



	<p>view of the world around them to a wider audience by providing training in film making skills, mentoring and support. It will focus on the incredible heritage of the Dart Valley and challenge the young film makers to look at the positive and negative impacts that young people have on the Dart Valley, Dartmoor and the wider countryside.</p> <p>Through the film project we aim to improve understanding and awareness of the Dart Valley's heritage, encourage people to respect and care for the site and build relationships (showing young people in a positive light). It will be achieved through a training and skills project that gives young people the knowledge to understand the site and issues it faces; and skills and training in environmental and issues based film making.</p> <p>Six groups of young people will have the opportunity to receive training in the special qualities of the NP and then some specialist training to help them develop a film about the area which will be showcased to their peers at a celebration and awards event. It is hoped that the young people will go away with a better understanding of the natural and cultural heritage of the NP, the issues and conflicts that arise and training in film design, production and marketing. They will act as champions for Dartmoor and their films will help influence the views of their peers.</p> <p>b. A programme of family events – to raise awareness and understanding of the landscape, history and wildlife interest of the site. The intention is to attract existing audiences so they will be drop in events and we hope to pull in existing visitors rather than attract even more visitors. These will build upon the success of the Bovey Valley events and the Meldon Wildlife Festival (This element of the project will be linked to the Dartmoor Story project and £3,000 of the Dartmoor Story has been allocated to it.)</p>
<p><b>Project description</b></p>	<p>The Young Peoples Film Project will be open to young people from all backgrounds. Young people will have the opportunity to learn about the fantastic and hidden stories of Dartmoor's heritage in this popular valley which many of them currently use and is the focus of conflict and degradation, due to anti-social behaviour by a few. The project aims to increase understanding and appreciation of the area by encouraging the young people to look more deeply at the valley they play in and tell some of the stories through film. We hope that the project will promote young people in a positive light and that the films will inspire their peers to think differently about the area.</p> <p>The young people will not only gain a better understanding of the special value of this valley which is an SSSI and SAC but they will gain skills in film making and PR.</p>

<b>Beneficiaries and communication</b>	<p>This project will benefit a range of people.</p> <ul style="list-style-type: none"> <li>• Young people have the opportunity to learn about the fantastic and hidden stories of Dartmoor heritage in this popular valley.</li> <li>• Landowner and land- managers will benefit from a positive story about the valley and hopefully a reduction in disturbing or damaging behaviour.</li> <li>• The local community will benefit from having fewer problems and some positive film footage to share their own passion about the place they live.</li> <li>• Visitors to Dartmoor will be able to enjoy the area.</li> </ul> <p><b>Key Message</b> This project is about improving awareness and appreciation of the special qualities and conflicts in this well used valley by engaging young people and families and training young film makers with skills to develop and promote films that capture the essence of the place and sell that to their peers.</p> <p><b>Communications</b> The project requires strong communication support from MTMTE , DNPA and the Landscape Partnership to ensure young people are aware of the project using Instagram, social media and traditional communications channels. We will invite young people to submit short films via Instagram to find participants who would benefit the most from this opportunity. The final films will be shared via social media amongst their peers and used to tell the Dartmoor Story</p>
<b>Project buy-in</b>	<p>The project has been developed by a small team of DNPA and MTMTE staff, this includes two apprentices one from our Comms team and one of our Conservation apprentices. Local people have asked the Authority to try different ways of changing people’s behaviour. There is a sense that young people are the problem and we hope that the project will help address this.</p> <p>The local landowner will be contacted should the Project Board agree to the proposal.</p>
<b>Project lead</b>	<p>Youth Engagement Ranger - part time two days a week April 2018 – 16 months . This person will ensure that all elements for the project are moving forward, manage the contract, liaise with local people, provide a point of contact for the young person, develop and deliver a programme of family events. Evaluate the project</p>
<b>Partners / contractors etc.</b>	<p>This project will be delivered by a project team comprising: Andy Bailey, Orlando Rutter, Bill Allen; Savannah Jones, Leo Brooke.: We hope to involve DWT/NT/Devon Guild as possible partners in this project.</p>
<b>Project development</b>	<p>This is a new project to replace the previous East Shallowford Project. It reflects an on-going problem in the Dart Valley, which was identified in the Development stage of the project. It will be evaluated and lessons learnt</p>

	for future roll out.
<b>Activities and Timetable</b>	<p>April 2018 - Part time project officer appointed</p> <p><b>a. Young People's Film Project:</b></p> <ul style="list-style-type: none"> <li>• April 2018 - launch of project. Open invite for budding film makers (aged under 24) to submit 60 second film via Instagram about Dartmoor. This will be a competition so that 6 winners get a dedicated programme of training and mentoring to make their own film showcasing their own short story about the Dart Valley. The competition will be launched via Instagram to reach our target audience and through a young Dartmoor Instagrammer.</li> <li>• 30 June 2018 Entries for competition close and judging commences</li> <li>• July 2018 winning entries announced</li> <li>• July 2018 Contact awarded for delivery of training and mentoring for winners. Training will include the following elements: whats special about the Dart Valley, why is it a contested landscape?; How to write a storyboard; researching your subject, identifying locations and people; Collecting material/assets for the film; the qualities of a good film (live action, documentary, comedy, animation); editing your film pre, production and post filming</li> <li>• July – December 2018 - training and mentoring progresses</li> <li>• 31 January films completed</li> <li>• March 2019 celebratory event</li> </ul> <p><b>b. Family Events</b></p> <ul style="list-style-type: none"> <li>• April to June 2018 – 2018 programme of events agreed</li> <li>• July and August 2018 and October half term – events delivered</li> <li>• November – evaluation of 2018 events</li> <li>• Jan to March 2019 – programme of events for 2019 agreed</li> <li>• July and August 2019 – events delivered (the events will take place late afternoon early evening)</li> </ul>

<b>Budgets</b>	<b>Cost Breakdown</b> Contractor to deliver training and mentoring for film competition winners £10,000 (includes equipment) Youth Engagement Ranger/Project Co-ordinator – 2 days a week 1 April 2018 to 30 October 2019 18 months = 144 days = £18,000 (Bottom Grade 5) (Or annualised hours?) Launch event and end of project celebration £1,000 Instagrammer costs £500 Contingency £500		
<b>Estimated Total Cost</b>	<b>Cost:</b> <b>£30,000</b>	<b>Contingency:</b> <b>£0</b>	
<b>VAT</b>	<b>a. Is VAT applicable?</b>	<b>b. Is VAT reclaimable?</b>	<b>c. VAT amount:</b>
	Yes	No	£0
<b>Lead Partner Contributions</b>	<b>Type:</b>	<b>Secured:</b>	<b>Unsecured:</b>
	Cash (:): DNPA	£20,000	£0
	Staff:	£0	£0
	Volunteers:	£0	£0
	In-kind:	£0	£0
	<b>TOTAL:</b>	<b>£20,000</b>	<b>£</b>
<b>Other Contributions</b>	<b>Type:</b>	<b>Secured:</b>	<b>Unsecured:</b>
	Cash (source):	£0	£0
	Staff (source):	£0	£0
	Volunteers (source):	£0	£0
	In-kind (source):	£0	£0
	<b>TOTAL:</b>	<b>£0</b>	<b>£0</b>
<b>Moor than meets the eye contribution</b>	<b>Contribution:</b> £10,000  Plus £3,000 from Dartmoor story (Dart Valley interpretation)	<b>Intervention Rate (%)</b> 33%	

<b>Outputs</b>	<p>6 Films developed by young people to spread the word about the Dart Valley - its special qualities, its contested issues and how to look after it.</p> <p>18 family events to inspire and improve understanding of Dart Valley, not just a playground ...</p> <p>Spring half term 2018 x1 - 15 people Summer Holidays 2018 x6 - 90 people Autumn half term 2018 x1 15 people</p> <p>Easter 2019 x 2- 30 people Summer Holidays 2019 x 6 - 90 people</p> <p>Large multi -agency day event x 2 400 people</p>
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<b>Output indicators and targets</b>	<ul style="list-style-type: none"> <li>• 6 films produced</li> <li>• 18 family events attracting 640 people</li> </ul>																				
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• <b>People will have developed skills in heritage, film making and communicating difficult messages</b></li> <li>• <b>More people and a wider range of people will have engaged with heritage</b></li> <li>• <b>Improvement in behaviour and less conflict and degradation of highly visited sites</b></li> </ul>																				
<b>Evidence</b>	<p>We will record the number of people attending the family events and get feedback</p> <p>We will record the number of hits through Instagram, initial call for films and the final 6 when launched .</p> <p>Number of people viewing the films will be counted</p> <p>Feedback from the young audience and invited guests attending the celebration and award ceremony</p>																				
<b>Wider context</b>	<p>It also links to Dartmoor Story, Conservation apprentices and Eco skills. We anticipate that the Conservation Apprentices and eco skills students could get engaged in this project helping to develop and deliver events and promoting the project.</p>																				
<b>Legacy and maintenance of benefits</b>	<p>Change in behaviours via the project and legacy of the films that can be used in future years.</p>																				
<b>Risks and Risk Mitigation</b>	<table border="1"> <thead> <tr> <th>Risk Register</th> <th></th> <th></th> <th></th> </tr> <tr> <th>Nature of the risk</th> <th>Severity</th> <th>Likelihood</th> <th>Measures to mitigate risk</th> </tr> </thead> <tbody> <tr> <td>Landowner and local communities do not support the project</td> <td>H</td> <td>M</td> <td>Consider other possible sites. Haytor could be used and DNPA is the landowner</td> </tr> <tr> <td>Current visitors do not engage with the on site activities</td> <td>H</td> <td>L</td> <td>Past experience has shown that with the <b>right activities people will engage – Meldon Wildlife festival. Hands on Heritage days. Previous Ranger Ralph events at Newbridge</b></td> </tr> <tr> <td>Young people will not engage</td> <td>H</td> <td>M</td> <td>Appointment of right person to manage the project and attracting the right young person to promote the project.</td> </tr> </tbody> </table>	Risk Register				Nature of the risk	Severity	Likelihood	Measures to mitigate risk	Landowner and local communities do not support the project	H	M	Consider other possible sites. Haytor could be used and DNPA is the landowner	Current visitors do not engage with the on site activities	H	L	Past experience has shown that with the <b>right activities people will engage – Meldon Wildlife festival. Hands on Heritage days. Previous Ranger Ralph events at Newbridge</b>	Young people will not engage	H	M	Appointment of right person to manage the project and attracting the right young person to promote the project.
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				Have alternatives options eg promote through ten Tors and DoE	
<b>Background information</b>					