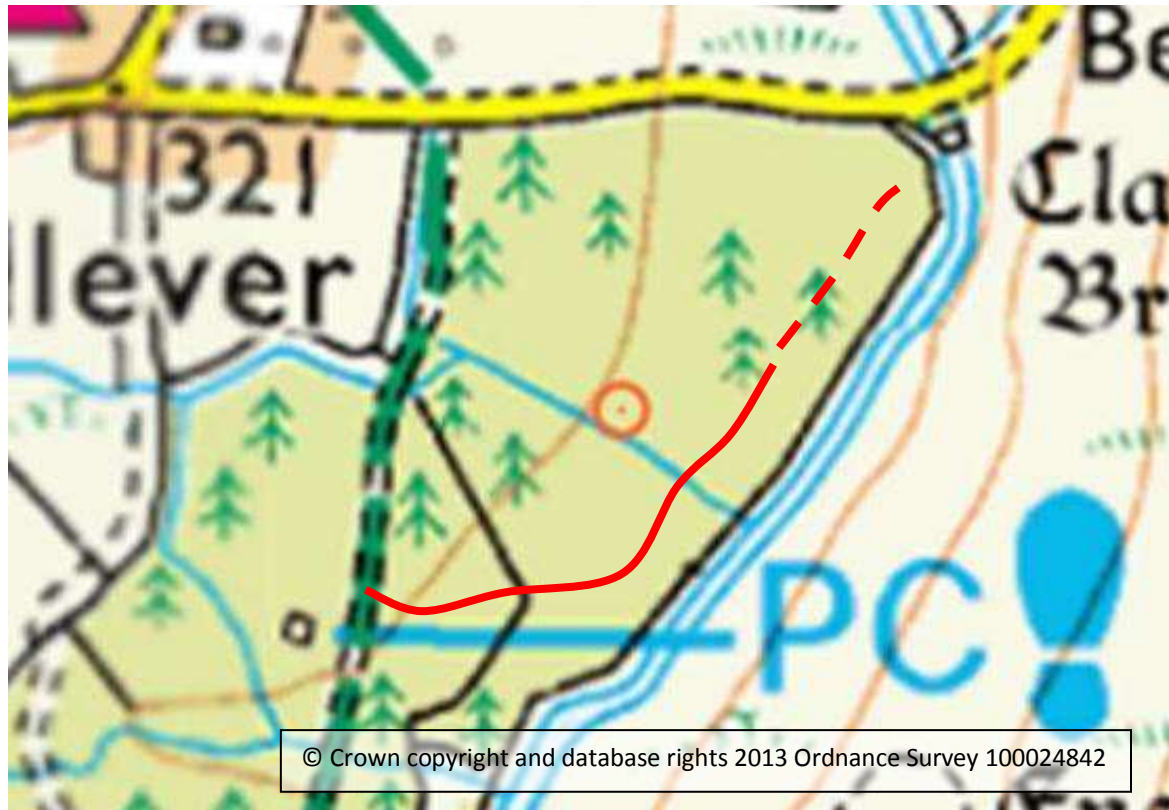
<http://www.geograph.org.uk/photo/9457>



Car parking area

### 3C. Bellever Riverside Trail – All-ability Access

The blue trail in Bellever Forest is one of the few disabled access routes on Dartmoor, and consequently promoted elsewhere as such. It is short, but the Forestry Commission have considered lengthening it about 100 metres, to extend the riverside section and take the route to the clapper bridge, enhancing the experience for those of limited ability access.



Length: 300 metres

Solid line: existing trail

Dashed line: new trail to construct. These works feature in current Forestry Commission plans.

This trail would provide scope for the development of some kind of specialised interpretation, catering for specialised groups. This car park is already promoted in some guides as a good site on Dartmoor for disabled access, and with the car park and toilet block adjacent the trail would lend itself well to further development in the future. This will require additional funding beyond the scope of this project, but the opportunity should be borne in mind.

Also, the forest roads setting off from the car park at this point are also suitable for most uses, with well maintained hard surfacing, shallow gradients and no steps. They are a little rougher than ideal!

#### 4. Other Trails

The following trails could have web-based information, if time and resources allow. Walks should be chosen to complement those more actively promoted, and tend to fall into two categories; these are either more additional archaeology based walks, or others that widen the hub concept to outlying areas, perhaps connecting on to other parts of the “Moor than meets the eye” story.

There are privately managed web-sites that promote Dartmoor walks (see section 11) and they provide an opportunity to broaden the visitor offer. Other walks which have been considered during the preparation of this report, and would fit into this category include:

- An extension from Bellever to Brimpts Mine and Brimpts Farm
- A circular walk from Postbridge via Lydgate House Hotel to Pizwell and back via Soussons and
- A return walk from Two Bridges to Wistman’s Wood
- Challacombe Farm (a medieval farm)
- Grimspound Bronze Age village (popular, but not currently promoted)
- Walks to Fernworthy
- A long trek to Whitehorse Hill itself (best attempted from Fernworthy)
- Powdermills to Archerton via Longaford and Lower White Tors (an extension of the Powdermills Trail)



## 7. Other Activities and Guides

**Coaches** are regular visitors to Postbridge and bring a high footfall. The current stop is brief, and focuses on the bridge only. A major display around Whitehorse Inn, and the all ability trail could encourage some tours to stop for longer, perhaps a main lunch stop. The National Park already publish a good guide for coaches, and this needs to be regularly reviewed and updated as necessary. Service buses are few and far between (service 98 one a day, service 82 summer weekends only), although some firms will offer bespoke tours: Dartmoor Safaris use Postbridge in their web header, and also have Dartmoor ponies on the front page. This is not a new problem, but it does limit access to Postbridge for those without their own car transport.

### Links for Examples of Existing Coach and Bus Links

- General coach guide [http://www.dartmoor-npa.gov.uk/\\_data/assets/pdf\\_file/0016/41920/20130300-CoachDriversGuidance-A2-English-2013.pdf](http://www.dartmoor-npa.gov.uk/_data/assets/pdf_file/0016/41920/20130300-CoachDriversGuidance-A2-English-2013.pdf) (other languages available)
- Devon bus routes [http://www.cartogold.co.uk/Devon\\_Transport/Devon.htm](http://www.cartogold.co.uk/Devon_Transport/Devon.htm)
- Minibus tours <http://www.dartmoorsafaris.co.uk/YourSafaris.htm>

**Cars** will remain the backbone of visitors to the National Park. Anecdotal evidence from local businesses is that there is a significant passing trade from travellers seeking a scenic route to Cornwall. Cars are also vital for less able people, with sites chosen to meet their needs. “Easy Going Dartmoor” seeks to fulfil this need, and has one route through Postbridge. It does not include the village in the detailed maps, but the proposals in this report would justify the inclusion of Postbridge. Treasure Trails, a private company also promotes routes based on car travel. Given the objective of attracting more families and those seeking shorter walks, these sorts of initiative should be welcomed and tapped into. Motorbikes also have a promoted route, the Dartmoor Loop, passing through Postbridge.

### Links for Examples of Car and Motorbike Routes

#### Cars

- Easy Going Dartmoor [http://www.dartmoor-npa.gov.uk/\\_data/assets/pdf\\_file/0007/77632/Easy-Going-Dartmoor-2011-2.pdf](http://www.dartmoor-npa.gov.uk/_data/assets/pdf_file/0007/77632/Easy-Going-Dartmoor-2011-2.pdf)
- Treasure Trails <http://www.treasuretrails.co.uk/devon/things-to-do-in-dartmoor.html>

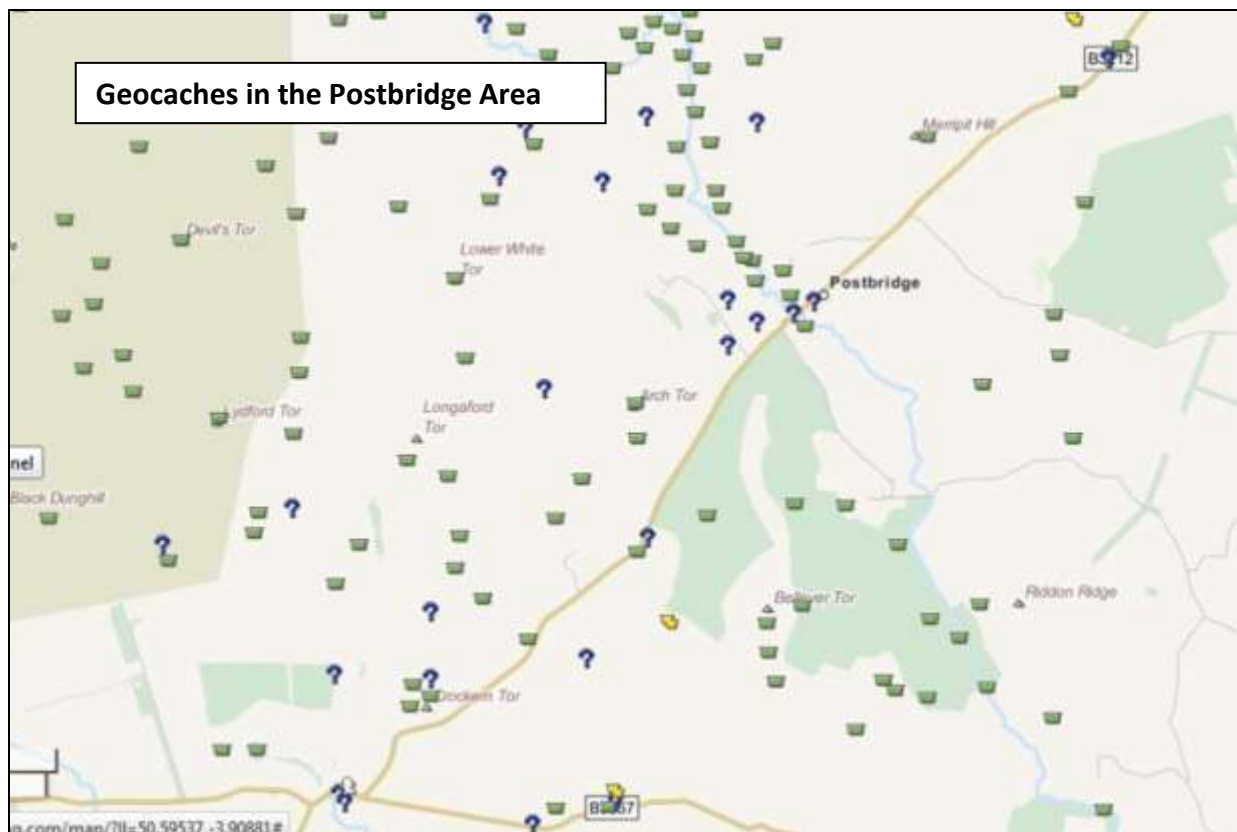
#### Motorbikes

- <http://www.bestbikingroads.com> <http://www.bestbikingroads.com/motorcycle-roads/motorbike-rides-in-united-kingdom-/south-west-england-/dartmoor-loop-1b08290.html>

**Cycling and mountain biking** are two growing leisure pursuits which also bring an increasing number of visitors to Dartmoor. The “Moor than meets the eye” project is developing the Wrey Valley Trail to Moretonhampstead, and this offers the possible link across to the High Moorland Link, a promoted cycle route that passes through Princetown. Mountain bikers are growing in number and have access to the public bridleway network. The main site promoting off-road cycling is run by 1SouthWest ([www.1sw.org.uk](http://www.1sw.org.uk)). This includes an interactive map of available routes, including the forest road networks in Bellever, Soussons and Fernworthy Forests.

**Horse riding** and trekking in the area may have declined since the 1950s (residents’ feedback), but has opportunities for the future. It is important to engage with both the horse riding and biking communities, both as additional active visitors, but to also ensure high standards of behaviour, to protect the archaeological sites and character of the area.

**Geocaching and letterboxing** are also growing family activities, with letterboxing on Dartmoor perhaps being the original inspiration. It is an activity enjoyed by many families and individual enthusiasts, and works with very little infrastructure. The particular association with Postbridge is why we have suggested using this system as a basis for a family based activity to explore the village and immediate locality.



#### Links for Letterboxing and Geocaching

- <http://www.dartmoorletterboxing.org/>
- <http://www.letterboxingondartmoor.co.uk/catalogue.html>
- <http://www.geocaching.com/>



**The Ten Tors Challenge and Duke of Edinburgh's Award** expeditions are the last major activity and special user group to mention here. They introduce thousands of young people to the Dartmoor landscape, often venturing into areas seen by few other tourists. This is a fantastic resource for getting young people into the National Park, an age group otherwise under-represented. However, at present very little information is provided to the participants about the landscape and its history, which could add to the quality of their experience. This should be explored further as the project evolves.

**YHA and Spirit of Adventure** are two other local businesses that specifically cater for those undertaking adventurous activities in the area. See live interpretation section (section 10) for further details.

**Tramper vehicles** are motor scooters designed for use by disabled people and are particularly suitable for off road use. A lease scheme is run by Countryside Mobility (<http://www.countrysidemobility.org/>). Due to insurance limitations, the most likely base for a Tramper would be with the YHA for use from the Bellever Forest riverside car park. Hire charges are permitted, but to cover the costs of the organisation hosting the vehicle, rather than the full lease cost.

## 8. Parking

Parking is currently mainly at the visitor centre car park, although this is frequently full. The Forestry Commission car park opposite is sometimes used as an unofficial overflow, but the visual linkage and footpath back to the visitor centre is very poor. Further away the Bellevue Forest car park, by the East Dart River, is promoted by the Forestry Commission as a small destination in its own right and is used as a base for family picnics and walks up to Bellevue Tor.

It is essential that the car park management is unified to help Postbridge function as an integrated destination. Also, the current capacity at the village needs to be increased, as even if no more visitors come, the longer dwell times will mean more vehicles at any one time.

The following recommendations are made to help achieve these outcomes:

1. White lining of the visitor centre car park, to encourage closer parking and deliver an increased capacity. This will also enable the west end to be kept clear for an improved link to the Forestry Commission car park.
2. The Forestry Commission car park should be increased in size, initially by the widening of bays on the existing circuit, but with scope to extend with a further loop and bays to the south east.
3. The route between the visitor centre and Forestry Commission car park needs improving and sight lines improved (see plan on following pages). If funding allows a separate vehicle entrance would be very beneficial, but if this is not possible, then careful timber fencing or granite boulders should be used to separate pedestrians and vehicles.
4. To ensure an income for the maintenance of the trails and car parks, there should be a charging system introduced for the car parks. This would formalise the current arrangement of donations requested, operating in the visitor centre parking area. Provisionally, the visitor centre car park should be short stay (1 hour) and coaches, and the Forestry Commission should be long stay or short stay. Tickets should be transferable and capable of topping up for a longer stay.
5. Income from charging should be ring fenced for site maintenance and visitor management.

As well as the three main car parks, there are three other locations relevant to this destination.

1. Higher Cherrybrook Bridge, on Forestry Commission land. Leave this as currently set up, although it could be extended into the small quarry if demand arises.
2. Warren House Inn. There are two small car parks adjacent to the B3212, and we recommend using the southern one of the two as the start point for the Birch Tor and Vitiifer Mine walk. It is the better location for a short walk, and is also close to the pub, which provides an option for drinks or meals. The car park would benefit from a small increase in size, as it is often full under current usage.
3. Powdermills, does not have any designated parking, and this currently creates a problem for businesses on site when visitors drive in. We therefore recommend creation of a small car park at this location, together with minor improvements to the driveway, to create passing places.

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Car Park Capacities		
Car park	Current capacity	Potential capacity
Postbridge VC	35 approx	54
Bellevier Forest, at Postbridge	15 approx	Up to 100
Bellevier Forest, by river	30 approx	30 plus
Bellevier Forest, Higher Cherrybrook Bridge	6	12
Powdermills	0	10-15
Warren House Inn	6	10

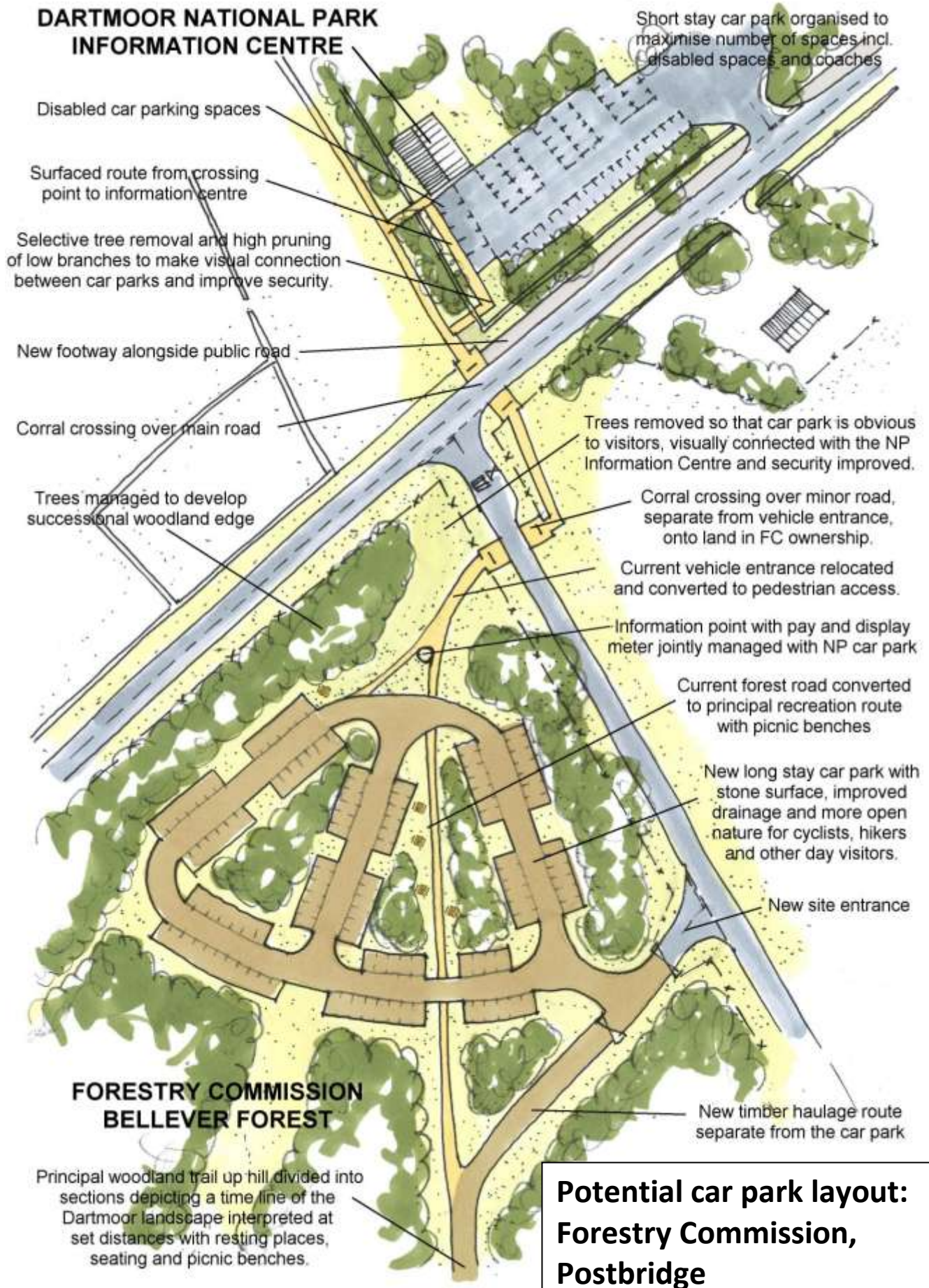
The improved access between the Forestry Commission car park and the visitor centre is essential to enable the site to work as one. An ideal scheme is shown in the figure overleaf. They include:

- Make the FC entrance pedestrian only, with the creation of a new vehicle entrance. This is an ideal solution and may require dropping due to budgetary constraints.
- Surface walkway from the FC car park to the visitor centre (this also forms part of the main all ability access trail (Walk 1A above)
- Fence the main crossing point either side of the B3212, in order to encourage pedestrians to stop, especially young children, and cross carefully
- Create an opening the stone Devon bank to allow straight access into the current car park area. A small amount of careful tree cutting and pruning will be required
- Separate the walking route from the car parking, possibly with a wooden post and rail fence.

Note that the plan shows the Forestry Commission car park extended to its maximum size; in practice this can be split into two or three phases as demand requires. Also, funding constraints mean that a separate vehicle entrance may not be possible.

Charging for parking is a controversial issue, but in our view charging is essential to provide resources for long term maintenance of the sites and trails, and a high quality visitor experience. Rates are for local decision by landowners, but the current rates at the Forestry Commission Bellevier car park (£1 for up to 2 hours, £2 all day), the visitor centre (£1 donation requested) and Princetown (£1) are the bench mark for starting discussions. Charging will also enable the visitor centre to focus on short stay visitors and the Forestry Commission car park to be for longer stayers. Concessions for local residents or partner businesses, including free passes are an option. The small outlying car parks should remain free of charge, in common with the many other small pull-in parking areas on the moor.





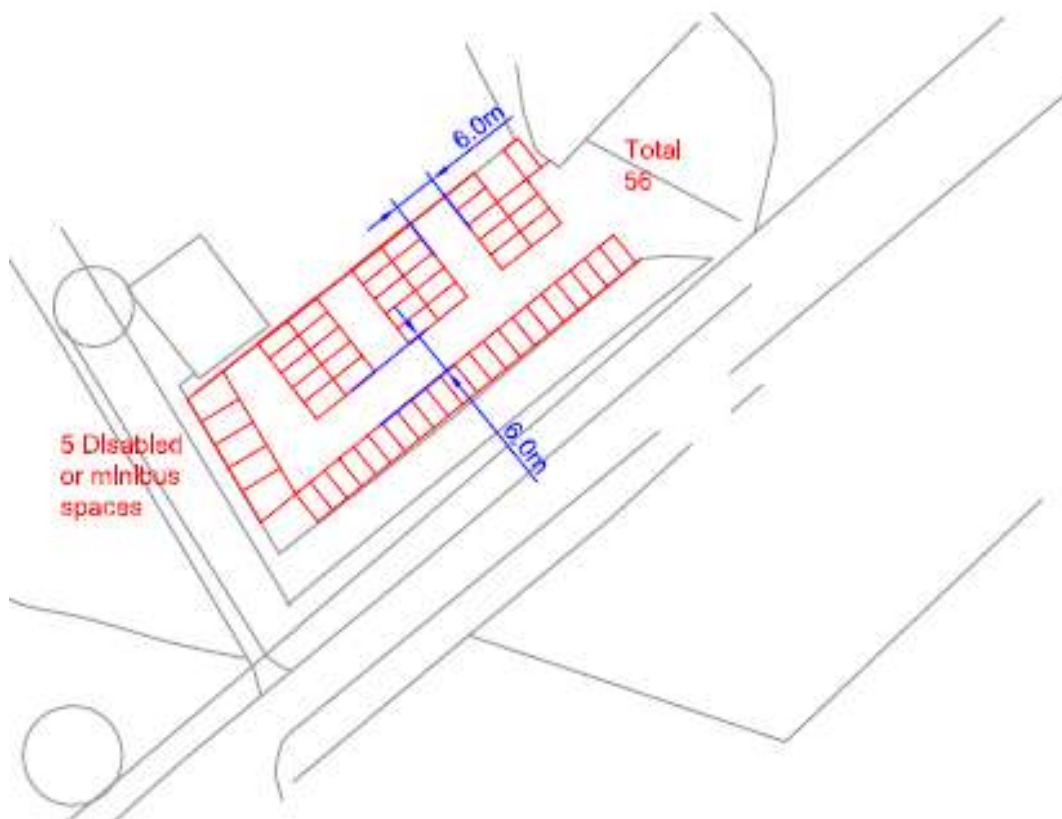




Awkward gate, with poor latch on route from FC car park



View of VC coming from FC car park



Layout to increase Postbridge car park capacity

## 9. Permanent Interpretation

### 9.1 Background rationale and thinking

The proposals set out in this Landscape and Access Plan reflect the key aims, objectives and principles of “The Dartmoor Story” Interpretation Strategy and the “Moor than meets the eye” Audience Development Plan.

Specifically, the interpretive offer should:

- alert visitors to the fact that Postbridge has more to offer than just the ‘Clapper Bridge’, thereby encouraging greater duration of stay and increased expenditure within Postbridge.
- build public recognition that Postbridge is a great place to find out about Dartmoor’s extensive Bronze Age archaeological heritage and the important discoveries on Whitehorse Hill.
- give reasons for people to come back and to tell friends and family about their positive experiences.
- flag up opportunities for discovering other aspects of The Dartmoor Story within the vicinity of Postbridge and for developing interests in Bronze Age archaeology in other parts of the National Park.
- create a series of ‘connecting experiences’ on-the-ground that have broad appeal and relevance to a variety of audiences; recognising their different interests, mixed nationalities, levels of ability and the amount of time they have available.
- recognise the opportunities and limitations of using smartphone and mobile technology as part of a mixed media approach to interpretation in the Postbridge area.
- rationalise and build on the existing range of interpretive and orientation materials provided by the National Park, Forestry Commission and local communities to ensure an intuitive, coherent and enticing package of activities and opportunities is available for visitors (and locals too).
- utilise appropriate, robust and quality materials for interpretive infrastructure (e.g. frames, posts) which require minimal management intervention; are able to withstand harsh weather and which ‘fit’ into the environments in which they are placed.
- provide opportunity for outreach activity.
- ensure that there is a strong link between the interpretive content of the National Park visitor centre exhibition, concerning the Bronze Age archaeology of Dartmoor, and the interpretive messaging developed outdoors.
- be complementary to other projects within the “Moor than meets the eye” project area, particularly in terms of live interpretation and events and projects which deal with other aspects of the area’s natural or cultural heritage.

## 9.2 Relevant themes from The Dartmoor Story

The interpretation developed for Postbridge and its associated walking routes provide good opportunities to convey key themes from The Dartmoor Story. These are listed below:

Themes of primary importance

- 2A: Rows, circles, cairns and cists (PRE-HISTORIC AND BRONZE AGE SETTLEMENT)  
Dartmoor is one of the most important pre-historic and Bronze Age archaeological landscapes in Europe.
- 2G: Digging deeper (ARCHAEOLOGY ON THE MOOR)  
Archaeologists are using the latest remote surveying techniques to discover Dartmoor's hidden human past, even deep beneath the cover of forestry plantations.
- 2H: Protecting the past for the future (PROTECTING OUR ARCHAEOLOGY)  
Dartmoor's pre-historic and Bronze Age archaeology is vulnerable and finite and needs our collective care to preserve it for future generations.

Other themes available (See Interpretation plan for details):

- 1A: Magnificent magma and mighty natural forces (ORIGINS)
- 1B: Precious metals and minerals (MINERAL LEGACY)
- 1C: Water, water everywhere (WATER)
- 2C: Monks, kings, lords and serfs (MEDIEVAL DARTMOOR)
- 2D: Held in common (COMMON LAND)
- 2E: Rich resources for the taking (USE OF WATER / INDUSTRIAL LEGACY)
- 2J: Changing places (MODERN INFLUENCES)
- 3C: Flower power (HAY MEADOWS & TRADITIONAL PASTURES)
- 3D: Out of the mire (MOORLAND & MIRES)
- 4A: Ghostly prisoners, pixies, beasts and bogs (LEGEND & FOLKLORE)
- 4B: Dartmoor in print (NOVELISTS AND POETS)
- 4C: Dartmoor on canvas (ARTISTS)
- 5A: Moor skills past and present (SKILLS PAST AND PRESENT)

The emphasis placed on these themes varies according to the particular location and route of the proposed access routes – e.g. the granite theme is particularly relevant to Believer Tor; themes concerning mineral exploitation are most relevant to Warren House and Powdermills. Site specific, local stories can be interpreted within the context of these larger Dartmoor Story themes. A good way to think about how this might work in practice is to substitute 'Dartmoor' where it is mentioned in the themes above with 'Postbridge'.

### 9.3 Overview of Interpretive Proposals

In drawing up these proposals we have sought to respect the special sense of place of the open moorland, and not introduce unnecessary interpretation or man-made structures. Feedback from many local people has been to keep everything as natural as possible.

However, we were also aware that the current stay times are short, and existing walks tend to be around five miles, over rough country, and tend to be more suited to regular walkers with the right gear. The shorter routes have been proposed to appeal to a wider range of visitors, for example young families. However, to provide a half day experience, we believe that many of those non-specialist visitors will require more information and interpretation for them to both get the best from their visit and inspire them to look further afield.

We have focussed as much of the interpretation as possible on modern electronic methods, which work through download to smartphones from the visitor centre. However, not everyone will have smart phones, and some limited interpretation and waymarking on the ground is therefore proposed. This is primarily focussed on the Bronze Age Bellever Trail, as the main offer for longer stay visitors. In addition, we have included proposals for orientation panels in the car parks, as this is the first point of reference for all visitors. Interviews with visitors during research for the Audience Development Plan highlighted the need for this facility; many first time visitors found it unclear where they were allowed to go, and what was on offer at different locations.

### 9.4 On-site Orientation Panels

The following locations are suggested:

- Postbridge Visitor Centre (wall mounted on new extension)
- Bellever / Postbridge car park (free-standing, upright with outset legs located in prominent location near pay point)
- Bellever Forest Picnic Area (wall mounted next to existing panels on main building)

Smaller boards, mounted on granite as per the Bellever Trail information points, are required at Powdermills and Warren House Inn.



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Example frame styles

These panels are to provide initial information of what is offered in Postbridge, orientate people on arrival and allow them to plan their visit. Each board to contain the following key information:

- Multiple language welcome message.
- Information promoting the Bronze Age / Whitehorse Hill exhibition within the Postbridge visitor centre.
- Large, attractive, hand-illustrated, top down artist's impression of Postbridge and surrounding area (extending to Powdermills and Warren House area) showing trail opportunities marked out, similar to the example below.



- Striking photographs of selected 'highlights' from the trails showing prime views and features of interest.
- Brief, clear and intuitive descriptions of route durations and route characteristics to give confidence to visitors that the trails will be suitable for their abilities, equipment and available time.
- Embedded NFC (near field communication) chip with accompanying graphic / text encouraging people to scan their NFC-enabled mobile device to obtain a link (or open,

depending on reception) a download location for the Postbridge smartphone app, together with a message informing people of the location of the nearest wi-fi hotspots.

- 'Discover The Dartmoor Story here' – a section of the panel highlighting the links with The Dartmoor Story initiative and suggesting other places in the National Park where the Bronze Age story can be followed.
- Local notices / events section for posters.
- A QR code might also be included for the benefit of those without NFC on their devices; however, this would only be of benefit where data signal is available.

Hardware to consist of A0 dimension visual area, wall-mounted or free-standing, upright hardwood timber frames with 3mm thick GRP (glass reinforced plastic) panels printed with exterior grade inks for durability. These might be plain, square section posts and straight-lined timber framed or could have a sculptural dimension to them.

### NFC – Near Field Communication

A form of wireless technology which allows smartphones and other devices to connect with each other, simply by touching them together or bringing them within close proximity. Contactless communication is made possible by the use of tiny, concealed radio receiver chips, enabling all sorts of possibilities for interaction. For example, an information panel that delivers up a series of audio trails for you to follow, or discrete 'trigger points' within sensitive historic buildings and sites (e.g. set into plaques and markers) which deliver location-specific interpretive content such as a piece of audio or video.



In order to access content-rich features such as audio and video, a data signal or Wi-Fi hotspot would be required. Alternatively, if a self-contained app is downloaded onto devices before going out on-site (for example, at Postbridge visitor centre) then no data-signal or Wi-Fi would be required to access such content.

## 9.5 Postbridge Smartphone App

We propose using a well-established, tried and tested app guide / tour structure that works along similar lines to the following iPhone / Android apps:

- Lime & Ice (<http://tinyurl.com/nhlj3nq>) (iPhone)
- Conwy Castle & Town Walls (<http://tinyurl.com/mfojir6>) (iPhone)
- Discover Wildspace (<http://tinyurl.com/p8h54ho>)(Android)

The app will be developed on the iOS platform (which is the operating system for Apple products such as iPhone, iPod Touch and the iPad) and Google Android. The app will allow people to search for points of interest (POI), learn more about each one by viewing photos, text files, occasional video and hearing associated sounds or narrative. It also incorporates 'competition / challenge / quiz elements' which add interest for families and younger players.

### Augmented reality overlays.

This application of Augmented Reality involves using the in-built camera, screen view, compass and GPS functionality of devices to display historical reconstruction illustrations when people stand in a specific location and orientation. These historic views might be re-created at the level of an individual feature (e.g. burial cist or hut circle) or might superimpose elements from whole lost landscapes (e.g. reave system and settlement).



The base structure for the app is as follows:

- A loading page seen when the app is first launched
- An introduction page and 'how to use the app' page
- A credits page
- POIs that can be arranged into separate trails



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- Scoring engine which allocates points to players as they ‘spot’ points of interest
- In-built, interactive mapping feature which provides real time navigation using devices’ GPS capabilities. All POIs are shown on the map. This functionality will be available even when there is no data connection or phone signal provided that the app has been downloaded where there is a wi-fi connection
- Each point of interest may contain a mix of the following content:
  - Title
  - Photo
  - Descriptive text (brief)
  - More information (extended text / image file)
  - Audio track
  - Occasional video (pre-existing film footage)
  - Augmented reality overlay\* (see above)
  - Challenge or quiz question / points awarded (Postbridge village quest – see below)

The POIs (points of interest) will be organised within the following trails:

- **Clapper Bridge Walk**
- **Postbridge Heritage Trail**
- **Bronze Age Bellevier Trail**
- **Waterfall Ramble**

The app will also incorporate a ‘Postcard from Postbridge’ feature. Where there is adequate network coverage or Wi-Fi people can use their mobile device to post up an image on Facebook, Twitter or Google and / or send an email postcard. The user can scroll through a pre-defined set of images or take their own photo, an idea included in the Interpretation Strategy as a “Dartmoor Scrapbook”. The app can also include a family / young-people-oriented activities drawn from points of interest from across all the trails.





## 9.6 Bronze Age Bellevier Trail

### *Audio commentary point markers*

The current audio trail commentaries need re-organising to match the new trails and information points; current commentary points are found on both the Clapper Bridge Walk and Bronze Age Bellevier Trail. Where possible the commentary points should be coincided with the proposed information stops. Intermediate commentary points can be marked with new posts, either in conjunction with waymarking posts, or as separate audio guide posts.

### *Stop point interpretation*

Low key solutions for on-site interpretation of specific features of interest are proposed for the Bronze Age Bellevier Trail. These can be mounted on locally sourced reclaimed granite gate posts or wayside boulders.

In places where stop point interpretation points are proposed, waymarking and audio information should be shared to avoid unnecessary proliferation of structures. NFC can be used in certain instances to trigger the features within the proposed app – in particular the launch of augmented reality overlays.

#### Examples of approaches for low key onsite interpretation on trail



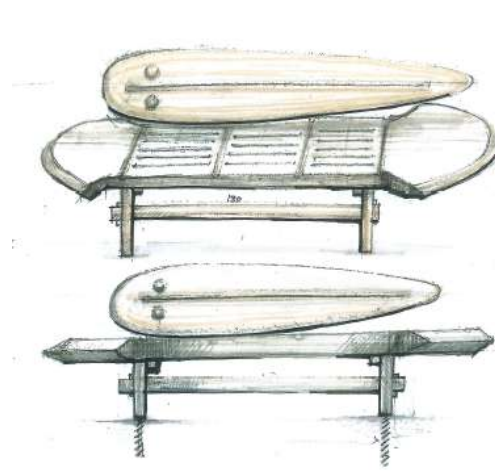
Stop point interpretation is proposed for the following most significant extant features *en route*:

- Kraps Ring
- Stone Row and Lakehead Hill Cist
- Bellever Fields (looking up from Lichway)
- Bellever Tor (by NFC and small brass plaque on trig point)
- Bellever Forest
- East Dart River / Bellever car park (orientation board)
- Dartmoor Pony Heritage Trust

While focussing on a main them at each stop the interpretation should broaden to other aspects of the Dartmoor Story, demonstrating the inter-relationships in the landscapes and management of the moor.

***Rest points / destination sculpture elements***

On a longer family trail some bench seating is desirable, either for the less fit to catch their breath, or for people waiting for the rest of the group to catch up. These can be either plain timber, or could include interpretation in the form of imaginative sculptural destination features, themed on the Bronze Age or more recent archaeological periods.



## 9.7 Postbridge Heritage Hunters letterbox trail

This trail has been developed to provide a family based activity, based on traditional Dartmoor letterboxing. The letterboxes will be concealed primarily along the routes of the all ability access & village loops, and the trail will have an accompanying activity leaflet. The basic premise of this letterbox trail is to find out as much as possible about the history of Postbridge, from the time of the archaeological discoveries made on Whitehorse Hill (and elsewhere on Dartmoor) through to the modern age, whilst at the same time giving reasons to explore the village when they might otherwise not.

8 no. concealed letterboxes, each containing:

- Log book
- Pencil
- Small GRP interpretation panel (approx. A5) with graphics and simple message relating to different aspects of the Bronze Age (e.g. trade, food, clothing, shelter, ritual and religion, transport & travel, landscape influence, community)
- Embossing stamp (e.g. each consisting of a simple picture relevant to the finds or the particular aspects of Bronze Age life dealt with by the GRP interpretation panel in each box. People doing the trail will stamp the blank spaces around the edge of their activity sheets as they go around the trail. The stamps consist of mystery objects associated with the Bronze Age. Collect them all then visit the exhibition to find out more about each item and its significance.



In each case the location of the cache will be relevant to the subject being interpreted, for example:

- Trade – the shop / post office
- Food – the hotel
- Clothing – enclosed field where livestock might be kept

- Shelter – B&B?
- Community – village hall
- Ritual and religion – church
- Transport – visitor centre car park
- Landscape influence – Bellevue forest

A simple Postbridge Heritage Hunters letterbox trail leaflet and activity sheet will be needed to support the letterboxing. This can be sold to cover costs, and should be available at each of the businesses within the village and also from the visitor centre.

## **9.8 Trail signage and furniture**

Generally all routes will require waymarking and it is envisaged that this will be accomplished by a combination of low level, hardwood posts with routed and in-filled directional information and traditional routed fingerposts for more complex decision-making points. These will follow the same style and design as on existing trails and elsewhere in the National Park. In areas of stock grazing they will be designed to be relatively short, in order to reduce wear by cattle and pony rubbing.

The short walks will require kissing gates to pass through stock fencing. On the longer routes stiles will suffice, although dog gates would be desirable.



**Stile with dog friendly lift-up gate**



## 9.9 Supporting Publications

The proposal is to keep the current key publications, subject to normal updating and reprinting. They do a good job, and investment should be focussed on other aspects of the trails and interpretation. For all National Park publications, as new editions or reprints are planned, the Dartmoor Story theme and brand should be adopted. The main items sold at present are:

- Trails booklet – updated edition of the current Postbridge Walks leaflet, incorporating all the routes. It forms part of a wider series of Dartmoor trails leaflets and should remain in the style of the other leaflets. It could be produced in a splash proof finish and incorporate highlight interpretation. It is a saleable item and available from local businesses.
- DNP Believer Archaeology booklet. Retain this publication, as it also forms part of a wider series. It is not suitable for guiding people around the site, but does contain information on a wider range of archaeological remains than can be seen from the main trail, and therefore has a specialist appeal.
- The Gunpowder Mills, Orchard Publications. There is potential for improved graphics and a site plan if the book is reprinted or revised.

In addition to this we propose a leaflet specifically for the letterbox based Postbridge Heritage Hunt. This should be a sales item, to cover the costs of maintenance of the letterboxes.

## 9.10 The Village

### Community Field

This is an under-used resource. Access to the field can be enhanced in three ways:

- The planned short all ability loop trail is routed through the field
- There is a field gate opposite the main car park; this can be removed
- There is a kissing gate almost opposite the village shop, which provides access via a bridleway. This is the obvious route from the village orientation panel.

In addition to improved access into the field, we suggest including picnic tables and possibly separate benches. These should be constructed from hardwood (e.g. green oak from sustainable sources); one supplier is the Greenwood Centre, although there is also a sawmill local to Postbridge that could produce something similar. There is potential for the tables and benches to incorporate etched or routed graphics or even a simple 'board' game interpreting Bronze Age or other local themes. We see these as an ideal means of communicating to 'picnickers' and encouraging them to venture onto one of the trails.

The village consultation also emphasised the desire to smarten the riverside in the immediate vicinity of the clapper bridge, with clearance of brambles and scrub from the riverside. Some clearance of silt from the banks was also requested. While this is primarily maintenance work, for

cosmetic purposes, and not suitable for HLF funding, it is something that we would endorse. This should be included in future management discussions, and may be something to sub-contract or delegate to the Parish Council.



Green oak picnic tables and benches <http://smallwoods.org.uk/green-wood-centre/wood-products/>  
Local supplier of oak <http://www.anton-coaker.co.uk/sawntimber2.htm>

### Bus Shelter

The current map on the bus shelter wall is rather tired and has some small inconsistencies with the current map on the visitor centre wall. In addition, the current function will be performed by the orientation panel we are proposing for outside of the village post office. This therefore creates an opportunity, and we suggest that a mural is installed. This provides an opportunity for working with local artists and the community to create a painted mural depicting aspects of Bronze Age Dartmoor and the Whitehorse Hill archaeological discovery. There are many possibilities for the subject matter and style of this mural. Examples include:

- Artist's impression of the Whitehorse Hill Bronze Age burial scene
- Abstract shapes, textures and colours associated with the Bronze Age
- The Bronze Age landscape of Dartmoor

We suggest that local artists collaborate and work with local schools (Moretonhampstead, Widecombe, and Princetown) to come up with the concept for the mural. The mural will replace the existing signage in the bus shelter and create a photo opportunity and talking point for visitors. An accompanying etched zinc plaque set on the wall (approx. A4) will credit artist and community involvement and provide some simple interpretation of the piece.

This did not feature highly in the village priorities during community consultation, although this was largely based on concerns about unnecessary cost. That itself points to the need for this to be undertaken as a school or community based project if it is to succeed. This is in itself often able to attract minor project grants; see for example <http://www.communityrepaint.org.uk/>, (Local centre: Proper Job Resource Centre Ltd of Chagford) and <http://www.devonartistnetwork.co.uk/home>.

## 10. Live Interpretation and Community Engagement

Community buy in, engagement and involvement will also enhance the offer to visitors, both through one off events and through a wider participation. That wider participation is a key element of the audience development plan, and the aspirations of the Landscape Partnership. They will help increase the sense of place and ownership by local residents as well as enhancing the visitor experience. In that context other parts of the project have areas of overlap with the proposals in this plan, and these are included in the list of suggestions below, in order to provide a full list. However, it is not for this report to prescribe community events and participation; such things must come from a grass roots, bottom-up approach.

### Guided Walks

- Village trail is an important mechanism for building links between local businesses and visitors. The Postbridge Heritage Hunt letterbox trail will require active participation of businesses to run effectively. Participants may come into the shop or inn seeking help, but that draw in may also encourage later spend. The trail will also provide an activity for guests in local accommodation, and should be on sale in as many village outlets as possible.
- A local consortium of independent guides now runs a web-site promoting their guided walks (<http://www.moorlandguides.co.uk>). These should be promoted as part of the web-based interpretation.
- Dartmoor Pony Heritage Trust (DPHT) run around 100 school visits a year to Bellever. This programme ([http://www.dpht.co.uk/bellever\\_conservation\\_project.php](http://www.dpht.co.uk/bellever_conservation_project.php)) can be tailored to the schools requirements and includes archaeology and other aspects as well as ponies. They are also seeking run family based pony activity events at Bellever.
- The YHA at Bellever act as a partner for the DPHT school visits, but also act as a base for other educational visits and residential courses. These now include an element of college and university field trips, and the hostel is actively building its links with secondary schools and working to expand links with the local community.

### Events

- We believe that there is a strong role for the village hall as a meeting venue. Can host school visits, talks and other events, and act as an extra room for the visitor centre. A regular programme there will bring resources into the village and make the hall a multi-functional venue.
- On a specific level local residents have suggested a village organised event to coincide with the planned opening of the new Whitehorse Hill exhibition.

### Theatre

- MED theatre productions are already involved with the “Moor than meets the eye” project. Two alternative productions are being developed:
  - Whitehorse Community Play. A script will be developed with local groups and performed in different parts of the forest, based on “Bellever through the Ages”.

- Two members of staff, a performer and a group leader, will offer a theatre based educational visit, based on the community play and active school, participation.

### Outreach

- Plymouth Museum is preparing the first exhibition of finds from Whitehorse Hill. This exhibition is expected to transfer to provide the focal point for an extended and revamped Postbridge Visitor Centre. We suggest that this would be an ideal opportunity to also establish a smaller travelling exhibition which can travel around the county to schools and libraries. This will act as an introduction to Dartmoor and draw in additional visits to Postbridge as a result.

### Volunteering

- Community archaeology. This has worked well in recent years, with, for example 3000 visitors to the Believer roundhouse excavation in 2008. Other opportunities for similar engagement will arise in the future, e.g. finding a lost stone row in Believer not seen for ten years, or a project linked to the potential relocation of the Whitehorse Hill cist.
- Within the “Moor than meets the eye project”, the Parishscapes Project is the main proposal for drawing in greater involvement and volunteer help from residents. In Postbridge this could focus on archaeology, e.g. more survey work, excavation work, schools events from the village hall. But, as previously stated, these activities have to come from the community, and can not be prescribed in this report.
- Residents have expressed a desire to repair the drystone wall around the community field. This could be the focus of a community and volunteering project, perhaps offering training to people from further afield. The village hall car park has a splendid new wall built by local farmers!
- The Dartmoor Trust has maintained an archive for some years, and are now seeking to transfer many of its records to a web-based medium (<http://www.dartmoorarchive.org/>) , and also help to co-ordinate some of the existing local history groups. This work is very similar to the Dartmoor Scrapbook, as envisaged in the Dartmoor Interpretation Strategy, and is to be both welcomed and encouraged.
- Mosaic community champions is a Dartmoor wide initiative, which has individual champions, who promote exploration and activities in the Park for other young people. They have been recruited from deprived areas, or have challenges such as learning disabilities. The project has been very successful in broadening the appeal of the National Park to a wider audience and the Postbridge hub offers an excellent opportunity to continue that work.



## 11. Landscape Management

The Postbridge area contains some of the most important Bronze Age settlement archaeological remains, which are contemporary with the tree clearances six thousand years ago, and the creation of much of the current familiar moorland landscape. This is maintained by a generally light grazing regime, through a combination seasonally grazed enclosures (intake), commoners grazing rights and also semi-wild ponies. Closer to the village settlement are smaller enclosures, with earth and stone banks or dry stone wall boundaries, dating back in places to medieval times, but also the late eighteenth century, following the road improvements of the Moretonhampstead and Tavistock Turnpike Trust. Some of these banks are planted with now mature beech hedges, providing visual linkage and transition to the forest areas.

The current forest landscape was planted in the 1930s. The three large Forestry Commission forests, Bellevier, Soussons and Fernworthy, have a major impact on the moorland landscape around Postbridge. They are predominantly Sitka Spruce, with occasional planting of beech or pine on the outer edges to slightly soften the landscape. The current Dartmoor Recreation and Access Strategy recognises the importance of the forest areas for recreation, as they are able to absorb relatively large numbers of visitors with less visual impact than on open moorland.

Since planting in the 1930s there has been a gradual diversification in the woodland structure as a result of harvesting operations, at times influenced by major storms and windblow. In the last fifteen years the Forestry Commission has adopted two major policies, which will continue into the future, and which have a positive impact on the landscape. These are:

1. The clearance of trees from around identified archaeological remains. This provides an open aspect for visitors, and also reduces the potential for damage from later windthrow, which can damage archaeological sites by either lifting of root plates or a direct hit by a tree.
2. The woods are undergoing a gradual transition towards continuous cover forestry wherever possible. Many parts of the forest show good regeneration of Sitka Spruce, particularly noticeable by the Bellevier riverside car park. The regeneration is gradually recruited into the timber crop at successive thinnings, avoiding the need for clear felling. This lessens the landscape impact of harvesting as well as improving the structural diversity of the woodlands, and enhancing their ecological value. The transition to continuous cover forestry also seeks to lengthen the timber rotation from perhaps under 50 years to 60 or 70 years.

In addition to this, in the last three years 82 hectares of Bellevier Forest has been grazed by ponies, managed by the Dartmoor Pony Heritage Trust. This is helping to maintain the moorland vegetation on the forest edges and across the important archaeological sites.

The current long term plan for the Dartmoor High Forests is to be reviewed in 2014/2015, as part of a ten year cycle. This review will be undertaken in the context of the Forestry Commission's active

participation as a partner in the “Moor than meets the eye” project. The trends identified above will be continued, and specific measures identified through the project will be implemented. These are expected to include:

1. Specific thinning works around car parks and trails to make them more inviting to visitors.
2. Softening of forest edges by introduction of some scalloping during the normal thinning cycle.
3. Co-operation with the National Park staff over trail and visitor management, to ensure footfall impacts are minimised.
4. Positive management of existing areas of broadleaves and young broadleaved scrub, for example in river valleys. This will include liaison with the RSPB, to ensure optimum habitat conditions for the Red-backed Shrike.
5. Clearance from additional sensitive archaeological sites as and when they are identified.

The review process for the Forest Plan will involve wide consultation with all stakeholder organisations, including the National Park and the “Moor than meets the eye” project team.



Bellevier Forest in a good light ([www.dartmoorphotographs.co.uk](http://www.dartmoorphotographs.co.uk))

Throughout the work to develop the trails and interpretation in this work, protecting the landscape has been to the forefront of planning. Trails are based on existing routes and public rights of way,

and good waymarking will ensure their accurate navigation, and minimise any landscape impact. The occasional stone surfacing will be of local granite material, and we have proposed the use of reclaimed local granite for some of the information points and small car park orientation panels.

In order to protect the open moorland landscapes, on site interpretation has been limited through the use of downloadable web-based material and a walks leaflet. On the main Believer Trail, specifically designed to encourage the longer stays, the high moorland is protected with no information points on the ground above the Lich Way Trail.

The landscape will continue to be a dynamic one, dependent on the farming lives of those resident in the area. Changes in the forest management, together with well planned visitor management, will continue to support that evolution and long term protection.

## 12. Promotion and Marketing

There is a major overlap between marketing, promotion and interpretation, especially in the era of the internet. To help deliver the aspirations of Postbridge the information prior to visit must also be right. While this is not a big part of this study, we have sought to provide some ideas and insights to help that process.

The three audience groupings identified as priorities in the Audience Development Plan were:

1. Local residents, including those interested and those 'just living here'
2. Families, including young people
3. Honeypot site visitors, including those 'passing through'

The Postbridge area provides opportunities to increase opportunities for each of these groups. Underlying this choice is the decision to focus on increasing the quality of the experience for the people who are already on Dartmoor or already visiting Dartmoor, rather than for example, increasing the quantity of visitors. Local visitor-focussed businesses are seen as a conduit towards working with visitors.

At a more local level, the Postbridge hub could target:

- Foreign and national bus tour operators and their clients who currently have very limited visit patterns.
- Sub-regional or local weekend and/or summer visitors who frequent the 'usual' picnic spots but interact with or learn little of the landscape and heritage of the area.
- General sight-seeing tourists 'passing through' Dartmoor who are unaware that Postbridge has anything to offer beyond the Clapper Bridge.
- Active families who come for physical exercise and fresh air and who would value 'family-friendly' informal learning opportunities alongside their chosen activity.

- Extended family groups looking for opportunities to share recreational experiences.
- Organised groups and independent visitors with disabilities who wish to find an authentic, meaningful and accessible Dartmoor experience.

One very important strand of the marketing effort will be the development of “The Dartmoor Story”. The interpretation in and around Postbridge should feature on the proposed Dartmoor Story web portal. Allied to this, physical interpretation materials should integrate the visual language of Dartmoor Story themed icons and associated messaging.

Close co-ordination with the Dartmoor Partnership and the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website will be required; this site has excellent accommodation information, and is also better than the National Park site for more general tourist information. Indeed the Dartmoor Partnership may be the best host organisation for “The Dartmoor Story”. “The Dartmoor Story” would be the starting point for visitor interpretation, and should link on to the Postbridge offer. That offer will include downloadable interpretation, also available with Wi-fi access from the visitor centre. It would include links to external sites with good visitor information, for example possibly [www.legendarydartmoor.co.uk](http://www.legendarydartmoor.co.uk), and also local businesses. The Interpretation plan also advocates linkages for Facebook, enabling common posting to chosen sites. Integrating the information on the web will raise the profile of the area, and also encourage greater linkages on the ground. These changes would then free the National park web-site for a more technical role.

The role of local accommodation providers is also key to making visitors aware of the range of activities on offer; they are the many visitors’ main point of contact and are crucial ambassadors for the Park. They can be encouraged to promote “the Dartmoor Story” and the development of this as a brand will in turn help promote their services; it is a brand to share and make widespread.

The National Park has already decided to theme their three main visitor centres, with Postbridge focussing on archaeology and the Bronze Age in particular. We support this theming, and would look to the National Park, Forestry Commission and other businesses to support the theme. This does not exclude other activities, but provides a point of capture, from which other stories and information develop.

Similarly as well as widening the subjects of interpretation, there is a lot of scope for promoting Postbridge as the launch point for the wider archaeology in the surrounding area and on the moors. Grimspound and Merrivale are important sites not far away; indeed they currently generate more interest than the Believer archaeology. Other sites near Postbridge, which have been considered during the preparation of this report, can also benefit indirectly from the higher profile generated from these proposals. These include the medieval pound at Dunnabridge, tin mine remains at Brimpts Farm and the atmospheric ancient Wistmans Wood.

This use of Postbridge as a starting point for a wider exploration of Dartmoor and its archaeology is a key part of Postbridge becoming a more prominent destination. Promoting the wider moorland does not detract from the Postbridge offer, but enhances it.



## 13. Costings

The overall budget for these works at Postbridge is £150,000, plus any funding that may become available from key partners, notably the National Park and the Forestry Commission, and possibly the Duchy of Cornwall. Implementation of everything in this report will cost significantly more. A separate excel spreadsheet has been prepared to accompany this report, which includes a more detailed breakdown of estimated costs. This will enable stakeholders to work together to finalise the priorities. A summary breakdown of costs is included below; there will be scope to introduce changes at a later date, based on evolving priorities, if required

<b>Capital Works: Parking</b>	<b>Cost</b>	<b>Notes</b>
Line marking visitor centre car park	£5,000	
Landscaping Believer Postbridge car park (no separate entrance, delayed third bay)	£20,000	Project contribution via HLF. Additional costs should be met by the Forestry Commission.
Footpath link to visitor centre	£4,000	
Construction of Powdermills car park	£10,000	Needs 2 passing places.
Extend Warren House car park	£4,000	
<b>Capital Works: Trails</b>		
Driftway surfacing	0	Ponies Pounds and Driftways project heading may contribute
All ability Clapper Bridge Loop	£17,000	
Off-road B3212 path for village trail	0	Seek funding through Devon CC cycling project.
River and Forest Trail	£3,500	Steps + 1 kissing gate
Believer Riverside all ability	0	FC likely to fund this
Signage and waymarking	£18,000	
Benches – simple oak X 5	£2,000	Or 10 treated softwood timber
<b>Village Facilities</b>		
3 benches	£600	Benches and tables can be oak or softwood, depending on detailed budgets and supplier.
2 picnic tables	£1500	
Bus stop mural	0	Develop as separate community project?

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Interpretation		
3 orientation panels, VC and 2X FC	£14,850	Includes artwork and installation, biggest one at VC
2 small panels (Warren House and Powdermills)	£2,300	
Postbridge App	£30,600	
Audio markers (10)	0	Adapt ordinary waymarkers
Believer stop point interpretation X 7	£8,050	Seven if clapper bridge omitted
Postbridge letterbox trail	£8,000	
Trails booklet	0	Required, but already part of existing national park publications programme
<b>TOTAL</b>	<b>£149,400</b>	

## 14. Working Together

The concept of a hub site requires local businesses and land managers to work together to deliver a quality experience, with smooth flow of visitors between the various businesses. This includes larger local employers (the Forestry Commission and the National Park are local employers!) as well as small family-based businesses. Local accommodation providers will benefit from the improved visitor facilities, and that will in turn help encourage longer dwell times.

Integration needs to be at a number of levels

- Linking parking: we have proposed works to better link the Forestry Commission car park to the visitor centre
- Incomes: this plan involves a joint approach. We have suggested transferable car park tickets. In the same way, the National Park publications should be made available at wholesale rates to village businesses, so they can help jointly promote the village. A further option is for a small donation from each sale being passed to a community organisation.
- Staffing: rangers should not be confined to one site! There is always more scope for the National park staff and Forestry Commission staff to work closer together. A jointly funded post is one way this partnership could be strengthened. Also, as is already the case, the role of staff in the visitor centre is to promote all of the attractions and all of the businesses relying on the visitor economy.
- We would tentatively suggest that the National Park tries to do too much with very tight funding constraints. A particular issue is the mixed range of visitor information spread across a number of sites. The park web-site is hard to navigate for visitor information, which is one reason why the Interpretation Strategy recommended a visitor focussed site, "The Dartmoor Story". The Dartmoor Partnership also need to be linked into this idea, as they have a very effective site for accommodation, which also includes visitor information. There is some duplication, and it would benefit from a rationalisation.
- Links between web-pages provide an easy and early win for all local businesses. There is more technical detail in the Interpretation Strategy, including methods, for example, of linking Facebook pages to a common Postbridge page.
- The village shop is open at times when the visitor centre is closed, and thus becomes the first point of contact, and an ambassador for the village, for some visitors.
- There are opportunities to use businesses to tell the story - see also the interpretation section. The proposed letterbox trail is one example; another would be for the local inns to have Postbridge themed information as part of the internal decorations.

Working together is easy to say, (or write!) and sometimes harder to achieve. However, tourism is one area where competitors benefit from working together to promote and provide a destination. The Postbridge destination will help provide a vibrant local economy, help sustain local businesses, and provide the resources to manage and conserve the local area, of which everyone is so proud.

**Local Business Web Pages to Link**

<http://www.powdermillspottery.com/acatalog/home.html>  
<http://www.forestry.gov.uk/bellever>  
[http://www.dpht.co.uk/bellever\\_conservation\\_project.php](http://www.dpht.co.uk/bellever_conservation_project.php)  
<http://www.theeastdarthotel.co.uk/default.asp?textpage=home&mainnav=home>  
<http://www.warrenhouseinn.co.uk/>  
<http://www.lydgatehouse.co.uk/>  
<http://www.beechwood-dartmoor.co.uk/>  
<http://thecherrybrook.co.uk/>  
<http://www.yha.org.uk/hostel/dartmoor>  
<http://www.spirit-of-adventure.com/home/welcome>  
<http://www.runnagecampingbarns.co.uk/>  
<http://www.brimptsfarm.co.uk/>  
<http://www.moorlandguides.co.uk/v6/>  
<https://www.facebook.com/BrimptsFarm>  
<https://www.facebook.com/FC.BelleverForest>  
<https://www.facebook.com/pages/Powdermills-Pottery/110160789060129>  
<https://www.facebook.com/pages/Warren-House-Inn-Postbridge-Dartmoor/178521512173413>

**Other sites for linking**

<http://www.naturalengland.org.uk/ourwork/conservation/designations/nnr/1006174.aspx>  
<http://www.dartmoor-npa.gov.uk/visiting/vi-planningyourvisit/vi-infocentres/vi-postbridgeinfocentre>  
<http://www.virtuallydartmoor.org.uk/visit-postbridge1.html>  
<http://www.virtuallydartmoor.org.uk/visit-postbridge2.html>  
<http://www.postbridge.net/>  
<http://www.legendarydartmoor.co.uk/>  
<http://www.dartmoorwalks.org.uk/site/lakepics.html>  
<http://prehistoricmonumentsofdartmoor.weebly.com/>  
<http://www.richkni.co.uk/dartmoor/>  
<http://www.divinedartmoorwalks.co.uk/>



## 15. Sustainability

It is essential to plan for the long term and create a sustainable future beyond the lifespan of a lottery fund bid. Trails will require maintenance, and interpretation panels will eventually go out of date. Web sites must continually evolve and will require a web manager to host.

This is why we have recommended charging for car parking. It has been a controversial subject in the past, but we believe that the high quality visitor experiences proposed will justify a small charge, and that the level of charging necessary will be well below those at comparable commercial sites. Similarly, the current sale of guided walks trail leaflets should continue, at rates that will cover printing costs, wholesale discounts and provision for future revisions.

Sustainability for local businesses is also important. They will gain if visitors stay longer, or more visitors come to the village, with more spending in the local shop or pubs. Guests staying locally may spend an extra day in the village, rather than travelling further afield. All these aspects help keep money circulating in the local economy; local businesses will in turn spend a higher proportion of their profits locally – the multiplier effect in economics jargon. The National Park and “Moor than meets the eye” can contribute to this by ensuring local businesses are made aware of the opportunities to tender and supply goods or services. Materials for some aspects of the works should be very specifically locally sourced, in order to match the local materials and styles e.g. local granite posts.

The nature of the Postbridge hub also means that a diverse range of businesses, including many local families, but also larger organisations such as the Forestry Commission and National Park are working for a shared objective. Good communication is the starting point, and all methods should be considered to achieve this. Social media have joined the suite of options, but perhaps an informal network that meets at the end and beginning of the main tourist season could be considered? This would need to come from the local businesses themselves, and could have a large element of social activity; if the communication is there, the partnerships will benefit.

The diversity of the Postbridge hub is in many ways a strength. It also points to the essential partnership and co-operation needed between the larger agencies (Dartmoor National Park, the Forestry Commission and the Duchy of Cornwall), smaller businesses and local residents for the hub to be a success. The process of putting together the initial “Moor than meets the eye” bid, and the detailed work and consultations in preparing both this report and the stage 2 bid, provides a strong foundation to take this forward. Working together can create that sustainable future for the heritage of Postbridge, Bellevier and the surrounding area.

## Appendices

### Appendix 1. Consultation List

Steve Scoffin  
Imagemakers  
Resources for Change

Margaret Weir (Postbridge VC)  
Tom Soby (Postbridge VC)  
Ben Philipps and Tim Powles, Forestry Commission  
Roger Worthington, Forestry Commission  
Joss Hibbs, Powdermills Pottery  
Tom Stratton, Duchy of Cornwall  
Carrie Jost, Bellever resident  
Sue Murphy, Postbridge resident  
Ally Kohler, Director of Communities and Conservation, DNP  
Richard Drysdale, Head of Visitor Services, DNP  
Jane Marchand, Archaeologist, DNP  
Tim Powles, Forestry Commission  
James Maben Countryside Mobility, South West  
Phil Morton, Head of Recreation, Forestry Commission  
Dru Butterfield, Dartmoor Pony Heritage Trust  
Sue Eberle, Dartmoor Pony Heritage Trust  
Mike Nendick, Kerenza Townsend, Dartmoor NP  
Devon Highways  
Norman Baldock, Dartmoor NP  
Chris Russell, Mike Malseed, farmers based at Powdermills  
Peter Parsons, Warren House Inn  
Paul Joynson, East Dart Hotel  
Sue Eberle, Dartmoor Pony Heritage Trust  
Devon Highways  
Andrew Watson, Jon Stone, Dartmoor NP  
Helene Jessop, RSPB  
Steve Eyres, Planner, Forestry Commission

And last but certainly not least, 20 residents of the villages at a community consultation event held in the village hall.

## Appendix 2. Timeline for Interpretation

The table below gives an indication of the resources in the Postbridge area which are available for interpretation. They have been grouped according to the emerging themes in the “Moor than meets the eye” Interpretation Strategy.

Date	Time and Resources	Locations
290 million years ago	Granite tors - <a href="http://www.geolsoc.org.uk/Plate-Tectonics/Chap4-Plate-Tectonics-of-the-UK/Variscan-Orogeny">http://www.geolsoc.org.uk/Plate-Tectonics/Chap4-Plate-Tectonics-of-the-UK/Variscan-Orogeny</a>	Believer Tor Laughter Tor
8000 BC	Ice Age retreat Growth of broadleaved woodlands over much of Dartmoor	Wistmans Wood
6000 BC	First habitation Clearance of woodland Open moorland typical of today	
1500BC	<b>Bronze Age</b> settlements <ul style="list-style-type: none"> <li>• Cists, cairns, stone rows</li> <li>• Field systems - reaves</li> </ul>	Whitehorse Hill Believer trail <ul style="list-style-type: none"> <li>• Kraps Circle</li> <li>• Lakehead Hill cyst and stone row</li> <li>• Excavated hut, Believer enclosures</li> </ul>
1300	<b>Medieval</b> <ul style="list-style-type: none"> <li>• Postbridge</li> <li>• Other clapper bridges</li> <li>• Lich Way <a href="http://www.legendarydartmoor.co.uk/lych_way.htm">http://www.legendarydartmoor.co.uk/lych_way.htm</a></li> </ul>	Village Believer, Dartmeet, Cherrybrook Believer, Powdermills, Wistmans Wood
1342	<ul style="list-style-type: none"> <li>• Dunnabridge Pound (on site of Bronze Age settlement)</li> <li>• Driftway</li> <li>• Farmsteads</li> </ul>	Postbridge VC e.g. Pizwell Farm
1780	Village settlement <ul style="list-style-type: none"> <li>• Moretonhampstead and Tavistock Turnpike Trusts</li> <li>• New road bridge</li> <li>• More enclosures and farms</li> </ul>	
19 <sup>th</sup> century 1844-1897	<b>Industrial</b> Gunpowder mills Water leat – route option Tin mining <b>Victorians</b> Rise of tourism	Powdermills Brimpts Mine, Vitifer Mine, Golden Dagger Mine
1862	40,000 trees planted at Brimpts	Clapper Bridge
20 <sup>th</sup> century 1951	Forestry Commission Planted 1930s – with Duchy of Cornwall National Park formation Tourism	Believer Forest DPHT Local businesses

See also <http://www.dartmoor-npa.gov.uk/learningabout/lab-printableresources/lab-factsheetshome/lab-historydartmoor>

### **Appendix 3. Other data supplied in support of this report**

- Photographs of Postbridge and surrounding area
- Excel spreadsheets with more detailed costings
- Notes / transcripts from interviews, meetings and community consultation event
- Additional details of some walks listed in section 4 of this report