

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		

PB5

Welcome to Widecombe



Heading	Content
Summary	The project will increase the quality of the visitor experience in Widecombe in the Moor. It will interpret the historic nature of specific buildings, tin-mining and Victorian tourism and will tell the story of parish farming through the ages from Bronze Age settlement to “lost medieval manor of the moor”, War time milk production to present day mixed native stock farm. This will support the educational restoration and interpretation of the vintage horse-drawn machinery collection kept at Glebe Farm.
Project description	To improve the visitor experience to Widecombe and the surrounding parish so that visitors stay longer and get a deeper understanding of the heritage of the area. The project will provide a coherent series of signs, displays and leaflets interpreting local history: <ul style="list-style-type: none"> - Large map boards in each car park in Widecombe - Discrete direction markers on green and square - Displays inside (or outside) significant buildings in the village, eg Church House, Church, Saxon Well, Old Inn, North Hall Manor site, History Group Archive at the Piggeries - Some audio and visual interactive points

- Downloadable Apps for guided tour through the Dartmoor Story website
- Free leaflets for visitors to be dispensed in car parks and by local shops and cafes
- 2 booklets to interpret the village and the wider parish
 - o *Welcome to Widecombe* – a walk-about tour of the village
 - o *Walks from Widecombe* – taking in other sites in the parish to visit eg Dunstone Cross, Hutholes, Grimspound, Higher Uppacot, New Bridge
- Enhanced pages on the Widecombe website
- Providing a Wi-Fi hub in the village for trail downloads
- Educational restoration and interpretation of the “Widecombe” vintage horse drawn machinery collection on site.

The project will be delivered in the parish of Widecombe, with a particular focus on the village. Within the village there are two key aspects of the project, which are:

- Creation of the interpretation trail around the village
- Use of the Old Pound House on Glebe Farm for interpretation, including the previous North Hall Manor archaeological investigation (the “lost medieval manor of the moor”), three proposed further archaeological investigation as the launch of the ‘Moor Medieval’ project, and of the vintage horse-drawn machinery collection.

The former will involve the Widecombe Local History Society, the National Trust and local businesses in promoting Widecombe as a place to stay and explore, while the latter will form part of a set of proposals for the Glebe Farm site (which includes the site of the former North Hall manor and the proposed community archaeological excavation under the ‘Moor Medieval’ project). These proposals will include the development of the ‘Dartmoor Community Kitchen Hub’ and further space for educational and vocational training, which will be a venue for delivery of the Dartmoor Diploma. The interpretation in the Old Pound House and the delivery of the Dartmoor Diploma will take place independently of any commercial activity linked to the Community Kitchen Hub.

Beneficiaries and communication

- People who come to Widecombe as visitors
- Local people who rely on visitor income such as shops, pubs and accommodation and guided tour guides
- Educational groups/schools/colleges – this will give an opportunity and experience for all ages and range of abilities, and will be fully inclusive.
- This will create farm heritage access to all visitors and those visiting from the region adding value to farm educational access programme that already exists for Glebe Farm

Key message

The message is that there is more to Widecombe than a cream tea. It has a rich heritage to explore which will help you to understand the wider story of Dartmoor.

Communications

	<p>The project will be supported by the MTMTE website which will let people know how the project is progressing. There will be regular updates through local media such as Parish Link magazine. The project itself will use a range of media including leaflets, publications and the “Discovering the Dartmoor Story” website and app. It will also use the “Heritage Trails” interactive map to display walking trails and heritage information. Research for the project will come through this project but also from “Parishscapes”, “Moor Medieval” and “Higher Uppacott”</p>
Project buy-in	<p>The project has been discussed with local community groups, businesses, landowners and the Local History Group, together with the proposed Dartmoor Community Kitchen Hub facility developers.</p>
Project lead	<p><u>Lead Partner:</u> Dartmoor National Park Authority through the <i>Moor than meets the eye</i> Project Team</p> <p><u>Widcombe Lead People:</u> Margaret Rogers Geoffrey Fenton</p>
Partners / contractors etc.	<p>Partners: Proposed Dartmoor Community Kitchen Hub Community, Widcombe Local History Society, Widcombe businesses, National Trust, Dartmoor Hill Farm Project, Dartmoor National Park Authority (farm machinery)</p>
Project development	<p>This project is a revised proposal based on the original bid. The project has been developed by bringing together groups with a number of interests within Widcombe, following meetings with the Parish Council and an Open Meeting to discuss opportunities. These have focused on the Local History Group’s wish to develop a parish archive (which will be seeking separate funding), the proposals for the Glebe Farm site as the venue for the Community Kitchen Hub, and for increasing opportunities for visitors to learn about the village through more accessible interpretation.</p> <p>The latter was identified as a case study within the work carried out by <i>Imagemakers</i> for the Landscape Partnership during the <i>Moor than meets the eye</i> development phase as part of the work on the Audience Development and Interpretation Plan.</p> <p>There is an educational access programme already in existence on Glebe Farm which has been rolled out with Natural England and, while the restoration and interpretation of the horse drawn machinery has been designed to provide educational based training opportunities in a range of skills including agricultural engineering and mechanical work, interpretation of the machinery’s heritage together with producing a media blog supported with photography & film recording will also provide innovative interpretation information and material to the interested community residents & visitors alike.</p> <p>Building an all inclusive interpretation hub with open public access on the</p>

	<p>important historical site of Glebe Farm will help record and interpret the farming heritage from the Bronze Age in Widecombe through to its present day function.</p> <p>Discussions with members of the local community have also identified further developing the leaflet design to one which can be downloaded as a pdf file, making it possible that it would be cheaper and more resource efficient to print off small runs of copies locally rather than having larger runs of leaflets printed. It is likely that consideration of buying a printer to do this will be part of the later stages of the project.</p>
<p>Activities and Timetable</p>	<ul style="list-style-type: none"> - The signs, apps and leaflets will be designed during 2015 and produced in 2016, thereafter the leaflets will be updated and printed annually - Facilities for interpretation at the Old Pound House will be developed in the second year of the Project (2015) - Training courses for restoration of the farm machinery will be developed during 2014 for delivery in 2015. - Interpretation of the farm machinery will start in 2015.

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	
Welcome to Widecombe																													
a. A0 interpretation/orientation panels																													
b. Heritage trail leaflet																													
c. Village heritage trail app promotional holding page																													
d. Village heritage trail promotional posters																													
e. Village heritage trail table-top browsers –																													
f. Stamps & plaques																													
g. Numbered trail plaques																													
h. Family spotter guide/discovery trail leaflet - Welcome to Widecombe																													
i. Family spotter guide/discovery trail leaflet - Walks from Widecombe																													
j. WiFi Hub in village																													
h. Interpretation in Pound Building, North Hall Farm																													
Irrecoverable VAT																													

Budgets	Cost Breakdown		
Estimated Total Cost	Cost:		Contingency:
	£48,924.80		£0
VAT	a. Is VAT applicable?	b. Is VAT reclaimable?	c. VAT amount:
	YES	Not for Wi-Fi element	£505.80
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):	£0	£0
	Staff (source):	£0	£0
	Volunteers:	£0	£0
	In-kind:	£0	£0
	TOTAL:	£0	£0
<i>Moor than meets the eye contribution</i>	Contribution:		Intervention Rate (%)
	£48,924.80		100%

Outputs	Item	Description	Number
		A0 interpretation/orientation panels	GRP panel in freestanding FSC oak frame. Both panels the same except You Are Here marker. Includes hand drawn 'top down' map.
	Heritage trail leaflet	A3 folding to 1/3A4. Using same map as panels. 5,000 copies inc. UV varnish to make leaflet splash proof.	5000
	Village heritage trail app promotional holding page	Basic web page.	1
	Village heritage trail promotional posters	Digitally printed A4 posters.	50
	Village heritage trail table-top browsers	3-sided clear acrylic menu holders. 3 210x99mm single-sided prints.	40 of each

	Stamps & plaques	6no. wall-mounted A5 plaques, 6no. embossing stamps. Includes a simple line illustration for each.	6 of each
	Numbered trail plaques	A6 size etched zinc plaques on oak posts. Installed into soft ground.	10
	Family spotter guide/discovery trail leaflet - Welcome to Widecombe	A3 folding to 210x99mm. 2,000 copies. Includes some line illustrations.	2,000
	Family spotter guide/discovery trail leaflet - Walks from Widecombe	A3 folding to 210x99mm. 2,000 copies. Includes some line illustrations.	2,000
	WiFi Hub in village	Telephone line rental for 5 years; Broadband for 5 years; 'Cloud in a box' set up and rental for 4 years	1
Output indicators and targets	<ol style="list-style-type: none"> 1. Provision of WI-Fi in 2015 2. Design and print of 2 x Welcome to Widecombe Interpretation Boards 3. Design and print of leaflets 4. Creation of trail within Village 5. Family spotter guides/booklets for 'Welcome to Widecombe' in 2016 6. Family spotter guides/booklets for 'Walks from Widecombe' in 2017 7. Development of interpretation at the Old Pound House at Glebe Farm from July 2015 (depending on completion of building work) onwards will include: <ul style="list-style-type: none"> - 10 local people trained in vintage farm machinery restoration - Film to show 'blog' of work on farm machinery - Interpretation of Glebe Farm through the ages 		
Outcomes	<p>The project will aim to show that</p> <ul style="list-style-type: none"> • The local heritage has been better identified, better managed and in better condition • People will have developed restoration skills, learnt about heritage • Within the community more people from a wider range of backgrounds will have engaged with the heritage • People will have learnt about heritage 		
Evidence	Evidence of this will be provided through the production of the outputs listed above and through the <i>Moor than meets the eye</i> Monitoring and Evaluation programme.		
Wider context	<p>There are links to the following proposed projects:</p> <ul style="list-style-type: none"> - PA6 Higher Uppacott - PB2 Parishscapes - PB3 Moor Medieval - PC6 Heritage Trails - PD1 Dartmoor Diploma - PD3 East Shallowford Trust (Widecombe) farm skills training 		

Legacy and maintenance of benefits	The opportunities of increasing understanding as part of the visitor experience for those coming to Widecombe will encourage businesses and the local community to continue with promotion of the 'Welcome to Widecombe' package, and potentially expand it.
Risks and Risk Mitigation	Risks are low for development of the interpretation, village trail and the booklet for Walks from Widecombe. The development of the Old Pound House building is a part of the Community Kitchen Hub, although only a small part of the overall scheme, so it is likely that the risk here is also low.
Background information	<i>Moor than meets the eye</i> Audience Development and Interpretation Plan (Resources4Change and Imagemakers, June 2013)