

## DETAILED PROJECT PLAN

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

PA2

## Postbridge Haymeadows



*A haymeadow at Postbridge (© DNPA)*

Heading	Content
Summary	This project aims to raise awareness and appreciation of the unique concentration of flower-rich haymeadows and pastures which remain in this area, through improvement in the management of existing meadows and involvement of the local community.
Project description	It is estimated that less than 7,500 ha of species-rich neutral grassland survive in England and the decline is continuing due to agricultural improvement, inappropriate management, development and neglect. A survey of neutral unimproved grasslands in Dartmoor National Park carried out in 2003/04 found a total resource of 449ha of unimproved neutral grassland remaining in the National Park. This represents about 6% of the remaining national resource of this habitat. The scope of the project covers two geographically distinct areas within the Project Area (Postbridge and Dartmeet), which have the highest concentration of remaining species-rich grasslands within the National Park. These two clusters have been regionally recognised for their importance for this habitat within the South-West Nature Map, and have

	<p>been prioritised as key wildlife areas within the National Park Authority's biodiversity management plan 'Living Dartmoor', which links its objectives to the national Biodiversity 2020 Strategy. Within these two clusters, there are 110.5 ha of unimproved neutral grassland, of which only 22.9 ha are in top or good condition. The remaining 87.6 ha would benefit from enhancement. Around half of the fields have been designated as CWS or uCWS, and one field is a SSSI.</p> <p>Haymeadows are entirely the product of human management, and hence are an important part of the area's local heritage. Whilst around 80% of the fields are in some sort of agri-environment agreement, most are not managed optimally due to difficulties with access, the size of the fields, and a lack of suitable stock or machinery. Whilst some local guided haymeadow walks already take place, and the national park authority provides some guidance on haymeadow creation, these initiatives are at present small-scale and uncoordinated.</p> <p>Our proposed Moor than meets the eye Community Ecologist will work with local communities to raise awareness of the flower-rich meadows through community and education events, will work with meadow owners and Natural England to improve management through cooperative working, machinery sharing and capital works, and will make links to local tourism and local retail outlets to promote opportunities to visit and as sources of green hay.</p>
<b>Beneficiaries and communication</b>	Local community, visitors, conservation sector, volunteers
<b>Project buy-in</b>	Meetings have been held with the local community on numerous occasions, with a visit to a species-rich haymeadow with interested parties on one occasion. Furthermore, a consultation letter was sent to all meadow-owners and managers, with follow-up discussions held with 1/3 of the owners. Discussions were also held with Natural England and the Duchy of Cornwall.
<b>Project lead</b>	DNPA – Naomi Barker ECOLOGIST nbarker@dartmoor.gov.uk
<b>Partners / contractors etc.</b>	Haymeadow owners and managers, Natural England, Duchy of Cornwall and local volunteers.
<b>Project development</b>	Consultations and site visits with landowners and managers to discuss the scope of projects and detail of elements within it have taken place. Also habitat monitoring and County Wildlife Site monitoring visits to 14 fields (20% of total). Meetings held with Natural England and the Duchy of Cornwall regarding the detail of how the post would enhance existing and future agreements in line with the new AES (follow-on from Environmental Stewardship in 2015).

## Activities and Timetable

### Jan 2015 – March 2015:

- Continued on-site advice and habitat monitoring in small-scale as at present.
- Establish contact with meadow owners and managers not currently under any agreement and start establishing their precise needs and requirements both for management and public awareness/promotion/interpretation.
- Make links to local tourism businesses and retail outlets.
- Start to develop an interpretation strategy on the value of the haymeadows.

### April 2015 – March 2016:

- Site visits to all fields with owner agreement to assess up-to-date condition and agree what could be done to enhance, connect, or improve management of these fields.
- Outline plans to be written and agreed with owners and Natural England. Ways of cooperative working to be identified.
- First volunteer work parties and contractors on site in winter months on fields identified over summer survey period.
- Interpretation strategy brought forward with local tourism outlets and as part of MTMTE interpretation strategy.

### April 2016 – Jan 2018:

- Education events, and haymeadow heritage trails to take place.
- Interpretation to be in place in local tourism outlets.
- Links to retail outlets for sale of green hay being developed and put into practice.
- Continued on-site presence and advice, as well as practical works to implement actions and achieve targets set out in management plans drawn up in Years 1-2. Setting up of machinery and stock cooperative.

£5,000 will be spent in Years 2 and 3 of the scheme to help implement conservation management measures that can't be funded through other schemes eg fencing, flailing etc

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	
PA2 Haymeadows																													
On-site advice and habitat monitoring.DNPA																													
Contact meadow owners																													
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Sale of green hay																													
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£5,000 to help implement conservation management measures																													

Budgets	Cost Breakdown		
Estimated Total Cost	Cost:		Contingency:
	£ 22,431		£0
VAT	a. Is VAT applicable?	b. Is VAT reclaimable?	c. VAT amount:
	YES	YES	£0
Lead Partner Contributions	Type:	Secured:	Unsecured:
	Cash (source):	£0	£0
	Staff:	£0	£0
	Volunteers:	£0	£4,000
	In-kind:	£13,431	£0
	<b>TOTAL:</b>	<b>£13,431</b>	<b>£4,000</b>
Other Contributions	Type:	Secured:	Unsecured:
	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>
<i>Moor than meets the eye contribution</i>	Contribution:		Intervention Rate (%)
	£5,000		22%

There is a cash contribution from Action for Wildlife of £10,692 towards the Community Ecologist post which will run this scheme. This is shown on Programme E.

<b>Outputs</b>	<ol style="list-style-type: none"> <li>1. Awareness raising through events, guided walks, school visits, haymeadow heritage, their national importance, interpretation, haymeadow trail and greater butterfly orchid count</li> <li>2. Improve management by enhancement and maintenance through agreements, machinery sharing, scrub and bracken control, organising grazing and monitoring County Wildlife Sites</li> <li>3. Promote the meadows as a tourism attraction, developing accommodation links and wildflower seed sources</li> </ol>
<b>Output indicators and targets</b>	<ul style="list-style-type: none"> <li>• Management to achieve improved condition in place in 75 ha of unimproved meadows</li> <li>• 20 walks and events over years 2-5</li> <li>• 8 volunteer tasks completed</li> <li>• Interpretation boards present in local tourism and information outlets</li> <li>• Scope, interest, and feasibility for a local haymeadow network and sale and distribution of green hay been carried out</li> </ul>

<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• More people and a wider range of people will have engaged with heritage .Greater public and community awareness of the Postbridge haymeadows</li> <li>• Heritage will be better managed</li> <li>• Heritage will be in a better condition. Improved management and condition of the meadows</li> <li>• Your local area/ community will be a better place to live, work or visit. Greater diversification of local businesses linked to the meadows</li> </ul>
<b>Evidence</b>	<p>Habitat monitoring will evidence improvement in condition. Current condition is known or will be recorded in Years 1-2, so differences in condition are measureable. County Wildlife Site methodology will be used.</p> <p>Number of new and revised mgt agreements  Numbers of events will be recorded  At the very least, a feasibility study into the possibility of a haymeadow network and scope for sale/distribution for green hay been put in place.</p>
<b>Wider context</b>	<p>Links to the Natural Connections project, which is seeking to achieve similar goals in a different habitat. Some of landowners will be the same for both Projects, so the Comm Ecologist will be able to co-ordinate works.</p> <p>Links to Moorland Birds as species-rich meadows provide abundant food source for invertebrates, and, in turn, birds. Eg red-backed shrike, ciril bunting,</p> <p>Links to Parishscapes, such that community can understand the history and heritage of their parish</p> <p>Links to Visitor Centres Postbridge and Haytor for local interpretation</p> <p>Links to Postbridge Trail for local haymeadow walks and trails</p> <p>Links to Dartmoor Diploma</p>
<b>Legacy and maintenance of benefits</b>	<p>Greater appreciation of the Postbridge Haymeadows by the local community and visitors.</p> <p>Better managed, better connected and better quality unimproved neutral grasslands in the two project areas, and beyond through green hay initiative.</p> <p>Production of long-term management plans in conjunction with Natural England</p> <p>A thriving haymeadow network addressing individuals needs and requirements for best management</p> <p>Well-established interpretation boards and features in local tourism and retail businesses, as well as on-going community and education events, and information on haymeadow trails.</p>

Risks and Risk Mitigation	Risk	Severity	Likelihood	Measures
	Unwillingness of some owners to take part	M	L	Through conversations in the development phase it is known that the main landowner and some others are keen to get involved.
	Machinery and stock sharing doesn't work as hoped	L	M	Ensure thorough consideration of issues by all partners at initial stage. Community Ecologist can facilitate initially.
	Failure to get sufficient volunteers or contractors to undertake capital works	M	L	Development phase community engagement work has shown significant interest in natural heritage. Local volunteer groups always looking for interesting project to work on
<b>Background information</b>	<p>Two project areas are regionally recognised for their importance for unimproved neutral grasslands in the South West Nature Map This regional strategic document has been incorporated into the DNP management plan 2013-2017, and the DNPA biodiversity mgt plan 'Living Dartmoor', which sets out action and direction from 2013-2023 and will be available on the DNPA website.</p> <p>The aims and objectives, as well as targets, are linked to the government's England Biodiversity Strategy 'Biodiversity 2020'.</p> <p>The aims and objectives also complement those of Natural England's Environmental Stewardship Scheme and the follow-on AES.</p> <p>The interpretation of haymeadows will form part of the Dartmoor Story, sharing the historical significance of the haymeadows and past community involvement whilst also promoting the flagship species still present. This project will be part of the wider plans for walks and trails in the Postbridge and Bellever area and will help encourage people to stay longer. The Dartmoor Diploma will provide an opportunity to develop courses in species identification, monitoring techniques, traditional management.</p>			