

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		

PD4

Heritage Skills Training



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Heading

Content

Summary

This project will deliver a programme of training to meet the needs identified within the *Moor than meets the eye* Skills Audit and updated to reflect recent feedback from farmers, tourism interests and volunteers. The training will be targeted at residents, farmers, tourism businesses, local guides, volunteers and recreational user groups and event organisers. This revised pro-forma outlines a new approach to delivery of the project:

Key changes:

- A training co-ordinator employed 4 days a week to deliver 36 courses over 3 years
- Estimated 180 people attending courses (original target 125 reduced to 100 over 4 years)
- Joint post with Dartmoor Hill Farm Project who have also recently identified the need for a training co-ordinator to develop a range of

	<p>courses for the farming community and support the relaunch of the Moorskills apprenticeship scheme. (Many of the courses they identified have heritage value – e.g. hedgelaying, stonewalling, understanding habitats, recognising species, management of the commons)</p> <ul style="list-style-type: none"> • Courses will not necessarily be accredited but relevant to local needs and affordable . People will still be able to complete a number of different courses and earn points to get a Dartmoor Diploma certificate; a local award. (Bronze 25 points, Silver 50 points, Gold 100 points) <p>Why have we made the changes:</p> <ul style="list-style-type: none"> • It was proving difficult to appoint a Training Co-ordinator 1 day a week • Concern about the income generation required for the original Dartmoor Diploma model (£80,000 course fees). Feedback suggested high course fees are likely to stifle demand, this is an increasing risk as time passes and delivery period reduced. • Effective use of resources. We believe we can deliver the original targets for training and outcomes of the Dartmoor Diploma with less resources. The original bid for Dartmoor Diploma was £150,000, this bid is for £83,215* • Opportunity to utilise match funding from Princes Countryside Fund and Duchy of Cornwall (DoC) through a joint approach with Dartmoor Hill Farm Project (DHFP) • DHFP have experience of developing and delivering training courses and would be well placed to expand the breadth and scope to include a wider range of courses relating to heritage skills • The DHFP Steering Group and the MTMTE Board are keen to take the opportunity to promote greater integration between farming, tourism and volunteer sectors • HFP also started to engage with service veterans promoting volunteering opportunities on farm. This is hopefully going to be expanded through the new project. • The project will raise the profile of HLF and MTMTE with the wider farming community. <p>*We hope to allocate the remaining Dartmoor Diploma budget £66,785 to a new project which will deliver additional outcomes. Details of this will follow.</p>
<p>Project description</p>	<p>The Dartmoor Diploma is being developed to meet the <i>Moor than meets the eye</i> Landscape Partnership’s Programme D (Training and Skills) aim to “Offer bespoke training opportunities that will ensure the relevant local heritage skills are sustained and used into the future”.</p> <p>This will be achieved through:</p> <ul style="list-style-type: none"> • The appointment of a training co-ordinator (4 days a week) to develop and deliver a range of training events at the point of demand • developing a range of courses (theory and practical) relating to the heritage of Dartmoor

	<ul style="list-style-type: none"> • training for a wide range of skills to support use of traditional skills in management of the countryside and vernacular buildings; to help people better understand the heritage and pass this information on to others (particularly visitors) <p>This will help achieve the MTMTE objectives of:</p> <ul style="list-style-type: none"> • providing local communities, businesses, land managers, guides and local property owners with enhanced skills, confidence and enthusiasm to contribute to the conservation of our built and natural heritage • Increasing understanding of the historic and natural landscape and improve the ability of local people to share, celebrate and enjoy their local landscape • enhancing physical and intellectual access to the heritage landscape for everyone to enjoy • developing a well-trained and co-ordinated volunteer workforce to help conserve and interpret the area's heritage both now and in future years.
Beneficiaries and communication	<p>The <i>Moor than meets the eye</i> Skills Audit was focused principally on three main target groups: farmers, volunteers and businesses. These will still be a prime focus, but the courses will also be of interest to local residents, reaching a much wider audience.</p> <p>Key Message</p> <ul style="list-style-type: none"> • This project will help people to develop skills to better understand, care for and share the heritage of Dartmoor for future generations. <p>Communications</p> <p>The project will be supported by the MTMTE website, the Dartmoor Hill Farm Project newsletter (450 farmers) and Visit Dartmoor news (400 tourism businesses) which will advertise and promote courses. These media will also be used to identify emerging training needs.</p>
Project buy-in	<p>This is a revised pro-forma following discussion with relevant organisations. There is significant experience and support from the DHFP, Visit Dartmoor (one of the MTMTE Partners) and is endorsed in principle by the MTMTE LPS Board.</p>
Project lead	<p>Dartmoor National Park Authority – the Training Co-ordinator will be employed by the Authority as part of the DHFP team. The post will be managed by the Head of Conservation and Land Management (HoCLM).</p> <p>A small co-ordinating team comprising HoCLM, MTMTE Scheme Manager, DHFP Steering Group representatives and representatives from Visit Dartmoor will meet six monthly to agree and approve the programme of training for the following six months .</p>
Project development	<p>Over the past two years since the MTMTE scheme started we have been unable to initiate this project. There have been concerns about the risk of attracting £80,000 from course fees and the general consensus amongst the farming and tourism community is that such a price is exclusive and will significantly affect demand. There have also been discussions with</p>

other potential partners such as the Hill Farm Project and Moorskills who were both looking to expand activity in this area.

DHFP is a farmer led initiative formed between the Dartmoor National Park, DoC and farming community in response to issues facing farmers following Foot and Mouth in 2003. It has a database of 450 farmers and aims to provide farmers with up to date and relevant information and advice; facilitate co-operative working and help farmers react to issues/opportunities of mutual interest.

The DHFP Steering Group have recently identified a new focus to expand the programme of training, knowledge transfer and networking opportunities; to help young people start a career in upland farming and promote cross generational working; and establish better links, understanding and co-operative working between tourism and farming businesses. This is the focus of a current bid from the DHFP to the Princes Countryside Fund. If successful the new project would start on 1 February 2017 for 3 years.

The scope of the bid to the Princes Countryside Fund is wider than the Training Co-ordinator post and associated course delivery. It involves specific support to 8 apprentices and on farm consultancy time for whole farm business planning, succession and benchmarking which the DHFP staff started to develop during the current phase of the project. These elements of the bid are outside of the scope of the Dartmoor Diploma and have not therefore been included in the costings for the project as outlined below:

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Budget

Expenditure

Training Co-ordinator - 4 days a week - 3 years	£69,865
Training Events/workshops - 36 over 3 years *	£13,350
TOTAL	£83,215

**The budget for events is based upon experience from HFP over the past 2 years*

Income

Princes Countryside Fund	£36,000
Duchy/course fees	£21,018
HLF grant	£26,197*
TOTAL	£83,215

**HLF grant at 32% as per original pro-forma*

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Proposed list of courses include but not be limited to:

- Hedgelaying x 3
- Stonewalling x 3
- Archaeology of the Moor x 3
- Swaling x 3
- Species identification and habitat management x 9

	<ul style="list-style-type: none"> • Cultural heritage, management and rights and responsibilities on the Commons of Dartmoor x 3 • Customer care, dealing with the public, talking about heritage x3 • Business skills for the self-employed x2 • Maps and navigation • First Aid • Recording and interpreting local heritage assets • Understanding and maintaining historic buildings <p>There will be others that are probably more specific to the farming community but could also be of wider interest, particularly younger apprentices, such as:</p> <ul style="list-style-type: none"> • Sheepdog training • Chainsaw/cross cutting • Fire training • Safe use of pesticides
Activities and Timetable	<ol style="list-style-type: none"> 1. 23 December 2016 – decision from PCF on grant application. Job advert 2. Project starts 1 February 2017 3. March 2017 – Training Co-ordinator starts 4. March 2017 - 1st meeting of Training Steering Group 5. Courses developed and delivered from April onwards 6. September 2017 – Steering Group review first six months and agree six monthly programme of courses 7. March 2018 – Steering Group review year 1 and agree six monthly programme of courses 8. September 2018 – Steering Group 18 month review and agree six monthly programme of courses 9. March 2019– Steering Group review year 2 and agree six monthly programme of courses 10. September 2019– Steering Group 2 year review and agree final programme of courses 11. January 2020 – Steering group complete final evaluation and review.

Budgets	Cost Breakdown		
Estimated Total Cost	Cost:		Contingency:
	£83,215		£0
VAT	a. Is VAT applicable?	b. Is VAT reclaimable?	c. VAT amount:
	No	No	£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: PCF	£0	£36,000 (decision 23 December)
	Cash: Duchy	£21,018	£0
	Volunteers (source):	£0	£0
	In-kind (source):	£0	£0
	TOTAL:	£21,018	£36,000
<i>Moor than meets the eye contribution</i>	Contribution:		Intervention Rate (%)
	£26,197		32%

Outputs	<ul style="list-style-type: none"> Part-time Training Co-ordinator (4 days a week) for three years 180 people attending courses
Output indicators and targets	<p>Development of 36 Dartmoor specific courses across themes of :</p> <ul style="list-style-type: none"> Built heritage Natural heritage Tourism and interpretation Traditional skills and farming Heritage businesses <p>and the number of points gained (Bronze 25 points, Silver 50 points, Gold 100 points).</p>
Outcomes	<ul style="list-style-type: none"> People will have developed skills People will have learnt about heritage Heritage will be better managed Heritage will be in a better condition Environmental impacts will be reduced <ul style="list-style-type: none"> local communities, businesses, land managers, guides and local property owners have enhanced skills, confidence and enthusiasm to contribute to the conservation of our built and natural heritage.

	<ul style="list-style-type: none"> ○ Increased understanding of the historic and natural heritage and improve the ability of local people to share, celebrate and enjoy their local landscape. ○ enhancing physical and intellectual access to the heritage landscape for everyone to enjoy. ○ developing a well-trained and co-ordinated volunteer workforce to help conserve and interpret the area's heritage both now and in future years.
Evidence	<ul style="list-style-type: none"> ● List of courses offered. ● Course attendance sheets including breakdown of attendance by target audience type ● Feedback forms at all courses <p>There will be ongoing monitoring and evaluation of this project through the Steering Group and as part of the wider MTMTE scheme.</p>
Wider context	<p>The project can add value to the following projects:</p> <p>PD2 EcoSkills PA2 Haymeadows PA3 Natural Connections PA4 Discovering the Nature of the Bovey Valley PA6 Higher Uppacott PA7 Ponies Pounds and Driftways PA8 Ancient Boundaries, Modern Farming PB5 Welcome to Widecombe</p>
Legacy and maintenance of benefits	<p>Once a programme of courses has been developed and evaluated, it will be easier to continue them on a cost neutral basis if demand continues.</p>

Risks and Risk Mitigation	Risk Register			
	Risk	Severity	Likelihood	Measures Undertaken
	Poor take up of Diploma courses	L	L	Developed flexible course system to allow students to choose the level of the award
				Tenders for the contract for delivering the Dartmoor Diploma will be for two years initially, so that the project can be thoroughly evaluated
Princes Countryside Fund is not forthcoming	H	M	Initial feedback good but if we are unsuccessful we would need to reduce the hours of the training co-ordinator and reduce our target for the number of people trained. We are still confident that we could deliver the 100 target required for HLF	
Training Coordinator not found	H	M	Re-scoping the project has allowed us to increase the initial 0.2FTE post to 0.8FTE and be potentially more appealing to the recruitment market	
Background information	Previous PD1 – Dartmoor Diploma pro-forma MTMTE Skills Audit - 2013 MTMTE Skills Workshop - August 2015			