

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		

PB8

A Drift through Time -pony herd identification project



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Heading	Content
Summary	Developing a leaflet and a small handbook to identify the pony herds in the Moor than meets the eye area and to help interpret their value to the management of the moorland areas.
Project description	<p>The aim of the project is to ensure that there is an informed and ongoing interest in the ponies on the Moor by the general public, and through that a wider interest in the history, amenities and activities on Dartmoor as a whole.</p> <ul style="list-style-type: none"> • There is hardly any part of the Moor than meets the eye area that does not have a strong link to ponies, and this can be explored for the mutual benefit of the public and herd owners. • The skills that underpin the keeping, drifting and understanding the different needs of the individual herds are unique to Dartmoor, and are in danger of being lost forever. • There is a very real confusion in the minds of the public as to the different types of pony on the Commons, and this project seeks to address this.

	<ul style="list-style-type: none"> The ponies on the commons have suffered in recent times from a lack of investment in breeding standards as the breeders see no financial return in the sale of the offspring, merely an ongoing time-consuming task at drift and sale time. Sale returns from Tavistock and Chagford support this. The very few ponies sold for a realistic sum do not compensate for the many sold for the minimum £10, or go for zoo meat. The disastrous returns from the 2013 drift sales emphasise the need to do all we can to raise awareness of the ponies, because if the ordinary ponies are no longer kept the next generation of children will have nothing to ride. <p>The project will list and describe all the pony herds on the Commons in the Moor than meets the eye area. Once the list of the herds is complete, a leaflet will be produced, showing each common by number, and the herd that “lears” (grazes) that particular common, also with a corresponding number. The leaflet will be free.</p> <p>There will be a loose leaf handbook showing the different types of ponies on the Commons, telling a year in the life of the Herd. It will also deal with individual Commons, their herds, and the links to the locality via ponies.</p> <p>Volunteers will play a key role in helping to research the leaflet and booklet.</p> <p>The project will be delivered throughout the <i>Moor than meets the eye</i> area.</p>
Beneficiaries and communication	<p>Visitors will have an interesting leaflet/booklet to inform them of the diverse types of ponies on the moor. Visitors will have a better understanding of the role the ponies play in grazing for the benefit of the moor. They will have a well-researched history of the herds, gleaned from face-to-face talks with the herd owners, an article on a year in the life of a typical pony herd, and maps and pictures of the various commons.</p> <p>Key message This project is to make people aware that these ponies are a vital part of Dartmoor as a whole, as well as the <i>Moor than meets the eye</i> area.</p> <p>It is hoped that, by listing the herds with their individual brands, prefixes and types of ponies, some of the visitors will be encouraged to return and buy a foal at the Drift Sales.</p>
Project buy-in	The project has received widespread support from pony keepers and from the <i>Moor than meets the eye</i> Local Stakeholders Group.
Project lead	Lead Person: Anne Came
Partners / contractors etc.	Pony Herd keepers, schools and Pony Action Group
Project development	This is a new project which has been brought forward during the development phase. The project has been developed by Anne Came,

	who is a Commoner and breeder of ponies (both competition and show type ponies), instigator of the Prefix Register for Pony Herds on Dartmoor, and the instigator and organiser of performance Pony Classes at local Horse/Pony Shows culminating in the Dartmoor Hill Pony championship at Devon County Show, and a Member of the Pony Action Group and the National Pony Society
Activities and Timetable	<p>August – November 2014: Volunteers interview pony herd keepers and take pictures of ponies from each herd Cost £5,550 (including travel costs)</p> <p>November 2014: printing of 5000 leaflets Cost £350</p> <p>February 2015: Print of 200 booklets Cost £550</p> <p>Summer 2015: Reprint of 5000 leaflets Cost £318</p>

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
PB8 Pony Herd Identification Project																												
a. Production of 5000 leaflets (5000)																												
b. Production of booklets (200)																												
c. Volunteer Time																												
d. Travel costs																												
d. Reprint of leaflet (5000)																												

Budgets	Cost Breakdown		
Estimated Total Cost	Cost:		Contingency:
	£6,768		£0
VAT	Is VAT applicable?	Is VAT reclaimable?	VAT amount:
	Yes	No	£245.60
Lead Partner Contributions	Type:	Secured:	Unsecured:
	Cash (source):	£ 0	£0
	Staff:	£ 0	£0
	Volunteers:	£ 0	£5,100
	In-kind:	£ 0	£0
	TOTAL:	£0	£5,100
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 (%)
	£1,668		25%

Outputs	Record of pony herd on each common by February 2015
Output indicators and targets	5000 leaflets 200 Pony Herd Identification Booklets
Outcomes	<ul style="list-style-type: none"> • People will have volunteered time <ul style="list-style-type: none"> ○ Volunteer researchers will help interview pony herd keepers and take photographs • More people and a wider range of people will have engaged with heritage <ul style="list-style-type: none"> ○ The leaflet and booklet will generate interest in ponies encouraging more breeders to invest in better stock ○ The general public becoming more aware of the danger of litter to the ponies ○ Drive slower, less ponies and other stock killed or injured ○ Visitors returning the following year to see how their herd is getting on

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	PA7 Ponies, Pounds and Driftways PB1 Bellever and Postbridge Trails- Dartmoor Pony Heritage Trust PB6 Managing Volunteers PC1 Discovering the Dartmoor Story MTMTE Interpretation			
Legacy and maintenance of benefits	<p>The legacy from the project will be:</p> <ol style="list-style-type: none"> 1. A comprehensive list of present day herds, plus a history of each, and a past history of herds that were on that common in years gone by 2. Increasing public interest in the ponies on the moors 3. Interest in and knowledge of the blood lines that have gone into producing the different types of ponies <p>The project should become self-financing after the first year, as far as continued printing is concerned. A website will be set up to advertise the sales, shows, and registered Dartmoor, Hill Pony, and Heritage Pony websites.</p>			
Risks and Risk Mitigation	Risk Register			
	Risk	Severity	Likelihood	Measures undertaken
	Fail to recruit enough volunteers	H	L	Work with Community officer (PB6 Managing Volunteers) Links with pony groups through Pony Action Group good
	Pony keepers not engaged	H	L	This project has been developed with pony keepers to promote the ponies on Dartmoor to the wider public and raise awareness
Background information	Poor uptake of leaflet and booklet	H	L	Ponies are an iconic part of Dartmoor. Visitors want to know more about the ponies
	Press cuttings are attached which report the 2013 Drift sales which were dire, and the Auctioneers are wary of a repeat in the future.			