Moor than meets the eye
Landscape Partnership

heritage lottery fund
LOTTERY FUNDED

DETAILED PROJECT PLAN

HLF Programme Area			
Area	Programme Title	Main Area (tick **one** box only)	Links to Other Areas
A	**Conserving or restoring** the **built** and **natural features** that create the historic landscape character.		
B	**Increasing community participation** in local heritage		✓
C	**Increasing access** to and **learning** about the landscape and its heritage	✓	
D	**Increasing training** opportunities in local heritage **skills**		
E	Scheme staffing, overheads and running costs		

PC6

Heritage Trails

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Heading	Content
Summary	To develop an interactive web based map to develop, promote and share a range of Heritage Trails which help people explore and learn about the area.
Project description	To develop a new interactive web based map. The map will include layers, which can be switched on or off, to show natural and historic features; local accommodation, pubs, cafes etc; access land and public rights of way. To make this map as user friendly and attractive as possible it will display a range of pre planned routes themed to the chapters of the Dartmoor Story. The pre-planned routes will provide for a range of ability providing a challenge and sense of exploration for all by linking heritage sites. There will be a range of routes for walkers and cyclists. The map will also allow people to plan their own route using the layers of information above to discover heritage they are interested in and upload this onto the website to share with others.

	Although this map will be hosted by the NPA there can be a clean link direct to both the Moor then meets the eye website and the Dartmoor Partnership websites. There will also be the need for a leaflet to promote the map. **Reasons for the project?** To help a wider range of people of all ages and ability explore and better understand the heritage of the area. To inspire people to learn more about the heritage of the area and contribute to its future sustainability To encourage people to stay longer and spend money locally. To encourage return visits
Beneficiaries and communication	**Beneficiaries** - Local people who would like to learn more about the area. - Current and potential visitors to Dartmoor who would like a pre-planned route to follow. - Current and potential visitors to Dartmoor who would like to plan and share their own route on Dartmoor but with information pertaining to the natural and historic features which might make their walk more enjoyable. - Local businesses who may benefit from additional visitor spend. **Communication** Regular updates via existing channels with commoners and landowners. Involvement with D of E groups via contacts at DNPA and other partners and through the Ten Tors Managers day held every year. This project will be supported by the MTMTE website where people can learn about the implementation of the project.
Project buy-in	Dartmoor Farmers Association and the Dartmoor Partnership have been involved in the development of the project as have some D of E leaders and Ten Tors managers. The NPA GIS team have provided help on the specification required.
Project lead	DNPA
Partners / contractors etc.	Dartmoor Partnership Dartmoor Historic Environment Record (HER) Dartmoor Farmers Association
Project development	The original scheme included a proposal for one Heritage Trail. Discussion with stakeholders such as Dartmoor Farmers, Dartmoor Partnership, D of E leaders and Ten Tors team leaders suggested that the interactive map based approach would be more sustainable; allow for routes catering for different taste and ability; enable visitors to plan and share their own routes and spread the distribution and benefit across a wider area. The new proposal will allow for routes to be developed and graded for different abilities – shorter routes for families, weekend routes, routes for

	people with special needs, challenge routes. It will also allow for routes on bicycle and on foot.

Ten Tors teams and D of E groups will be invited to submit routes as part of their training on Dartmoor – we hope this will encourage more teenagers to explore, learn about and appreciate Dartmoor.

The approach will also link with other projects in the scheme by allowing people to input data they have collected on wildlife sightings, initially moorland birds.

The new project will also provide the opportunity to improve accessibility of the Dartmoor HER to a wider audience. This will to allow "clean" and user friendly information to be included as a dataset to the map and will explain in simple terms each of the heritage sites. The Dartmoor HER project ends on 31 March 2014 and it is unlikely that the officers will be employed at the same levels as they are currently due to withdraw of EH funding and extreme pressure on DNPA funding. Included in this bid is time for officers to make appropriate changes to the HER for sites close to the access land/routes in the moor than meets the eye area.

Originally this project was estimated at £75,000 |
| **Activities and Timetable** | July – September 2014 develop protocol, process and terms and conditions for the public to upload information onto the website.

September 2014 – appoint contractor to undertake technical consultancy work to build functionality for website

December 2014 – build GIS layers

March 2015 – upload first of the pre planned heritage trails

November 2015 – review feedback. Invite ten Tors team to upload their Heritage Trails

Summer 2016 – leaflet to promote map produced and public invited to upload routes.

Annual milestones: March upload new routes, November review feedback. |

Activity Timeline	Y1												Y2				Y3				Y4				Y5			
	7	8	9	10	11	12	1	2	3	4	5	6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
PC6 Heritage Trails																												
a. Develop protocol, process and terms and conditions for the public to upload information onto the website	█	█	█																									
b. Appoint contractor to undertake technical consultancy work to build functionality for website		█	█																									
c. Build GIS layers					█	█																						
d. Upload first of the pre-planned heritage trails									█																			
e. Review feedback. Invite ten Tors team to upload their Heritage Trails														█														
f. Leaflet to promote map produced and public invited to upload routes.																█												
g. Upload new routes																█		█		█		█			█			█
h. Review feedback																	█		█				█			█		

Budgets	**Cost Breakdown** £9,400 for the technical changes required to enable interactive functionality on the website £2856 – additional hours (20 days) for specialist DNPA staff who are currently part time to develop the GIS layers, ensure compatibility and plot initial routes. There is no capacity in current or future workloads to do this work within DNPA core hours. £8482 – additional hours for HER staff (100 days) to re- represent HER data so that people can easily interrogate the map and understand the heritage features represented on the map £500 for printing of leaflet (10,000)		
Estimated Total Cost	**Cost:** **£21,238**		**Contingency:** **£0**
VAT	**a. Is VAT applicable?** **YES**	**b. Is VAT reclaimable?** **YES**	**c. VAT amount:** £0
Lead Partner Contributions	**Type:**	**Secured:**	**Unsecured:**
	Cash (source):	£0	£0
	Staff:	£0	£0
	Volunteers:	£0	£0
	In-kind:	£0	£0
	TOTAL:	**£0**	**£0**
Other Contributions	Type:	Secured:	Unsecured:
	Cash (source):	£	£
	Staff (source):	£	£
	Volunteers (source):	£	£
	In-kind (source):	£	£
	TOTAL:	**£0**	**£0**
Moor than meets the eye **contribution**	**Contribution:** **£21,238**		**Intervention Rate (%)** **100%**

Outputs	1 web based interactive map 6 pre planned Heritage Trails uploaded on an annual basis (30 trails over 5 years) 20 routes uploaded by the public 5 routes uploaded by young people engaged in DoE or Ten Tors training
Output indicators and targets	Number of hits on the webpage – 10,000 over 5 years Qualitative feedback on the website – 90% of users will leave with a better understanding of the Heritage of Dartmoor 25 routes submitted by the public over 5 years

Outcomes	**Heritage will be identified and recorded** People of all ages and ability will able to share their experiences on Dartmoor and record sightings of key species **More people and a wider range of people will have engaged with heritage** As a result of visitors and local people of all ages will have a better understanding of the heritage of Dartmoor and how the area has been shaped by human influence. People will be encouraged to stay longer and spend more money in the local area			
Evidence	We will monitor website traffic. The above outcomes will be monitored through the ongoing evaluation and monitoring of the MTMTE scheme			
Wider context	This project has the opportunity to link with most of the projects in the scheme In particular project links: PA1 Moorland Birds PA5 Unveiling the heritage of the High Moor and Forests PA6 Higher Uppacott PA7 Ponies, Pounds and Driftways PA9 Hameldown WWII Bomber crash archaeological survey PB1 Bellever and Postbridge Trails PB2 Parishscapes PB3 Moor Medieval PB5 Welcome to Widecombe PB7 In the footsteps of the Victorians PB9 Moor Boots PC1 Discovering the Dartmoor Story PC4 Brimpts Tin Trail PC5 Wray Valley Trail PC7 Fernworthy Reservoir Improved Access			
Legacy and maintenance of benefits	Being hosted by the NPA this map will be maintained and updated by NPA staff on a regular basis as part of the wider website.			
Risks and Risk Mitigation	Risk Register			
	Risk	Severity	Likelihood	Measures undertaken
	The NPA website is removed due to lack of resources.	H	L	Extremely unlikely
	Technical issues with functionality	H	M	Expert advice will be used to help ensure the design is fit for purpose at the start of the process
	The public do not engage with this project	M	L	Promote further outreach activities and partners websites.

	Routes cause management problems	M	L	Routes can be taken of at the discretion of the NPA as lead partner. All routes will be checked to ensure that they are on legal routes or access land.
Background information	Brecon Beacons has a good example of the interactive map concept http://www.beacons-npa.gov.uk/parkexplorer/#&state=explore&ml=wB&mc=298114.5,227500&mz=1			