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Moor than meets the eye Audience Development Plan

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1 INTRODUCTION

The Moor Than Meets The Eye (MTMTE) Partnership Board is working towards a Landscape Partnership Scheme. The Partnership has been successful in gaining funding for the detailed planning of this Scheme from the Heritage Lottery Fund (HLF), enabling the preparation of the Landscape Conservation Action Plan (LCAP) and submission to HLF as the final stage of the funding application to the Landscape Partnership Scheme programme.

As part of preparing the LCAP, the Partnership has commissioned an Audience Development and Interpretation Plan. The work has been planned collaboratively, and the analysis and conclusions have been drawn up together. However, the detail of the Audience Development Plan and the Interpretation Plan are presented separately due to the specific nature of the information. The two are drawn together in the Over-arching Summary Paper.

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

The Partnership is keen for the ADP to assess the potential to enrich the experience of Dartmoor's audiences, as well as to consider how audience development can contribute to reducing pressure and multi-user conflicts at honeypot sites. Also, there is interest in how audience development can meld with contemporary interpretation approaches, whilst not taking away from valued but more traditional approaches.

1.1 MOOR THAN MEETS THE EYE PARTNERSHIP

The Scheme's development is being overseen by a broad Partnership of organisations, advised by a Local Stakeholder Group (LSG). The lead partner is Dartmoor National Park Authority. Table 1 overleaf shows Partnership and LSG membership.

Table 1: MTMTE Partnership and Local Stakeholder Group members

MTMTE Partnership	Local Stakeholder Group
Dartmoor Commoners Council	George Coles
Dartmoor Farmers Association	Anne Came
Dartmoor National Park Authority	Sue Eberle
Dartmoor Partnership	Rev. Geoffrey Fenton
Dartmoor Preservation Association	Dr. Tom Greeves
Devon County Council	Dr. Hazel Jones
Duchy of Cornwall	Julia Lewis
English Heritage	Peter Mason
Forestry Commission England	Sylvia Phillips
Natural England	Nigel Rendle
South West Lakes Trust	Margaret Rogers
Woodland Trust	Patrick Simpson
	Brendan Stone
	Julian Tope
	John Willis

The Partnership is also working with a wide range of additional organisations, groups and individuals through the planning and implementation stages in order to develop the projects and to carry out other development work.

1.2 MOOR THAN MEETS THE EYE LANDSCAPE PARTNERSHIP SCHEME

Introduction to Dartmoor

Dartmoor has a very special place in people’s appreciation of Devon and the wider south west of England. It is a cultural landscape created through the interaction of distinctive land management practices with the physical environment. This is a place set apart, one made up of many distinct localities but possessed of a clear and cohesive identity rooted throughout recorded history, with its name well established by the 10th century.

Vision & objectives

In line with the aims of the national Landscape Partnership Scheme objectives, the MTMTE LPS aims to:

- Conserve and enhance the natural and built heritage;
- Promote opportunities for the understanding and enjoyment of the special qualities of the area by the public;
- Create opportunities for community participation through a range of projects

Moor than meets the eye Audience Development Plan

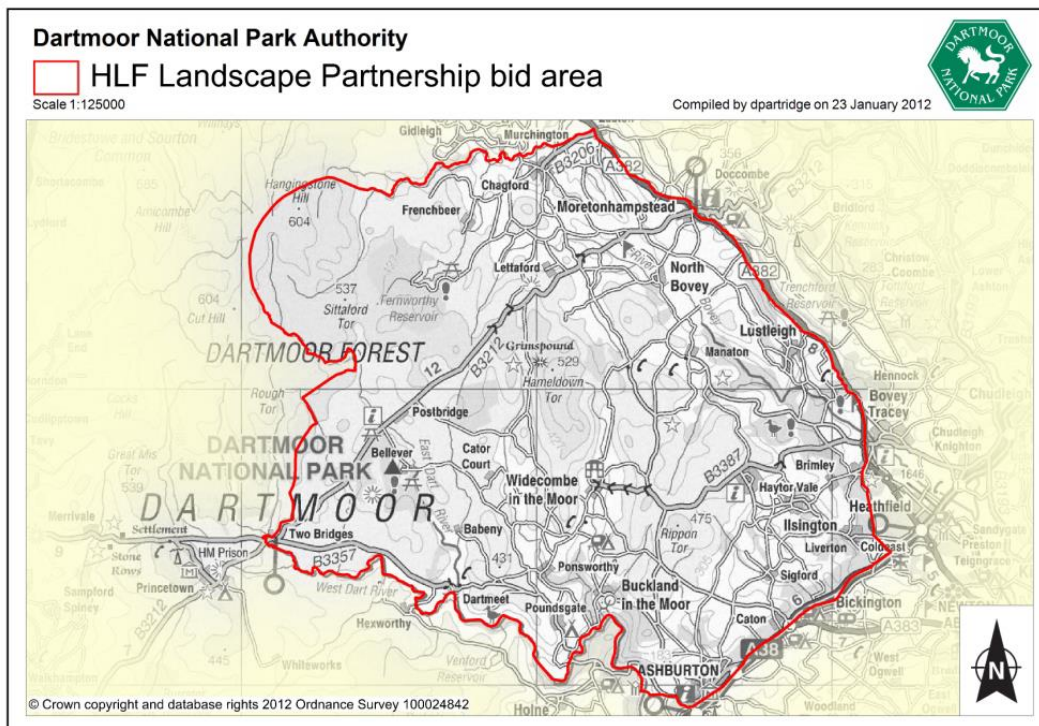
and activities;

- Provide opportunities to learn heritage skills.

Specifically, the Partnership aims for the Scheme to:

- Forge a strong partnership for local residents, businesses, farmers, visitors and agencies to work together to share, understand and appreciate the unique historic landscape of south east Dartmoor and contribute to its future;
- Tell the compelling story of people and landscape over 4,000 years on Dartmoor;
- Provide an opportunity to find ways of working that can be used elsewhere in the National Park;
- Inspiring people to enjoy, understand and care about our heritage as a key to the success of the scheme in the longer term.

The Scheme area has been chosen as a proportion of the Dartmoor National Park area which exhibits important features and characteristics common to the whole Park. The LPS boundary is designed to meet national LPS requirements on Scheme area, but there is agreement with HLF that the LPS' work should benefit and work with the wider National Park where possible.



Heritage and landscape significance

The area is recognised in many different ways for its heritage value, for its landscape, and natural history.

The MTMTE area is deeply layered and steeped in history. Its unique character has been shaped over millennia. It is one of the most important collections of archaeological landscapes in Western Europe revealing a chronology of human activity stretching back over 8,000 years, from ancient field systems to the legacy of tin working; a strong medieval settlement pattern of scattered farmsteads, hamlets, villages and towns set within enclosed farmland surrounding the open moor, linked by an intimate pattern of ancient byways. The interaction between people and landscape has led to a rich palimpsest – people and place are intrinsically linked. This is a landscape whose story is waiting to be revealed, recorded, cherished and valued.

It is an area where it is still possible to find absolute peace, punctuated by the sounds of nature. An inspirational landscape of legends and myths that contains a unique assemblage of wildlife dependent upon the areas distinct habitats, including heathland, blanket bog, Rhôs pasture and ancient oak woodland of international importance.

However, the area possesses a number of distinct problems, including: archaeological remains and historic buildings at risk; fragmentation and isolation of UK BAP habitats leading to loss of biodiversity; an unrealised potential to reconnect the landscape with people and livelihoods; and areas of intense recreational pressure that threaten the environment yet poor access to other areas.

1.3 AUDIENCE DEVELOPMENT

HLF uses the term audiences to describe “all the people who might come into contact with your heritage through the project you are thinking about. This includes your current users and visitors and people attending events and taking part in activities. It also includes people who could become visitors, attendees and users in the future. All of the people in your local community and the wider community you serve form your potential audience¹”.

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

¹ Thinking about audience development, HLF (2010)

Moor than meets the eye Audience Development Plan

This Plan represents a stage in on-going stakeholder engagement work by the Scheme and is seen as an important resource for catalysing this process. The consultation carried out for the ADP represents a snapshot of the current situation and has been designed to generate general consensus about people's views and priorities. On-going engagement and consultation will be needed to provide an in-depth, continually relevant resource; this will be possible through implementation of the Scheme.

The ADP has been developed through a number of steps:

- Inception meeting with the staff team.
- Familiarisation scoping interviews with Partnership members.
- Desk review of existing research encompassing audience development.
- Research planning, including stakeholder mapping
- Information gathering
 - o Street stalls (pinboards, conversations) – visitors, residents.
 - o Semi-structured phone interviews – businesses, community groups.
 - o Web questionnaires via email – businesses, community groups.
- Initial collation and analysis.
- Validation and recommendations workshop with staff and Local Stakeholder Group.
- Writing the ADP, including review by LPS project manager.

2 CONTEXT

2.1 NATIONAL POLICY

Heritage Lottery Fund Strategic framework for 2013-2018²

This document sets out plans designed to deliver long term and sustainable benefits in response to the newly emerging needs facing the heritage sector. The goal is to make a lasting difference for heritage and people, and the strategic framework identifies the range of outcomes that we want to achieve with our funding. Those relevant to the Plan are:

Outcomes for people – with HLF investment, people will have:

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

Outcomes for communities – with HLF investment:

- environmental impacts will be reduced
- more people, and a wider range of people, will have engaged with heritage
- organisations will be more resilient
- local economies will be boosted
- local areas/communities will be better places to live, work or visit.

Heritage Lottery Fund Landscape Partnerships Programme

The Landscapes Partnerships programme is for schemes led by partnerships of local, regional and national interests which aim to conserve areas of distinctive landscape character throughout the UK. The intention is for three sorts of outcomes:

Outcomes for heritage

Heritage will be:

- better managed
- in better condition
- identified/recorded

Outcomes for people

People will have:

- developed skills
- learnt about heritage
- volunteered time

² http://www.hlf.org.uk/aboutus/whatwedo/Pages/StrategicFramework2013to2018.aspx#_UIQb7m-HJ2A

Outcomes for communities

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

Localism Act 2011³

Measures of the Localism Act mean:

New rights and powers for local communities. The Act:

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

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

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

National Planning Policy Framework 2012⁴

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

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

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

The Natural Environment White Paper⁵

The White Paper sets out four ambitions:

1. Protecting and improving our natural environment

³ <http://www.legislation.gov.uk/ukpga/2011/20/contents/enacted>

⁴ <http://communities.gov.uk/publications/planningandbuilding/nppf>

⁵ <http://www.defra.gov.uk/environment/natural/whitepaper/>

2. Growing a green economy
3. Reconnecting people and nature
4. International and EU leadership

Landscape and natural heritage are recognised as one of the defining elements of ‘natural environment’, noting that “our natural environment is the result of thousands of years of interaction between people and nature. It continues to be shaped through the care and attention invested by the individuals and organisations who actively manage it”. The paper notes the importance of managing ecosystems in a more integrated fashion and at a landscape scale, and of joining up across landscape and encouraging collaboration between sectors.

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

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

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

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

2.2 LOCAL POLICY

Dartmoor National Park Management Plan

At present, a review of the 200-12 Plan is being carried out and ‘Your Dartmoor’ – the draft National Park Management Plan - is available for public consultation. The Plan sets out its vision and priorities for the next five years:

VISION

Dartmoor, an inspirational place where:

- The natural beauty, wildlife and cultural heritage are sustained and enhanced
- Local people and visitors enjoy and learn more about the National Park
- Local communities and businesses prosper and benefit from Dartmoor’s human and natural resources

PRIORITIES

1. The future of farming and forestry – supporting sustainable farming and woodland businesses that conserve and enhance the special qualities of Dartmoor

2. Spectacular landscapes, natural networks – conserving and enhancing Dartmoor’s diverse landscapes, natural ecosystems and improving the connections between them, both within and across National Park boundaries
3. Making the most of cultural heritage – conserving and enhancing the archaeology and historic built environment and helping people to discover more about Dartmoor’s heritage
4. Enjoying Dartmoor – helping people to enjoy and learn about Dartmoor, with a particular focus on managing access and visitor pressure at heavily used sites
5. Prosperous Dartmoor – supporting a diverse, resilient economy that contributes to the special qualities of the National Park
6. Community focus – supporting and empowering local communities to help meet identified needs

A number of ‘core values’ or ‘ways of working’ have been identified which will inform how everyone involved in delivering the Plan will work:

- Communication – improving communication and promoting understanding through shared learning, knowledge and research
- Engagement – involving people in understanding, conserving and managing the National Park and promoting social inclusion, with a particular focus on young people
- Resilience – helping to ensure that Dartmoor is sustained and enhanced for present and future generations

For each of the priorities, action plans have been prepared in consultation with delivery partners, each with clear timeframes and resourcing. The action plans will be reviewed and refreshed annually, led by a Delivery Board with senior representatives from key delivery agencies. This Board will be supported by three working groups based around the themes of Sustain, Enjoy and Prosper.

A Landscape Character Assessment for Dartmoor National Park (2010)

The MTMTE area is a microcosm of the Dartmoor landscape, extending, from the high moor to the fringe of lowland plain. In the words of Gerard and Brunsden (1970) the area “...encompasses contrasts between the tor-crowned ridges and peat-filled valleys; moorland waste and agricultural land; royal forest and medieval settlement; which provide a rich diversity of interest. In this area man has assessed and utilised the varied resources of soil, water, woodland and minerals and so created the changing landscape patterns which today are regarded as ‘typical’ Dartmoor...” (taken from Dartmoor: A New Study). The area is quintessentially ‘Dartmoor’ – a rich cultural landscape displaying thousands of years of human interaction.

It contains six primary landscape character types, namely:

- Unsettled High Upland Moorland
- Upland Moorland with Tors
- Upland River Valleys
- Moorland Edge Slopes
- Upper Farmed and Wooded Slopes.
- Lowland Plain.

2.3 BASELINE DATA

Please note that data is presented for the MTMTE area and Dartmoor National Park Authority area, and from a variety of sources and years.

Demographics

The total population of Dartmoor is 33,596 (Census, 2011). This represents an overall drop in population since 2001 (38,009). The table below shows more detail.

Male	Female	TOTAL
16,362	17,234	33,596
48.7%	51.3%	100%

A further 675,000 people live within half an hour's drive of the MTMTE area, including Newton Abbot, Teignmouth, Torbay, Plymouth and Exeter.

The 2011 Census shows the following age distribution for Dartmoor.

All	0-15	16-24	25- 29	30-44	45-59	60-64	65-74	75-84	85+
33,596	5428	2816	1247	5402	7987	3027	4093	2452	1144
100%	16.2%	8.4%	3.7%	16.1%	23.7%	9%	12.2%	7.3%	3.4%

The MTMTE area, as for this wider Dartmoor area, is characterised by an older population, with 24% aged over 65 as compared with 16% nationally.

The Census data for 2011 shows the following pattern of ethnicity for Dartmoor.

White	Black and Minority Ethnic	TOTAL
33,051	545	33,596
98.4%	1.6%	100%

Analysis of the MTMTE area using the MOSAIC socio-economic profiling tool shows:

- 44% of people are classified as ‘people living in rural areas far from urbanisation, and
- 26% as ‘independent older people with relatively active lifestyles.

Deprivation

The 2011 Indices of Deprivation classifies over 40% of the MTMTE area as being in the bottom quartile nationally with regard to living environment and over 70% of the area to be in the bottom quartile with regard to barriers to housing and services. This includes access to libraries, art galleries etc. The isolation in the area is also illustrated by its dependency on private car ownership, with 87% of households owning one or more car or van, compared with 73% nationally.

Economic activity

Of 24,752 people on Dartmoor, 63.5% are economically active. 2.3% are unemployed, of whom 0.6% are aged 16-24, and 0.8% are long-term unemployed. Dartmoor’s pattern of economic activity from ONS (2011) is shown here.

Economically active – employee, part time	Economically active – employee, full time	Economically active – self employed	Economically active – unemployed	Economically active – full time student	Economically inactive - retired	Economically inactive – Student	Economically inactive – looking after home or family	Economically inactive- long-term sick or disabled	Economically inactive - other
15%	29.5%	19%	2.3%	2.2%	19.1%	3.5%	3.5%	3.1%	2.7%

In the MTMTE area, there are around 3,600 people in employment of whom over 500 are employed in tourism and nearly 100 people in agriculture. There are around 450 businesses in the MTMTE area.

3 STUDY METHODOLOGY

3.1 STAKEHOLDER MAPPING

A stakeholder mapping exercise was carried out at the start of the audience development work, and aimed to identify the key audience groups for Dartmoor's heritage and landscape. This then provided important base information for planning the audience development research, namely which groupings to consult and the most appropriate consultation method. Following the information-gathering phase, the stakeholder map was further developed to incorporate the learning gained. The Stakeholder Map can be found in the appendices. The main stakeholder groupings identified and focussed on for the ADP research were:

- Visitors
- Residents
- Community groups
- Visitor-focussed businesses
- Volunteers
- Organisations working on or for Dartmoor

3.2 RESEARCH SCOPING & PLANNING

Team members carried out initial scoping work to inform the information-gathering, including Scheme staff at the inception meetings and afterwards, and input from Partnership members through telephone interviews. Also, we conducted visits to potential consultation sites, during which we held informal conversations with a range of stakeholders (visitors, businesses, residents). This was complemented by a simple desk review of relevant project information, e.g. HLF application form.

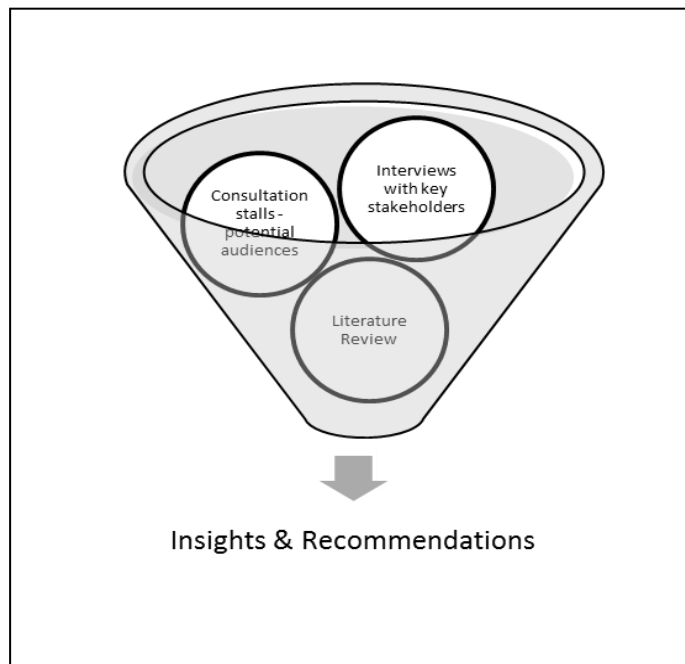
We also carried out a literature review of key documents thought to contain relevant audience data and insights. A summary of the key findings are presented in Section 4, and the full review can be found in the appendices.

This work informed an intensive planning phase, preparing materials for the variety of information-gathering techniques to be used, and making logistical arrangements for the different consultation activities.

Design rationale

It was agreed to use a stakeholder-based qualitative and iterative research approach, whereby insights and ideas are gathered from across the spectrum of stakeholders, and from these, solutions and actions are developed with the Local Stakeholder Group and LPS

staff. This 'investigative consultation' therefore moves from situation analysis, to audience research, to insights and recommendations.



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

- To aim to get input from across the range of current and potential audiences for Dartmoor's heritage and landscape.
- To recognise the issues at honeypot sites, and of multi-user conflict in some places.
- The need to balance audience enjoyment and access to Dartmoor's heritage and landscape with the need to conserve its special qualities.
- The importance of building a solid foundation for audience development to be taken forward through continuing stakeholder engagement.

The fieldwork comprised a mix of techniques, designed to reach out to a variety of stakeholders. Please see appendices for examples of consultation materials used.

3.3 STREET STALLS AND INTERVIEWS

The public consultation comprised a combination of consultation stalls and informal face-to-face conversations. These were carried out in locations on Dartmoor in and around the LPS area, aimed at visitors and residents.

- Yelverton
- Princetown
- Newton Abbot
- Widecombe

- Ashburton
- Newbridge
- Moretonhampstead
- Postbridge

Overall, the team heard from nearly 450 people.

This work focussed on building a profile of existing users and their awareness of and interest in Dartmoor's landscape and heritage, as well as finding out how they liked to access and learn about heritage, and ways they could become more involved.

3.4 COMMUNITY GROUPS

The stakeholder mapping identified the relevance of community groups. A semi-structured format was used, based around a prepared set of questions from which responses could be probed in more depth or additional points covered as they arose. These were done by phone. A total of 20 interviews were completed.

3.5 WEB QUESTIONNAIRES

In order to try to extend the reach of the consultation, questionnaires were made available on the Web aimed at visitor-focussed businesses and community groups. Selected suitable partner organisations were asked to help to publicise these questionnaires by sending out an email (prepared by R4C) to their networks/members, within which a weblink took the reader directly to the questionnaire. 52 questionnaires were completed.

4 AUDIENCE LITERATURE REVIEW SUMMARY

A considerable amount of research has already been done which contains relevant information about audiences for the MTMTE area. The full review is provided in the appendices; in this section, we present a summary of the key findings.

Natural England MENE (Measuring Engagement with the Natural Environment) Survey, 2009-11

- Nearly 90% of people agreed that they 'felt close to nature'

A tourism strategy for Dartmoor, 2009-13

- STEAM (2003) showed that visitors to Dartmoor predominantly come for scenery and landscape (85%), peace and quiet (59%), food and drink (28%), and are predominantly from the South West, London or the South East and mainly from the ABC1 group. The greatest visitor numbers to Dartmoor are made up by the day visitor. There is a high return visitor rate of 62%; whilst on holiday 96% of visitors indicated that they would they would come again.
- Target markets suggested in the Strategy are: high spending/high value visitors; ABC1 domestic short break takers from London, the South East and the Midlands as well as the South West itself; the conversion of day visitors to either higher yield through good value, all year, high quality product or overnight visitors; recognise those that are looking for a specific activity and make sure these activities are targeted in their promotion.

Dartmoor Information Centre User and Non-User Research, September 2012

- Nearly three quarters (72%) of information centre users were staying at least 1 night away from home, whilst this fell to 46% amongst non-users.
- 93% of users were travelling for pleasure, and 79% of non-users.
- 31% of centre users were first-time visitors, whilst only 16% of non-users were on their first visit.
- For those NOT visiting for the first time, they visited most frequently in summer; 48% never or hardly ever visited in winter.
- Nearly all respondents had travelled by car.
- Most users were not driven by a desire to visit any particular destination, attraction, activity or event. 49% cited general sightseeing. 31% cited walking as a primary motivation, especially those on longer walks (2 miles+). Amongst non-users, 40% of visitors cited sightseeing. Longer walks were the main motivation for 15% and short walks for a further 6%.

- For users, they most commonly used maps and brochures to get information (34% and 33% respectively), 17% used the internet. Non-users particularly favoured maps. The demand for information was greater on all topics from visitors than residents, with the exception of future events information; 51% residents did not seek or plan to seek information from any source.
- Key conclusions in relation to audience development include:
 - The centres are primarily reaching visitors to the area who are on longer holidays; first time and infrequent visitors to Dartmoor appear to be the 'natural audience' for the Information Centres but they are the least likely to know about them.
 - Over one third receive information in person from staff, and being able to have this personal contact is highly valued by them.
 - The impact on users is potentially significant, with one half believing it will influence their visit and 40% agreeing strongly that it has improved their understanding of why Dartmoor is a special area.

Recreation and Access Strategy for Dartmoor, 2011 – 2017

- STEAM (2009) suggests 2.3m visitors a year to Dartmoor, of which at least 75% are day visitors.
- In 2009, over 2,250 people took part in NPA guided walks, 5,000 young people took part in NPA organised educational visits, over 10,000 visitors participated in 60 recreational events. Bellever Archaeological Dig attracted over 3,000 people.
- Transport, lack of information, and lack of confidence are the main barriers preventing children and young people from enjoying Dartmoor.
- There is low awareness among communities and user groups of the information that DNPA already provides on recreational opportunities. Few people visit the DNPA website.
- The Strategy's stated aim is "To encourage access for all by removing barriers whether physical or perceptual", with three intended outcomes:
 - more people are aware of and have confidence to visit Dartmoor if they want to;
 - more people without access to a car have transport options;
 - physical and perceptual barriers to access are identified and removed.

Wray Valley Trail Draft Recreational Management Plan, 2011

- It is anticipated that the trail will quickly attract substantial use, particularly from cyclists.
- Information about access, including public transport links, needs to be available in a welcoming and clear format that encourages visitors to consider sustainable options

and ensure that use contributes to but does not impact on surrounding areas or communities.

- Signage - the rural countryside landscape and scenery should be unspoilt along the trail, and signage should be low key, informal and only at significant locations.
- The website should contain easily accessible information to include routes, links to public transport timetables, codes for users, and a route map, showing additional circular and link options. This should also be available as a downloadable leaflet with map. DCC and the NT have found these types of downloadable leaflets to be very popular, as feedback suggests that most people like to have something in their hands as they walk.

Mosaic Project: Conclusion and Succession report, 2012

- 27 active BME Champions remain. 682 new people introduced to Dartmoor by Champions. 379 volunteer days have been given by Champions to Dartmoor. Champions have started to organise their own self-led, self-financed visits to Dartmoor.
- New relationships have been developed with community organisations in Plymouth and Exeter.
- 18 Young Champions have been recruited, who have volunteered over 200 days and championed 20 events and directly supported over 100 other young people to spend over 1000 hours in Dartmoor National Park.
- Young champions have been developing action areas: Wild food and foraging, promotion/electronic media, intra urban sporting links, Dartmoor Pony Heritage Trust, murder mystery tours, cultural kitchen, Bellever YHA wildlife area, healthy foods, mountain biking, team building, mystery shopping, outdoor survival.
- Out of the 18 young people recruited none of the recruits came from Bristol, despite 23 interventions.
- The report cites research by Forest Research and Openspace with an overview of barriers that stop young people from visiting Dartmoor and Exmoor. The most common reasons were found to be lack of transport and that they don't know about activities to do there, or if they do know about activities, where and when they can do them.

5 CURRENT AUDIENCES

5.1 INTRODUCTION

Background

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

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

The MTMTE LPS is potentially further complicated by the fact that the geography of the Scheme's boundaries does not match the National Park boundaries which most people are familiar with; however, the fact that the intention is for the LPS to work with and benefit the Park as a whole meant that we could consider audience development on a Park-wide basis.

Data presented

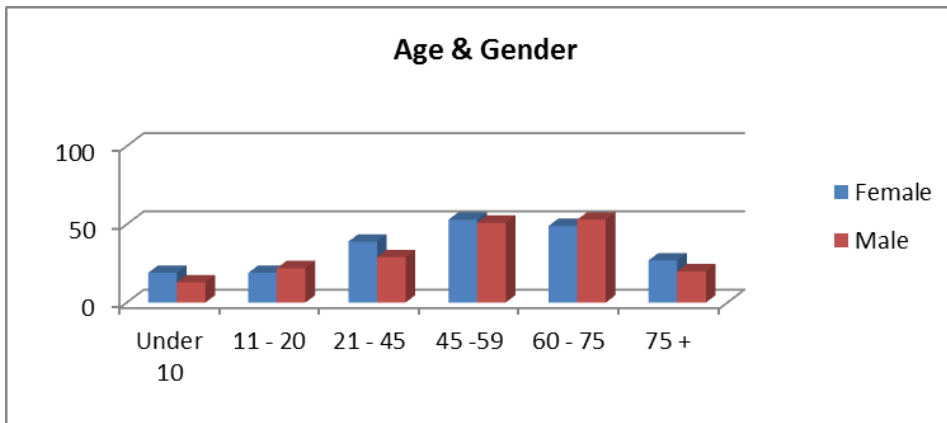
The information-gathering process was designed to cover common themes, e.g. what aspects of heritage and landscape there is interest in, how people could be encouraged to become more involved. Depending on the method used to gather the information, some of this data can be amalgamated, but this is not possible where data is qualitative in nature. In this section, we present the amalgamated data gathered via street stalls, street interviews and the online survey, and then go on to present summaries from the qualitative information-gathering exercises. The separate data, e.g. for each street stall, is presented in the appendices.

5.2 FINDINGS – AMALGAMATED DATA

Audience profile

The diagram below shows that slightly more females than males were surveyed, but there was a response from across all age groups.

Figure 1: Age and gender of respondents

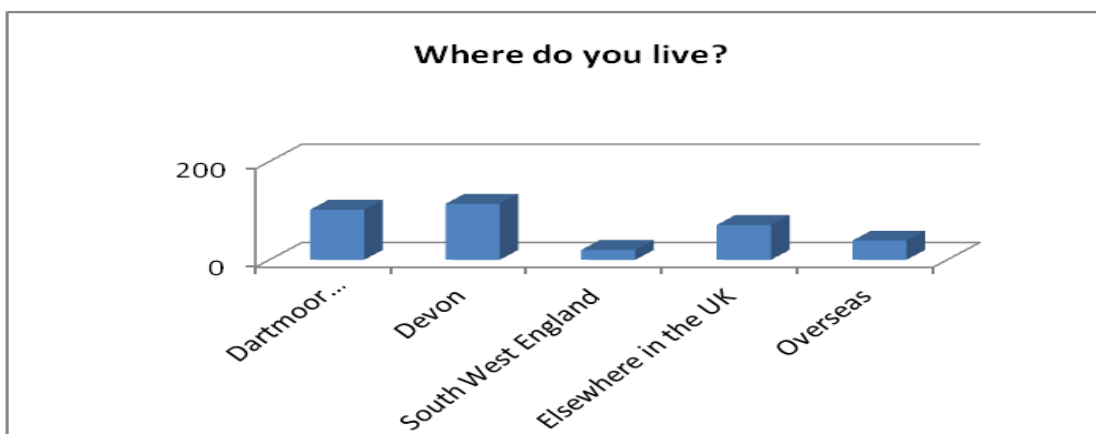


Of those that recorded their ethnicity, the majority (69.5%) described themselves as White British.

White British	274
Other European	48
Afro-Caribbean	19
Asian	25
Mixed	19
Other	29
Total	394

Figure 2: Where respondents live

29% of respondents live within Dartmoor National Park, and a further 33% in Devon. Only 6% live in South West England, which was a lower proportion than expected (based on previous visitor surveys).



Dartmoor National Park	102
Devon	114
South West England	20

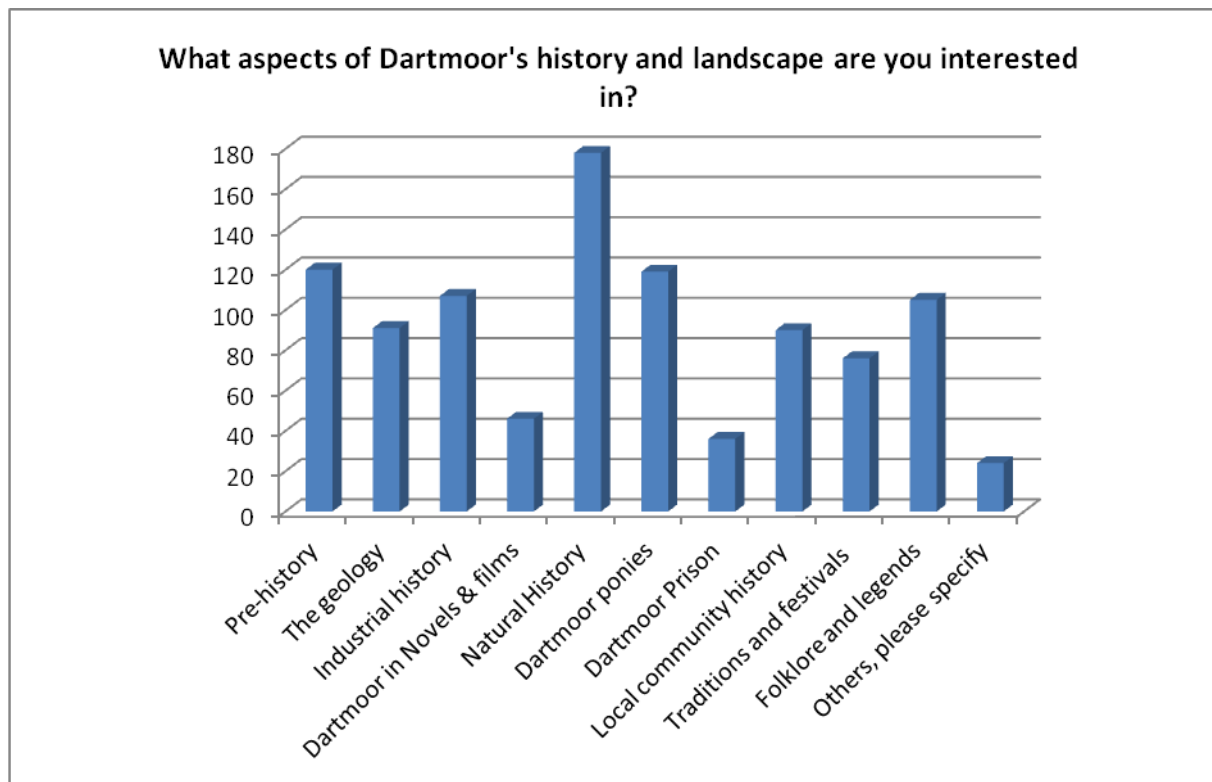
Elsewhere in the UK	71
Overseas	39

Interest in Dartmoor’s history and landscape

People were asked about which aspects of Dartmoor’s history and landscape they were most interested in (using a prepared list of aspects, with an ‘Other’ option). The responses – see diagram overleaf - show that by a considerable margin, there is greatest interest in natural history. However, there is also substantial interest in pre-history, Dartmoor ponies, industrial history and folklore and legends. If all aspects of historical interest are considered (including pre-history, industrial history, local community history), together these represent a very significant level of interest.

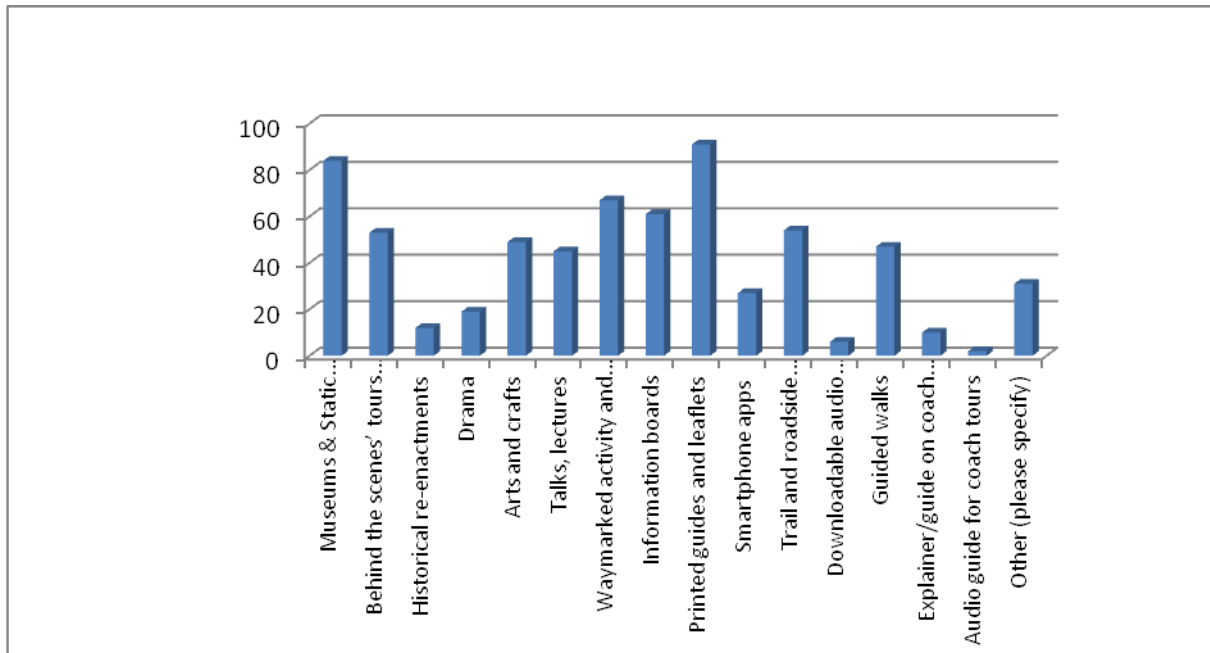
‘Other’ aspects noted included: life on the moor, landscape and scenery, freedom of the moor, streams and rivers, how it was farmed, farm animals, archaeology, Morris dancing, fauna.

Figure 3: Interest in aspects of Dartmoor’s history and landscape



We asked about the way that people most enjoy learning about Dartmoor’s heritage and landscape.

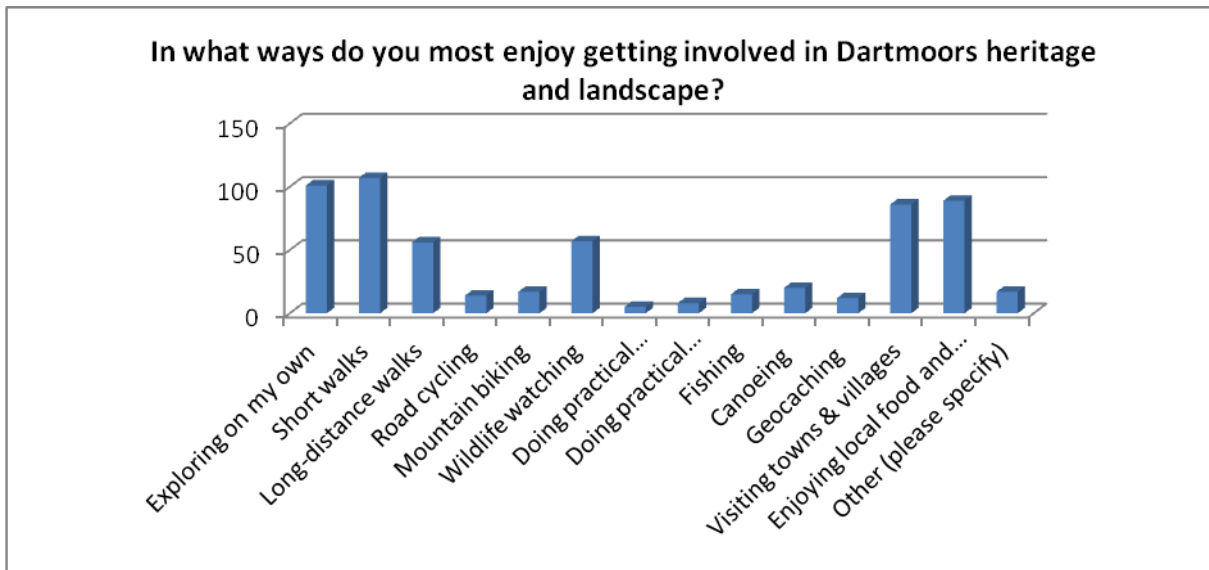
Figure 4: Ways respondents most enjoy learning about Dartmoor’s heritage and landscape



This data shows that ‘traditional’ forms of providing information remain popular, with printed guides and leaflets, and museums and static exhibitions showing the highest responses. Learning through exploring, whether through waymarked activity and discovery trails or behind the scenes tours, is also popular. Although local residents may have concerns about information boards, this data shows that boards have a real role to play in helping people to learn about the area. Information provided to a person’s portable device e.g. smartphone, is not currently a popular way to learn. Other ways to learn included: visitor centres (n=3), books and maps (n=7), personal understanding (n=2) and then by one person only - DVDs by interesting people, pony trekking, wandering round with friends, own research, independent walks and bike rides.

Related to this question, we asked people about the ways in which they most enjoy getting involved in Dartmoor’s heritage and landscape (again through providing a prepared list with an ‘other’ option).

Figure 5: Ways people most enjoy getting involved in Dartmoor’s heritage and landscape

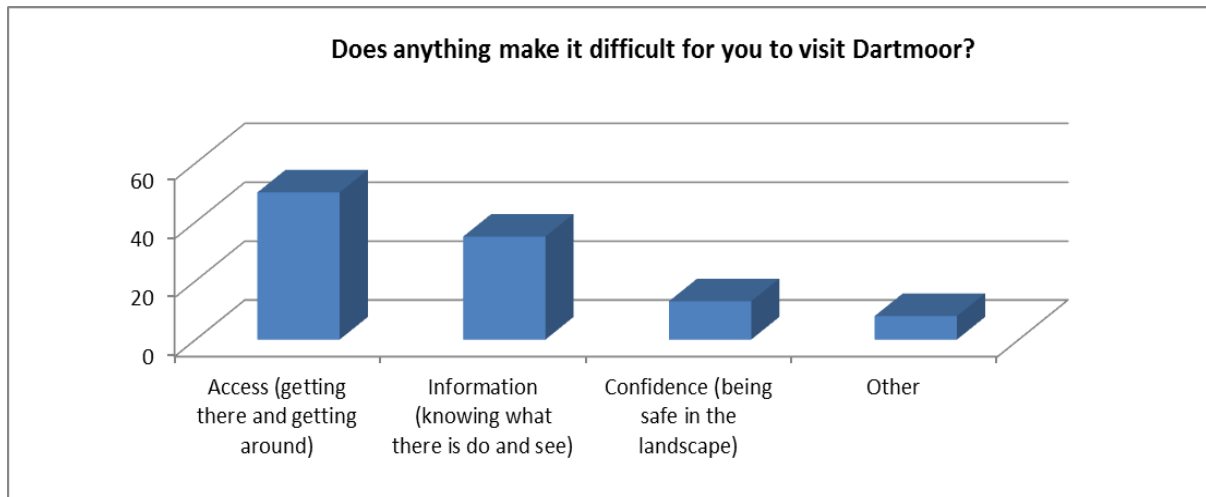


Walking and exploring on one’s own are the most frequent responses, followed by enjoying local food and drink, and visiting towns and villages. Wildlife watching is also popular. Practical tasks are the least popular ways to get involved. Other ways mentioned included: photography (n=2), horse riding and pony trekking (n=6), painting and drawing, wild swimming, visiting National Trust properties, kayaking, climbing, talking to residents, reading novels set on Dartmoor, jogging, finding isolated spots, letter boxing, family picnics, Duke of Edinburgh.

What makes it difficult to visit Dartmoor

We asked people if there was anything that made it difficult for them to visit Dartmoor. The responses show that access is the biggest issue, including getting there and getting around. However, knowing what to there is to do and see is also significant.

Figure 6: What makes it difficult to visit Dartmoor



Other factors noted included: distance from home; lack of a cross-Dartmoor service; M5 traffic problems; over-crowded honeypot sites; reliance on parental transport, weather (n=2).

Some ideas were given about what would make it easier, including: better signage; guided tours advertised in Devon and Somerset; better disabled access to water bodies; more information about walks at less popular spots; more wet weather ideas for things to do.

What does Dartmoor mean to people?

We asked respondents an open question to tell us what they thought about when they heard the term 'Dartmoor'. This helps us to understand what attracts people to Dartmoor. The responses have been used to create the word cloud below.

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Place	Why you like it
Bovey Valley	Wildlife and wilderness atmosphere
Bovey Valley	Peaceful, attractive
Bovey Valley Woods	Local, beautiful and natural
Buckland Beacon	can walk/run from home 1st place visited after Foot & Mouth
Buckland Beacon	I could always see it from my bedroom window as a child
Burrator Reservoir	Good bird watching spot
Burrator surrounds	Beautiful and full of archaeology
Chagford	Special moorland community, much to see
Chagford	We live there
Chagford	walks and town
Dart	kayaking
Dart Valley	Beautiful and quiet away from places like Dartmeet which gets crowded.
Dartmeet	for kayaking and family picnics
Dartmeet	walking
Dartmeet area	it's where I work
East Dartmoor National Nature Reserve	Peace and tranquillity / natural beauty / great place to visit
East Dartmoor SSSI	Woodland walking/river
Grimspound	Antiquity
Hamel Down & Grimspound	Atmospheric Upland Site with views and Bronze Age Relics
Hameldown	Great circular walk
Haytor	the views from the top of the rock
Haytor	Open views,, good walks easy access
Haytor	Close to where we live so convenient
Haytor	short walk with great view
Haytor	Walking, views
Haytor, Black Hill and Area	Open moorland that is relatively close but interesting to walk on
Haytor and area	walking
Haytor Down	Remnants of past industry and diverse bird and plant life
Haytor quarry	A place of history which produced the granite
Haytor quarry	historical interest
Haytor	Easy walking, great views, walk the dog
hound tor	the epitomy of Dartmoor
Hound Tor	The history plus a variety of landscape in a smallish area
Hound Tor	The medieval village there
Hound Tor	good climb etc
Hound Tor and Area	Good views and walking fairly local
Lustleigh Cleave	I live there

Moor than meets the eye Audience Development Plan

Place	Why you like it
Lustleigh Cleave	walkable from home
Lustleigh Cleave	Beautiful, varied landscape
Merivale	Prehistoric circles etc
Merrivale	Stone row, archaeology, industrial heritage
Merrivale	Far reaching views and industrial heritage
New Bridge	Kayaking
Newbridge	To go white-water kayaking
North Bovey	Parents lived there
North Bovey stepping stones	A special place to pause
Postbridge	Access to East Dart
Postbridge	Cycling routes
Postbridge area	walking around Bellever forest and for
remote moor	secluded
remote moor	no crowds
remote moor	no litter
river dart	wild swim, husband kayaks
River Dart Gorge	Remote & Wild
Spitchwick	open grassy space beside the river Dart
Spitchwick	great in the summer for kids
Spitchwick	place children were taken - now too busy for grandchildren
Spitchwick and rivers	Verdant, invigorating, beautiful, enriches the landscape and provides for wildlife
The Tors	They are all great walks
The Tors	Incredible views, sense of ancient history, physical challenge
Tors	Climbing
Widecombe	family visits
Widecombe	Rugglestone Inn
Widecombe	A perfect example of a moorland village
Widecombe	Food
Widecombe	Scenery, combined with walking nearby
Wistmans Wood	Look and feel
Wistmans wood	A magical place in the heart of the moor
Wistmans Wood	Unique habitat

What puts people off

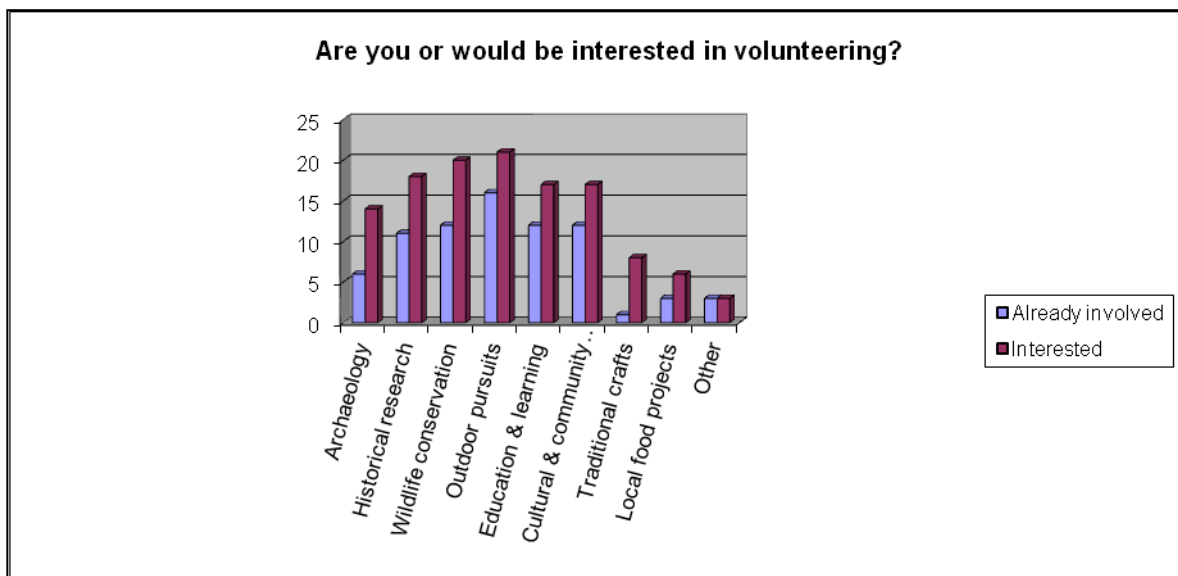
On-line respondents were asked an open question about what puts them off going to some places on Dartmoor. 14 respondents said that there wasn't anything that put them off. Of the 31 respondents who did list feeling put off, the most significant response by a considerable margin was crowds/too many people (n=19). Narrow roads, litter, overgrown

vegetation on footpaths and parking issues were mentioned by two respondents each.

Potential for volunteering

On-line respondents were asked about their potential interest in volunteering, or if they were already volunteering. There were 76 responses relating to current volunteering, and 124 relating to potential interest. (Note that respondents may be involved in more than one form of volunteering, hence the numbers add up to more than the total number of on-line survey respondents). 14 people recorded a request to be informed about volunteering opportunities. The chart below shows the responses.

Figure 7: Current and potential interest in volunteering



The responses show a strong interest in volunteering, with potential for growth. The strongest latent interest relative to existing volunteer numbers is in archaeology, although in absolute numbers, there is most potential interest in volunteering for outdoor pursuits and wildlife conservation.

We asked what would help them to get involved as a volunteer. Having time to volunteer is an important starting point (n=4). Three respondents suggested some form of Web listing of opportunities, ideally all in one place, which is simple to use and is clear about what skills are needed. One respondent noted the need for a structured programme, whilst two suggested incentives/payment of travel expenses. One respondent wanted to ensure that the opportunities offered learning through fun, not just learning itself.

Community groups and organisations

Short phone interviews were conducted with 19 local community groups and 1 business.

Three quarters of these are based on Dartmoor, and the others have interest in or activities taking place on Dartmoor. The full listing of respondents is shown in the appendices.

Their interests in the history and landscape are wide-ranging, including nature conservation, land management, outdoor education, outdoor activities, local history, ponies. The groups are already strongly engaged with Dartmoor's heritage and landscape, with activities including: recording information of historical interest; land and natural resource management (common land, fisheries, woodlands); taking young people and others on to the moor. However, their responses indicate that there is potential for increasing involvement, in particular doing more of the kinds of work that they are already doing. Suggestions for additional involvement included:

- Doing more publicity, co-ordinated with other bodies
- Historical research
- Linking with other groups
- Taking more groups on the moor at times of year when they are currently under-used
- Help improve access and footpaths.

The main things that would help to increase involvement were resources and more information.

LPS partner organisations

Semi-structured interviews with LPS partner organisations were used at the scoping stage, in order to inform the fieldwork. The interviews covered: what aspects of heritage and landscape they/the people they represented were interested in; how they were already engaged with it, and whether there is scope for more involvement; their views on current and missing audiences; how to pique people's interest and encourage more involvement. The interview also discussed their particular project (if relevant), focussing on the target audiences and the techniques to be used to encourage people's involvement.

The aspects of Dartmoor's heritage and landscape that partner organisations and their members/people they work with or for are interested in are wide-ranging, including: archaeology; farming; access/trails; man's occupation of the area; natural history and wildlife; conservation; church and church traditions; traditional land management and countryside skills.

Partner organisation respondents described a variety of factors that they felt made involvement in heritage and landscape more difficult, including:

- Information about what you can do when you get there.

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- The 'active and challenging' nature of the landscape which makes it difficult for less mobile or less active people.
- A sense of exclusivity, especially away from tourist hotspots.
- Wet weather.
- Lack of signage for Dartmoor from the A30 and A38, and more generally.
- Feeling Dartmoor is an 'unknown quantity'.
- Lack of confidence to do things.
- Local people's resistance to change and lots of visitors.
- Remote locations, combined with a lack of public transport.
- Only certain areas you can ride or cycle.

Suggestions for things that might pique people's interest and help them learn more and get more involved included:

- Using word of mouth to get farmers involved, starting with those already involved to some extent.
- A Dartmoor Diploma, covering a range of land-based and heritage skills.
- Heritage expeditions.
- Being a good host to visitors.
- Catering for different levels of interest in a subject, from the very basic (quick look, would like a bit of information) to advanced (would really like to understand what's going on).
- Tell the story in a simple and interesting way, which doesn't distract people from their primary reason for visiting.
- Outreach, i.e. going to people in their communities rather than expecting them to come to you.
- Face to face interaction with someone who is knowledgeable and enthusiastic about their subject.
- Offering more volunteering opportunities.
- Events.
- More recreational use, e.g. orienteering, mountain biking.
- Better promotion of existing facilities/opportunities.
- Electronic communication.
- More research and publication of the results.

There were some thoughts about the groups or types of people who don't tend to visit Dartmoor or have much interest in its heritage and landscape. These were:

- The majority of people living in Plymouth, Torbay and Exeter.
- Some of the people living on Dartmoor.

- Schools around the edge of the moor.
- Young people living nearby.
- Less able people.

5.4 SUMMARY OF AUDIENCES

The range of audience research undertaken provides helpful insights into who currently accesses or has an interest in Dartmoor’s heritage and landscape. The key findings are summarised in this section.

Existing audiences and their particular interest/stake

The main audiences that can be identified as a result of this research are shown below. This is not an exhaustive list, and each audience grouping could be further sub-divided or detailed in future.

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 sightsee-ers	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.

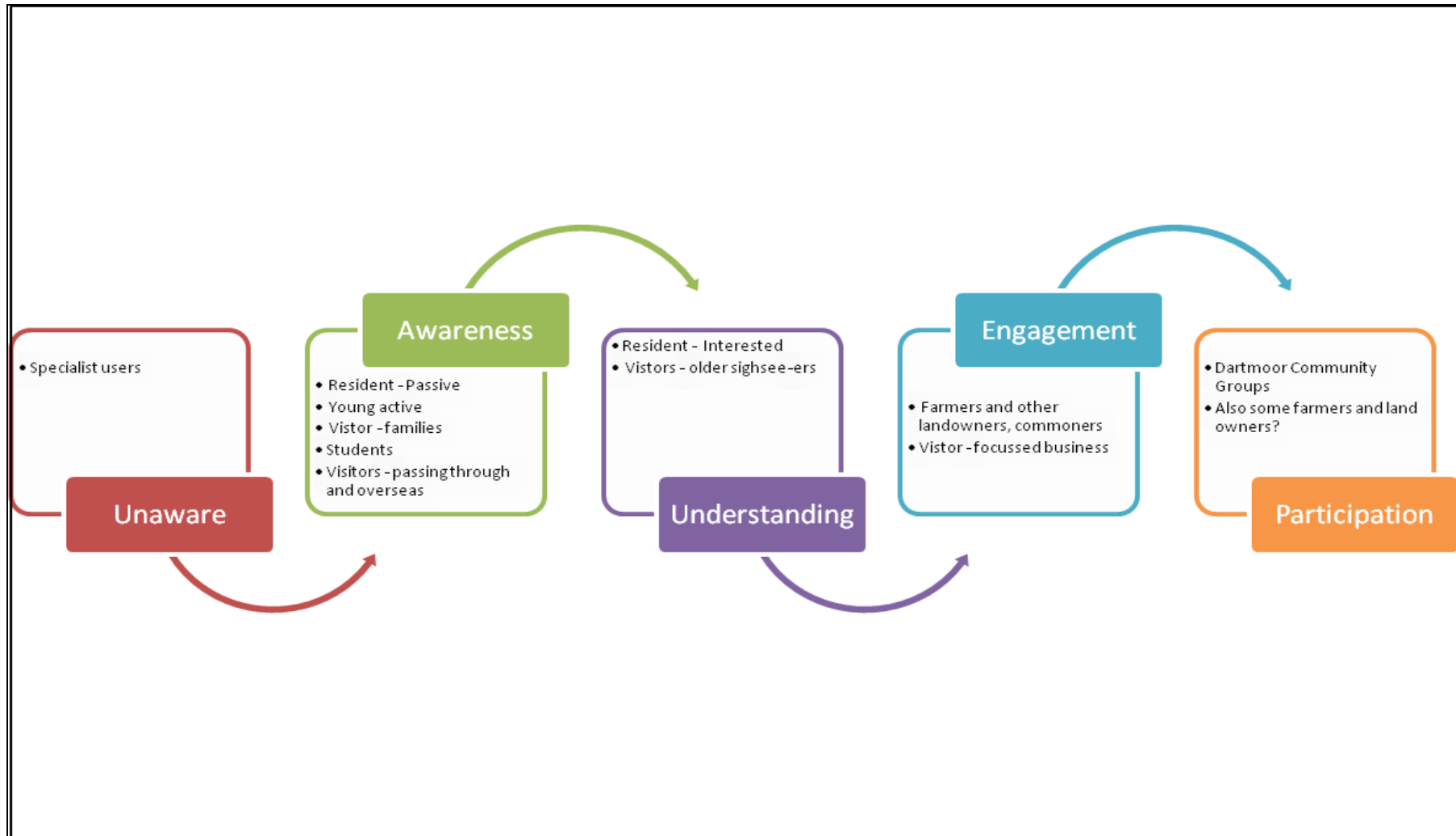
Existing audience	Interest/stake
Visitor-focussed businesses	Dartmoor's intrinsic special qualities form part or much of the business's offer.
Students	Dartmoor presents opportunities for studies of many topics, at different levels

A typology of audience engagement in Dartmoor's heritage and landscape

R4C has developed a typology of audience engagement for heritage projects which is designed to help understand how particular audiences currently engage with heritage, how they might wish this engagement to change and the level of engagement that the Landscape Partnership wishes to achieve. In the diagram below each audience has been assigned to a category on the typology based on what we learnt through our research. The 5 categories are defined in the following way:

- **Unaware** - the audience or potential audience does not know that there is a heritage interest
- **Awareness** – the audience or potential audience knows that there is a heritage interest
- **Understanding** - the audience or potential audience is aware of the heritage interest and understands its significance
- **Engagement** – the audience or potential audience takes an active interest in the heritage through visits, learning & activities
- **Participation** – the audience or potential audience actively participates in the care and maintenance of the heritage interest through volunteering, research, fundrasing etc

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Moor than meets the eye Audience Development Plan

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

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

Audience	Unaware	Awareness	Understanding	Engagement	Participation	Audience development objective that will help bring this about
Residents - interested			→			Objective 3
Residents – passive		→				Objectives 4 & 6
Dartmoor community groups					-----	Objective 3 & 5
Specialist user/activity groups (non-Dartmoor based), e.g. anglers, birders, canoeists	→					Objectives 4,5 & 6
Young active – organised and self-organised		→				Objective 2 & 4
Visitors – families into exploring, families for whom “it’s not the beach” for a day		→				Objective 1,2,4 & 6
Visitors – older sightsee-ers			→			Objective 5 & 6
Visitors – passing through		→				Objective 1 & 4

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Audience	Unaware	Awareness	Understanding	Engagement	Participation	Audience development objective that will help bring this about
Visitors – from overseas	→					Objective 1,4 & 7
Farmers and other landowners, commoners.			→			Objective 3 & 5
Visitor-focussed businesses				→		Objective 3 & 7
Students			→			Objective 2,4,5 & 6

6 AUDIENCE DEVELOPMENT

6.1 CONTEXT FOR MTMTE AUDIENCE DEVELOPMENT

Audience development is the term that HLF use to describe who is or is not interested in landscape and heritage, and how they can be encouraged and enabled to become more interested and involved. The word 'audience' relates to categories or groupings of people, such as visitors, local residents, community groups etc. These groupings can be further broken down, e.g. young families, older people, community groups with a heritage focus etc. The word 'development' refers to the intention that there is pro-active work with these people to develop their level of interest in landscape and heritage, to enrich their experiences and in some cases, to attract new and different people. Thus it can be seen that audience development is a targeted exercise, based on an analysis of current audiences, the local context, and the Scheme's ambitions. In this way, audience development appropriate to Dartmoor is set in train.

MTME is starting from a relatively low base as far as audience development is concerned. Although there is a live interest and real commitment to audience development in respect of the Scheme, there is a variable level of experience of audience engagement and development.

The ADP research to date provides a valuable basis of material, but there should be a continuing process of further research and, from this, on-going engagement.

The nature of Dartmoor and visitor management

There is an immediate potential tension between audience development and the intrinsic value of Dartmoor's natural beauty, environment and heritage, in that its conservation could be threatened by increased user numbers.

Also, tourism is a fundamental element of Dartmoor's economy, but is seen by some as a double-edged sword due to the pressures that it can create. There is a clear message from some residents that they fear their own enjoyment of where they live could be spoilt if there are lots of new visitors. This issue is covered within the forthcoming National Park Management Plan, and in line with this, audience development work should tie in with Management Plan aims for caring for the National Park.

MTMTE's audience development has the potential to help to tackle this tension, through attracting visitors to less-well used sites and through increasing understanding and therefore valuing of the most popular sites. The Scheme also has the potential to harness the knowledge, experience and commitment of local visitor-focussed businesses in order to raise awareness and understanding of Dartmoor's special qualities, which hopefully will contribute to appropriate visitor behaviour and releasing pressure on the honeypot sites.

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

- Deepening and enriching the experience of existing visitors and local residents in order to increase their awareness, understanding and appreciation of Dartmoor's heritage and landscape.
- Encouraging new and existing visitors to expand their experience into new areas (with capacity for increased visitor numbers) away from honeypot sites, in order to take pressure off those sites as well as deepen and enrich their visitor experience⁶.
- Aiming to increase active involvement, particularly amongst local communities and businesses, as a way to help actively with the conservation and enhancement of Dartmoor's heritage and landscape, and as a way to help enrich visitors' experiences.
- Encouraging visitors to stay longer, learn more and support local services.

6.2 TARGET AUDIENCES

In Section 5.3, we summarised the current audiences for MTMTE and Dartmoor National Park. In this section, we propose a sub-set of this listing as priority audiences, where audience development effort should be focussed. As the Scheme progresses, it would be helpful to review these priorities, as circumstances change and Scheme tasks and aims are achieved.

The three audience groupings identified as priorities are:

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

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, substantially increasing the quantity of visitors. Local visitor-focussed businesses are seen as a conduit towards working with visitors.

6.3 AUDIENCE DEVELOPMENT OBJECTIVES

There are four over-arching outcomes that we have defined which will guide both the audience development and the interpretation work:

- Improving connectivity
- Audience segmentation
- An 'audience first' approach
- Deepening engagement.

⁶ The Access and Recreation Strategy provides some guidance on this.

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

- There is a lack of connections, in several dimensions. The newly emerging LPS is working to build connections between itself and its project partners and with local communities, and the projects will need time to build connections between themselves. Related to this, interpretation will play a crucial role in making connections between the sites where LPS project activity takes place, through telling ‘The Dartmoor Story’.
- MTMTE has value as a coherent partnership, but not as an external brand. Dartmoor is the outward-facing brand for use in interpretation and promotion, whilst MTMTE is the internal organisational structure steering and implementing the work. Whilst stakeholders will hopefully become increasingly familiar with MTMTE, it should be in the context of its existence as a Landscape Partnership Scheme and not an externally promoted brand.
- Audience development and interpretation cannot solve user conflicts, but they can include actions to influence perceptions and behaviour.
- Honeypot sites are often 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.
- This ADP and its development work are the start of an engagement process, not a one-off exercise. It is clear that there is an appetite amongst local communities for more engagement with the LPS, and the audience development work is one part of that.
- Audience development in itself is a new concept to some partners and stakeholders, and also is a cause for concern amongst some who fear inappropriate and excessive use of Dartmoor’s precious heritage resource. There is work to be done to demonstrate how audience development could be part of a solution to these fears.

In no particular order, the audience development objectives are outlined overleaf. For all of these, the Project Team and Partnership should pay particular attention to the opportunities that these Objectives offer for the identified target audiences, i.e. local residents, families and young people, and honeypot site visitors.

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

It is common that ‘passing through’ visitors, e.g. those on organised coach trips or those driving themselves, have short stop-offs at particular honey-pot sites or sites that are easy to see and stop at from the road. However, once off the coach or out of the car, visitors may

struggle to know what to do other than to wander around the immediate area and take a few photographs.

There is therefore considerable potential to enrich their experience by providing them with information and something to do – either or both, depending on the site. The ways in which this might be done are covered in the Interpretation Report; from an audience development perspective, the key point here is the potential that there is – using our typology of audience development - to move these visitors from their current position of ‘awareness’ towards ‘understanding’.

Objective 2: Time Travel – *create the 4000 Year Walk.*

Dartmoor is well-known as a venue for walking, as well as challenge events, both of which offer great opportunities to explore the National Park. The concept of walking to learn more about Dartmoor is very transferable.

The ADP research shows that most people want to explore Dartmoor on their own. Short walks are one of the most popular ways for people to get involved in heritage, as well as visiting towns and villages. There is also noticeable interest in longer distance walks. These preferences demonstrate the potential for creating a series of walking trails of varying distances, and in varying locations and types of places, which enable someone (not necessarily just visitors) to actively experience Dartmoor and to learn more about it. Again, the Interpretation Plan covers how this could be done.

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

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

Visitor-focussed businesses and interested local residents have the potential to act as ‘heritage hosts’. This role could include: informing people about what features and places of of heritage and landscape interest there are in the local area; explaining why these are interesting and significant, and where to get more in-depth information if they want it; describing how to get to these places.

Visitor-focussed businesses have a key role to play, as they are often a visitor’s first or primary personal contact; also, a visitor may have contact with them before they actually go anywhere on Dartmoor. Of course, many of these businesses already fill all or part of this hosting role already; the LPS can build on existing good practice, provide active support to those already doing it, as well as encourage others to get started, e.g. through linking to the Dartmoor Diploma.

Interested local residents are also important 'gatekeepers', either to their local friends and neighbours who we have categorised as passive (i.e. they just live on Dartmoor but are not actively interested or engaged in its heritage or landscape) or their visiting friends and family. As they are already actively engaged themselves in Dartmoor's heritage and landscape, they have the potential to pass on their interest and enthusiasm to others, so the heritage hosting role is designed to equip them with the confidence, skills and information to do so.

The role could be quite informal, or it could be developed into a formalised scheme.

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

Anecdotal evidence from the ADP research shows that some people return to Dartmoor a number of times, at different stages of their lives. A child brought by their parents may then train and take part in the Ten Tors Challenge, and then return as a young adult with friends, before coming back some years later with their own family.

This suggests that there is potential to move these people along the typology of audience development from 'awareness' to 'understanding' to 'engagement' and maybe even 'participation'. The Dartmoor Scrapbook is intended as a tool to encourage and support this deepening experience, and to share this with others as a way to raise people's awareness and knowledge of Dartmoor.

Taking advantage of modern technology, IT platforms such as Flickr or blogs make it possible for people to upload their pictures and associated narrative, and to share them with other people. Depending on how the idea is taken forward, it could be possible to use the knowledge, experiences and information given by 'Scrapbookers' as part of the on-going interpretation development process.

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

Users such as anglers, canoeists and wild swimmers use Dartmoor because it offers particularly good facilities for their activity, but their interest beyond their own immediate activity can be limited. There is therefore potential to broaden these people's outlook, so that they place the facility or feature they are focussed on within a bigger context. The ways that this could be done fall within the remit of the Interpretation Plan.

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.

Perhaps unexpectedly, the ADP research showed relatively few respondents from the wider South West region beyond Devon. This may be a seasonal issue, with relatively local visitors choosing to avoid Dartmoor at high season; this needs further investigation as part of the on-going audience development work within the LPS.

However, assuming that the snapshot of this research bears up, there is potential for trying to increase visitors from the wider South West, for whom a visit to Dartmoor could be an ideal short break, e.g. through the heritage holidays project. With the ADP research showing that the two biggest barriers to visiting Dartmoor are access (getting there and getting around once you are there) and information (knowing what to do and see), these would be key issues to address when working to attract this new audience.

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

Overseas visitors to Dartmoor do not necessarily understand English, and in common with English-speaking visitors, will also need materials and activities in order to enrich their Dartmoor experience and increase their levels of awareness and understanding.

Whilst some materials in other languages already exist, the LPS could consider how some of the actions falling out of the Interpretation Plan could be provided multi-lingually.

Supporting audience development

It should be noted that there are some groupings which will be key to supporting the LPS's work to develop the target audiences. Farmers and other land owners and managers, as custodians of Dartmoor's natural heritage and landscape, have the potential to pass on their appreciation and knowledge. In the same vein, the 'interested' residents have a great resource of knowledge that could be shared. The other large grouping that has potential to strengthen audience development activities are local visitor-focussed businesses, such as B&Bs, campsites, shops, cafes and pubs, in that they have frequent and regular exposure to large numbers of visitors, and may be the primary source of information for a visitor. And finally, the students, volunteers and trainees who will be involved in many of the projects will gain knowledge, skills and enthusiasm, all of which there is potential to pass on to others.

Audience development and the emerging LPS projects

Audience development will take place within the structure of the LPS as a whole, fitting into and enhancing the individual projects that together make up the Landscape Partnership Scheme. A table has been prepared which lists the 56 projects, and for each one, suggests the main audiences who could be involved, and considers what the audience development potential is in terms of the 7 audience development objectives. As this is in the form of an

Moor than meets the eye Audience Development Plan

Excel spreadsheet, it is too unwieldy to include within this report, and has been provided separately (in electronic version) to the LPS staff.

7 MONITORING & EVALUATION

7.1 PURPOSE

Evaluation has five main purposes:

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

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

7.2 IMPACT

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

- Audiences having more awareness and understanding of Dartmoor's heritage and landscape
- Audiences being more actively involved in Dartmoor's heritage and landscape
- Partner organisations being more aware of audience development and more actively involved in it.

7.3 POSSIBLE INDICATORS OF SUCCESS

The measures of this success in relation to audience development might include:

- Reports of increased awareness & understanding of Dartmoor's heritage and landscape
- Improved behaviours, e.g. in relation to access, livestock on commons
- Increased number and range of volunteers and trainees
- Increased numbers and range of event/activity participants
- Increased visitor numbers at non-'honeypot' sites promoted by the Scheme
- Increased length of visitor stay at sites supported by the Scheme
- Increased use of information supplied through the Scheme
- More people trained in and practising skills, e.g. botanical recording
- Range of barriers for potential audiences reduced and/or removed, e.g. information what they can do once they have arrived on Dartmoor, and people reporting barriers removed.

8 APPENDICES

- 8.1 STAKEHOLDER MAP**
- 8.2 LITERATURE REVIEW**
- 8.3 CONSULTATION MATERIALS**
- 8.4 FIELDWORK RESULTS**
- 8.5 ORGANISATION STAKEHOLDERS**