



Learning, Access and
Community Engagement Plan
for

The Limestone Landscapes Partnership

July 2010



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Quality Management Final Report

Project number: 5522

**Workscope: Learning, Access and Community Engagement Plan – Final
Report**

for the Limestone Landscapes Partnership

Submission Date: July 2010

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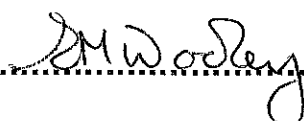
Commissioned by: The Limestone Landscapes Partnership

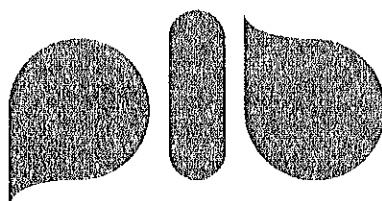
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Executive Summary

1.1 Introduction and study scope

This report is a Learning, Access and Community Engagement (LACE) study for the Limestone Landscapes Partnership (LLP) 2010-2015. It plays an important role in guiding the priorities for the Landscape Conservation Action Plan to be submitted for the partnership's Stage 2 HLF bid.

The partnership area is based on the National Character Area 'Durham Magnesian Limestone Plateau', covering about 207 km square, largely in County Durham. However, the partnership area includes five local authority areas.

Partnership **vision**:

Working together in a landscape-scale Partnership to make a positive difference to quality of life and to the unique environment of the Magnesian Limestone area.

The plan researches and provides recommendations on the ways that the scheme will increase participation, increase access to the projects to be undertaken and increase learning and training opportunities across the wider scheme.

1.2 Methodology

The methodology uses the HLF guidelines for Activities Planning and Landscape Partnerships Guidance Second Round help notes. As such, the study falls into three basic stages:

1. Identifying where the partnership is now in terms of activities and ideas to date
2. Helping identify and prioritise key projects to be taken forward
3. Action planning to involve learning, access and community engagements within the LLP scheme 2010 – 2015

The study helps identify the current audiences for the LLP area as well as the audience development potential. It also identifies the barriers to involvement the LLP must strive to overcome or mitigate and suggest projects to be included in the Landscape Conservation Action Plan (or longer term Management Plan) to engage with new or hard to reach audiences.

The methodology hinged around setting up community consultation and engagement workshops across the LLP area with representatives of target audiences (user and non user group representatives) to test suggested projects from reports already undertaken for the partnership (outlined in section 2), identify additional sites and project opportunities and make further recommendations. The summary of projects tested can be seen in Section 4.

One to one consultations were also undertaken with agreed stakeholders to gain feedback on specific projects.



Sites and projects consulted on have been identified through previous reports for the partnership (see section 2) and from the Partnership steering group.

1.3 Target audiences

Based on the information gathered for this report, potential audiences that the LLP should be targeting include:

- All local communities in and close to the LLP area
- BME and migrant communities based in urban areas such as South Tyneside and Sunderland
- Older people and single person households
- Children and younger people
- Local families
- The economically inactive and unemployed
- Deprived communities
- Adults with low educational attainment
- People with health problems and at risk of poor health
- Day visitors, including those from within a near drive time
- Employees from within the land management and tourism industries
- Practitioners working in all the areas pertinent to this study, including education, research, land management, farming, tourism, quarrying/ extraction industries, building, planning, wildlife and heritage conservation, countryside recreation

1.4 Barriers to access

The following is a summary of the different types of barriers for sites included in the LLP area, identified in the course of this project:

Physical and sensory barriers

- Main roads, busy roads, motorways and railways
- Inadequate public transport for some areas
- Special qualities of the LLP are hard to locate if you don't know what you're looking for e.g. rare plant combinations, fossils
- Quarry sites can be steep, hard to access and difficult to get in to
- Path maintenance issues, including vegetation issues; condition of paths, disjointed bridleway system
- Lack of seating along popular routes – appreciated by the 'active elderly'
- Lack of car parking for some sites

Intellectual barriers

- Geology is a little-known and little-understood subject area
- Lack of knowledge about the specialist biodiversity of the area
- LLP area perceived as 'ordinary', nothing special – not valued in the same way as better known protected landscapes and therefore underused
- *"Limestone doesn't mean much to us"* (younger people)
- Lack of awareness of where the Rights of Way/ access routes into the countryside are. Absence of orientation aids/ wayfinding aids in the countryside to help guide you
- Poor understanding of boundaries/ extent of the LLP area – people want to know their communities are included/ excluded



Social/ cultural barriers

- People tend to go elsewhere (outside the area) for countryside recreation. Areas of the landscape inland from the coast are less well known as places to visit
- People don't tend to know where the beauty spots/ highlight features are in the LLP landscape, beyond their local area
- Lack of confidence in some users in using the countryside
- Lack of awareness about local circular routes and 'easy access' routes
- People are not as aware of the RoW in general as they used to be
- East Durham is still seen as an "industrial" landscape – perception that it's not a 'nice' area to visit
- Local people still remember the closure of the pits – the land, although regenerated, still has associations – rather 'spooky' now – associations
- Litter and dumping puts people off using parts of the countryside
- Antisocial behaviour and graffiti put people off areas of the countryside, gangs putting people off using urban greenspace e.g. Mowbray Park, Sunderland
- Lack of car ownership amongst less well off communities restricts access
- Lots of community groups have, to a varying degree, "done" community heritage projects and there is a perception that encouraging more of this activity is therefore not good use of funds
- Generational change – young people don't "play out" anymore so no culture of countryside engagement
- Countryside pursuits seen as 'for the older people' where there is nothing to do for younger people when you get there
- Poor awareness and understanding of County Durham from outside the region
- High expectations of the partnership which have been mis-managed in past projects leading to scepticism about the potential of the LLP
- Concerns about feeling safe in the countryside e.g. women on their own
- There is little provision for 'extreme' recreation within the area

Financial barriers

- Lack of disposable income amongst some target audiences across the LLP, corresponding lack of car ownership enhances isolation and exclusion
- Schools cannot afford to release staff to undertake training away from school
- Young people cannot afford to access some of the services and recreational activities they would like
- Concerns about the funding sustainability of these projects

Organisational barriers

- The LCA is not recognised as a whole, single entity on the ground
- Lack of "young leaders" in the community, lack of volunteers to run activities/ tours, especially for younger people
- Many schools are not yet involved in Learning Outside the Classroom and have yet to buy in to this approach
- Community groups need lots of support on the ground and time to participate in projects
- Aging voluntary sector – less active. Also aging 'Friends of' groups – succession issues
- Danger of duplicating events, project activities – need to be sure you have a good understanding of what else is going on in that locality
- Myriad of small, localised grass routes organisations and societies all doing different things – hard to engage above the very local level
- Issues of access in relationship to private ownership in some project sites



- Facilities on the ground not geared up towards greater use by the community

1.5 Recommendations

Many of the projects identified by the LLP offer huge potential for learning, access and community engagement opportunities and should therefore be taken into consideration for the Landscape Conservation Action Plan (LCAP). They also address the barriers to access identified in the course of this study.

The audience development potential of the LLP scheme is summarised in section 8. Key areas the LLP can provide for new audiences include:

- Projects supporting **access to local greenspaces** in and around Sunderland e.g. the Reef Hills Project, Trails and Tribulations including for deprived areas of population e.g. the Limestone Festival, Leg it Across the Limestone Landscape projects
- Projects using **events/ festivals** to draw attention to the time of year when the MagLime biodiversity display is at its best e.g. the Limestone Festival
- Projects that **increase awareness of local biodiversity** amongst local communities e.g. the Kingdom of Quarries project, Children's Club
- Projects that support **museum outreach** schemes e.g. Outreach Scheme
- Projects that support the **use of existing oral history material and encourage new oral history programmes** to encourage dialogue about landscape change at community and inter-generational level e.g. the Relics Rising and Farming Futures projects
- Projects that enable **interpretation** of the area, particularly the geology e.g. the Reef Hills Project, Towers and Hills, Coal Countryside Counts projects, pre visit information and marketing material including online, geocaching
- Projects that **provide training** in a variety of relevant areas, from taxonomy to land management, outreach training, understanding geology, interpretation techniques including online presentation e.g. Land Management Best Practice
- **Provision for younger people** including disadvantaged younger people, e.g. projects encouraging participation in the arts and sports like the Reef Hills Project
- Projects that **invest in viewpoints** and landscape 'highlights' like Copts and the Law, Towers and Hills, Bishop Middleham Palace
- Projects that **use demonstrations** to involve people more actively e.g. Lime Kiln consolidation, Quarries live

1.6 Priority projects

In particular, the following projects consulted on with various stakeholder groups were recommended as priorities:



Priority Projects
Establish geodiversity trails with local schools - Kingdom of Quarries, Reef Hills Project and Trails and Tribulations
Provide training courses for the restoration of historic buildings and workshops in Heritage Skills - Field Training for staff and volunteers, Lime Cordially and Heritage Skills and Training Days
Provide specialist training for staff in outdoor learning - Learning through the Outside Classroom, Field Training for staff and volunteers and Forest Schools
Provide running costs/ transport for school visits - Learning through the Outside Classroom . Financial aid could also be provided for schools participating in the Forest Schools project, Farming Futures and Outreach Programme
Provide voluntary training courses in practical conservation –covered by many proposed projects
Leg it Across the Limestone Landscape
Middridge Quarry access improvements linked to Shildon
Murton – improved RoW access links
Bishop Middleham Palace Project
Reef Hills Project
Children's Club
Farming Futures
The Limestone Festival
Coal Countryside Counts
Kingdom of Quarries

1.7 Overarching recommendations:

A number of overarching recommendations emerged from all the consultations and desk research. These were that:

- 1 It is important that the LLP continue to invest in **awareness-raising and PR** so that more people can find out about what the partnership scheme has to offer, and potentially get involved. There is opportunity for further consultation to be undertaken concerning projects that have as yet had little opportunity to be aired amongst local communities. Focusing on 'highlight' sites and experiences, from the Towers and Hills to the Limestone Festival and key moments in the seasonal calendar could help provide a 'hook' to get people interested and involved
- 2 The LLP would greatly benefit from establishing a **Learning and Community Engagement post** to support the delivery of projects if funding were to be achieved. This supports one of the key aims of the partnership: *'to work with communities connected to the natural area to help shape a landscape that reflects their needs'*. In particular, **ongoing community consultation** will be needed particularly around key delivery sites and projects, with target audiences for those projects



- 3 The LLP should **develop an overarching interpretation strategy** for new interpretive projects across the area, in order to ensure key messages, branding and delivery are reinforced and of a consistent standard. This could be in the form of an interpretation 'toolkit' or simple 'design guide' to support the work of community groups
- 4 There is a strong interest in **training provision within the cultural heritage sector**, particularly for heritage building restoration and other heritage skills. The LLP should look for ways to support this agenda across the Landscape Conservation Action Plan and longer term management plan
- 5 An important opportunity exists for the partnership to **provide more opportunities for community engagement with biodiversity based projects**, especially as the barriers to access how little awareness there is of this natural heritage amongst many sections of the local community
- 6 **Provision for young people** in the community has been a recurring theme throughout the research undertaken for this LACE Plan, even cited amongst other age groups. Active engagement opportunities and challenges, such as sporting/ recreational opportunities, arts and food related projects as well as skills and training initiatives have all been cited as potential ways of engaging younger audiences with the Limestone Landscape
- 7 It is also evident that the LLP can assist with **ongoing promotion of the use of local countryside and greenspace**, including public rights of way, right across the partnership area. This is part awareness raising, part confidence and skills development, part infrastructure improvements on the ground yet has the potential to really connect communities with their local environment, enable them to get involved in many of the kinds of projects proposed and also fits with a wide range of agendas. Above all this helps combat many of the barriers raised by groups for specific projects.



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Appendix A Strategy Review

Appendix B Market Review

Appendix C Comparator Review

Appendix D List of Consultees

Appendix E Youth Consultation report – Sunderland

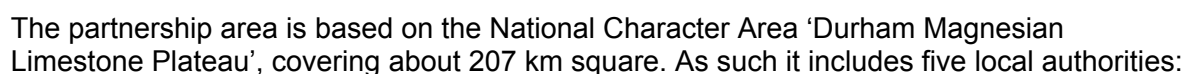
Appendix F Education and Training Consultation report

Appendix G Rural Community Consultation report – Wheatley Hill

Appendix H Access and Rights of Way Consultation Report



This report comprises a Learning, Access and Community Engagement (LACE) study for the Limestone Landscapes Partnership (LLP) 2010-2015.



- FINAL Learning, Access and Community Engagement Plan**
for the Limestone Landscape Partnership
 5522/AP
 July 2010



- City of Sunderland Council
- Durham County Council
- Darlington Borough Council
- Hartlepool Borough Council

The plan researches and provides recommendations on the ways that the scheme will increase participation, increase access to the projects to be undertaken and increase learning and training opportunities across the wider scheme. Sites and projects consulted on have been identified through previous reports for the partnership (see section 2) and from the Partnership steering group.

It supports The LLP's Stage 2 Application to the Heritage Lottery Fund.

This study falls into three basic stages:

1. Identifying where the partnership is now in terms of activities and ideas to date
2. Helping identify and prioritise key projects to be taken forward
3. Action planning to involve learning, access and community engagements within the LLP scheme 2010 – 2015

1.2 The Limestone Landscape Partnership

Limestone Landscapes is a landscape-scale partnership of a broad range of public, voluntary and private sector organisations across a wide range of interest areas. 29 organisations have been involved in setting up the partnership and key representatives in the Task Group include:

- Natural England
- Durham County Council
- Durham Biodiversity Partnership
- Durham Rural Community Council
- The Woodland Trust
- Groundwork North East
- The Architectural and Archaeological Society of Durham and Northumberland

The organisation currently comprises 28 voting members split between management bodies, national and regional statutory agencies, bodies with a local or community perspective and key landowners/ managers/ delivery partners for partnership projects.

Partnership **vision**:

Working together in a landscape-scale Partnership to make a positive difference to quality of life and to the unique environment of the Magnesian Limestone area.

Aims:

- Champion and co-ordinate informed, participative and integrated action on the environment across a broad range of sectors
- Deliver environment-led actions that achieve social and economic benefits
- Work with communities connected to the natural area to help shape a landscape that reflects their needs

This encompasses a desire to promote integrated management and project delivery across the whole landscape to significantly enhance the environment and quality of life and well-being of its communities.

The proposed development projects in the Landscape Conservation Action Plan aim to restore and enhance the Magnesian Limestone Plateau as a unique landscape. The Landscape Conservation Action Plan is being produced alongside a wider Management Plan for the area that will look at the future beyond 2015. Therefore, this plan looks at opportunities for learning, access and community engagement throughout and beyond the HLF bid.

The seven organisational **objectives** are:

1. To conserve and enhance the unique biodiversity, geodiversity, landscape, heritage and cultural assets of the partnership area and strengthen and develop local character and distinctiveness
2. To improve access to the countryside and natural green space, and opportunities for healthy 'green exercise' that will improve mental, physical and social well-being
3. To raise awareness of the environment and the partnership area as an educational resource and a source of local pride, creating stronger links between rural and urban areas
4. To empower local people to participate in activities and decision making on the environment
5. To improve, promote and use the environment as a stimulus for economic regeneration and sustainable growth
6. To support and promote activities that help to mitigate, or adapt to, the impacts of climate change
7. To support and complement the work of partners through linking and securing resources and expertise





1.3 Methodology

The methodology used to undertake the LACE Plan uses the HLF guidelines for Activities Planning and Landscape Partnerships Guidance Second Round help notes.

It will identify the current audiences for the LLP area as well as the audience development potential. It will also identify the barriers to involvement the LLP must strive to overcome or mitigate against and suggest projects to be included in the Landscape Conservation Action Plan (or longer term Management Plan) to engage with new or hard to reach audiences.

The report will help prioritise LLP projects, their benefits, audiences and expected legacy.

The methodology hinged around setting up community consultation and engagement workshops across the LLP area to test suggested projects from reports already undertaken for the partnership (outlined in section 2), identify additional sites and project opportunities and make further recommendations.

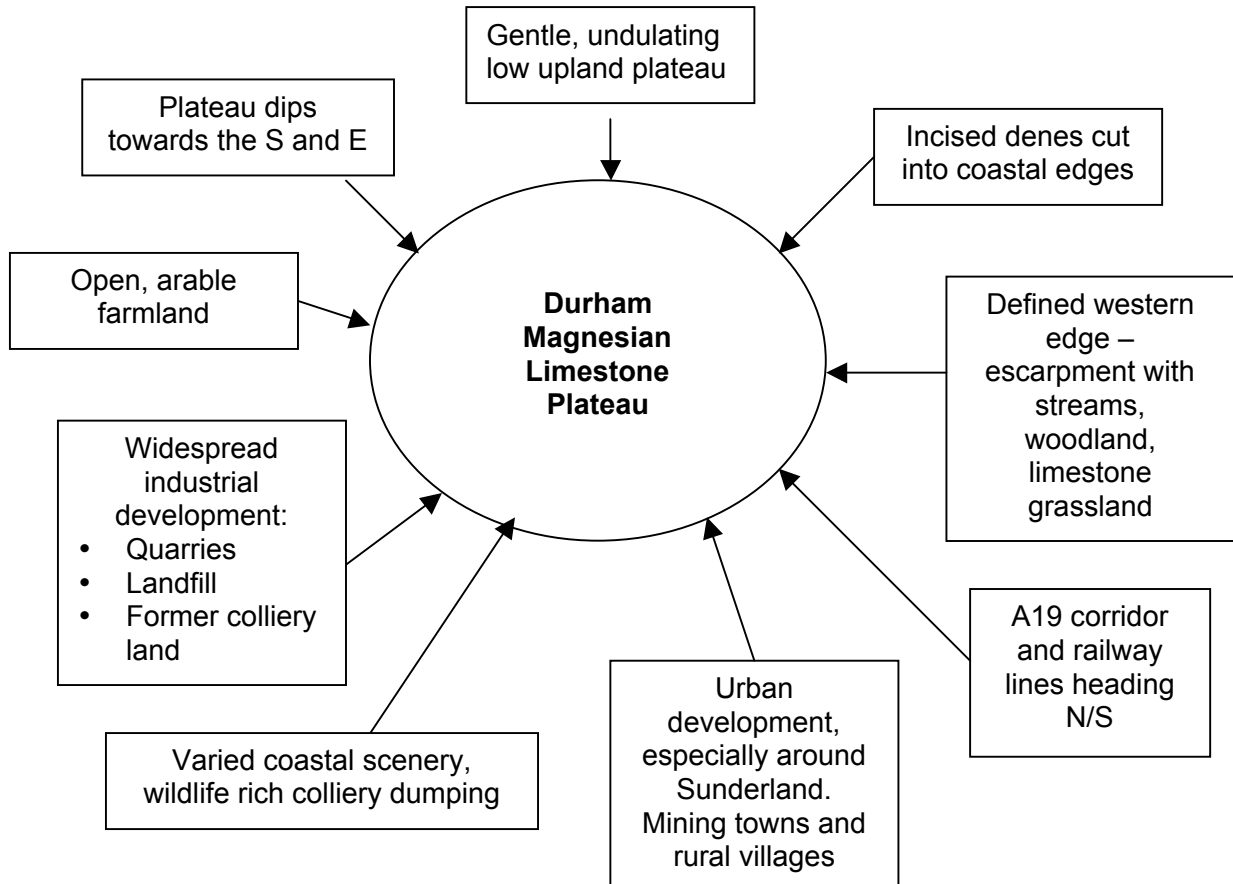
One to one consultations were also undertaken with agreed stakeholders to gain feedback on specific projects.

The consultants' understanding of the study area and its use was supported by site visits with the development officer, Ken Bradshaw, in April 2010, to a range of project locations including:

- The Cleadon Hills
- Tunstall Hills
- Whitburn
- Fulwell Quarry
- Seaham
- Hawthorn Dene
- Copt Hill
- Quarrington
- Kelloe
- Penshaw Hill
- Coxhoe

1.4 Significance

The LLP area is based on Natural England's National Character Area 15. Characteristics of this landscape can be summarised as:



In particular, the area contains nationally rare geological formations including marine rocks containing the fossils of reptiles and plants from long gone periods of the earth's history. The thin, nutrient poor alkaline soils the limestone supports enables a rare assemblage of unique wildflowers to grow. Visually, the landscape comprises a series of escarpments and plateaus, spur and vale topography; with prominent hill top structures on some of the escarpment ridges. Rock, mineral and fossil sites can be found in cuttings and quarries where the rock strata has been exposed.

The LLP area also has a special history. It contains evidence of settlement from the prehistoric period and of the transformation from an agrarian economy to an industrial one. The cultural heritage of the area is inextricably tied to coalmining and quarrying and is now subject to a process of de-industrialisation following closure of the mines in the last century.

Geology has also influenced the local vernacular building material and the very settlement pattern, infrastructure, derelict brownfield land, including former quarries, all evidences the heavy influence of coal mining and quarrying on the landscape.

In spite of this wide range of significance, the LLP area has little protection excepting the Durham Heritage Coast.

Major settlements across the LLP area include Sunderland, Hartlepool, Peterlee, Seaham harbour and Newton Aycliffe and while these settlements are not the focus of the study, their populations nevertheless form an important part of the audience.



The limestone coast forms an important aspect of the LLP area that has been subject to a great deal of regeneration in recent years, from Turning the Tide to the Durham Heritage Coast designation. The unique rock strata, that can best be seen at the coastal cliffs, is unrivalled for research and teaching purposes.



Some key outputs of this report are, therefore, to:

- find ways of encouraging people to learn about, conserve, enjoy and celebrate the area
- support partner plans to foster sustainable community development in the communities of the North East, empowering communities to get involved in specific projects
- make the links between cultural and natural heritage
- help communities recognise the impact of our geological heritage – building materials, coal, use of lime to ‘sweeten’ the land for farming
- help communities recognise the unique assemblage of rare plants and animals supported by magnesian limestone grassland

“there is however a need to take action to make the communities of the area aware and proud of the unique place they live and their heritage, and then equip them to conserve those things which make it special and from which they can take inspiration for the future.”

(from the Historic Environment Action Plan summary, p.iii)



2 Context

2.1 Consultation to date

Prior to commissioning the LACE Plan, the partnership has already made some efforts to engage the local community through:

- Compiling a **database of c. 240 key contacts** across voluntary, statutory, landowning, community and local authority organisations
- Hosting a major **consultation event** in November 2009 to 'launch' the partnership and invite comments on the geodiversity, biodiversity and historic environment studies that were then running, to which everyone from the database was invited and **c. 60 people attended**
- The ongoing efforts of **the LLP Project Officers** to engage with local community groups, including through presentations and talks with the following **14 groups**:
 - Durham City Area Action Plan Forum
 - East Durham Area Action Plan Forum
 - East Durham Area Action Plan Board
 - Aycliffe and Middridge Area Action Plan Forum
 - East Durham Rural Area Action Plan Forum
 - Discussions with Mike Riley, Woodland Officer, Forestry Commission
 - Hartlepool Local Strategic Partnership Green Group
 - Ranger Service, Durham County Council
 - Tunstall Hills Protection Group
 - OASES (Outdoor Activities and Sustainability Education Service, Durham County Council)
 - The Friends of Copt Hill
 - The National Trust
 - Durham Botanic Gardens Teachers Event
 - The Sherburn Hill Environmental Action Group
- Consultations undertaken as part of the **Historic Environment Audit**, through written contact (email and letter) with a database of societies, clubs and community groups and subsequent correspondence and telephone conversation as requested by consultees. Short presentations with Q&A opportunities were provided to the Architectural & Archaeological Society of Durham & Northumberland and the Pride in Easington Group. Informal consultations were also held with passers by and members of the public when the consultants were undertaking fieldwork on an ad hoc basis. **The number of groups contacted included over 40 local Historical and Archaeological Societies as well as 6 Metal Detecting clubs and societies.**

The same database of interested parties was also contacted as part of the Local Listing Study. Groups were posted or emailed a leaflet and nomination forms and asked to identify heritage features, buildings or designed open spaces that they particularly valued in their locality but which currently had no protection or profile. To encourage entries, a press release prepared by Archaeo-Environment was issued by Durham County Council/ Natural England and the well-known regional architectural historian, author and TV presenter John Grundy provided quotes and support.



In addition, local heritage professionals and the Universities were also contacted, including Durham University and Newcastle

- **Over 20 consultations undertaken as part of the Geodiversity Audit** - through meetings, personal contact and phonecalls with a variety of stakeholders including groups and individuals. Informal consultations were also held with passers by and members of the public when the consultants were out on site, on an ad hoc basis

Those contacted included active quarries and owners, local authorities, museums and education providers, geology specialists and interest groups, Natural England and the Heritage Coast rangers

- **9 consultations undertaken as part of the Biodiversity Management Plan**, including locally based ecologists, the BTCV, higher education groups, local and national interest groups

Nevertheless consultations undertaken as part of the LACE Plan reveal that the Partnership still has work to do to get the word out about the Limestone Landscapes, what it is and what the Partnership aims to undertake, particularly at local community level.

2.2 Background studies

2.2.1 *Experiencing Landscapes: capturing the cultural services and experiential qualities of landscape (2009) Natural England commissioned report NECR024*

This study investigated the extent to which the 'services' the landscape provides contribute to people's quality of life, including through spiritual enrichment, cognitive development, reflection, creation and aesthetic enjoyment and how this correlated with specific landscape characteristics or features. The study included a section on National Character Area specific case studies, including the Durham Magnesian Limestone Plateau.

Group discussions were held in Sunderland and Peterlee with local people including a variety of ages and recreational user groups, especially dog walkers.

Findings of relevance to this study were that:

- Favourite areas of landscape to visit were outside the local area, for example the Lake District and Northumberland, representing a removal from day to day life - "getting away"
- Historical aspects of a landscape experience are important, linked to nostalgia and childhood memories
- There was appreciation for their local area, particularly for the coast and reclaimed industrial sites that now offer accessible green recreational opportunity. However there was little mention of local inland areas
- The character area was not recognised as an entity in its own right, with the focus being on the coast
- Key characteristics for the area mentioned included cliffs, bays, headlands and coastal features (often related to industrial heritage), gently undulating plateau with steep denes, pony paddocks, sheds and allotments - "not particularly aesthetic"
- The variety of the landscape in the local area is appreciated – coast and countryside all within easy reach 'respondents felt lucky to live in such an area and feel it is very under-rated'



- Suggestions for improvements include the need for more historical interpretation for the old industrial sites, the need to tackle litter, the need for cleaner beaches and more activities on the coast 'Education about the old industry in the area is valued and is an area that could be further developed.'
- Comments included concerns about the loss of character in villages across the area due to new development and the reduced variety of farming across the area
- The area holds a strong sense of place, linked to the coast and the industrial heritage
- The Cleadon Hills, denes and reclaimed industrial sites e.g. old quarries were all mentioned in terms of providing for recreation
- However the area provides less in terms of more 'extreme' recreation
- Valued experiences such as calm and tranquillity, inspiration and 'getting away from it all' are delivered at a much lower level than other LCAs, perhaps as people are more aware of built up areas in the landscape here
- The landscape does not seem to provide spiritual fulfilment or inspirational value in the same way as more ancient remains or more dramatic landscapes

2.2.2 Biodiversity Management Plan for the Durham Magnesian Limestone Plateau 2010-2015

This study provides a long term vision for habitat management, creation and restoration in the Durham Magnesian Landscape Plateau. Community engagement opportunities include:

- Awareness of the value of the LLP's biodiversity amongst local people as users, managers and potential volunteers, and how biodiversity impacts our lives
- Ensuring local people have the skills and knowledge to look after wildlife and habitats
- Spreading enthusiasm for the area's special qualities through a Limestone Landscapes outdoor festival of walks and workshops in the middle of June to coincide with the flowering plants of the magnesian grassland
- Establishing a Magnesian Limestone Way as a long distance footpath from South Shields to Bishop Middleham with a link to the Durham Heritage Coastal path
- Minimising the likelihood of conflict between grassland grazing and dog walkers through provision of signage and information, training local people to help spot and mediate problems on the ground
- Planning for interpretation of the biodiversity across the project area, including influencing visitor behaviour at sensitive sites and strengthening links with community groups in the interpretation, management and conservation. Digital interpretation and the use of new media should be encouraged
- Provision of training for both volunteers and professionals in taxonomy (species identification), surveying, restoration, land management, outreach and communication skills

2.2.3 Historic Environment Audit and Action Plan (2010)

This document presents an audit and action plan for the East Durham Magnesian Limestone Plateau's historic environment. Recommendations of direct relevance to this plan include:

- Interpretive proposals such as publications on the heritage, self guided walks leaflets, way markers and interpretive panels involving local communities
- Developing the Village Atlas scheme approach, involving communities in undertaking Conservation Area Appraisals, Village design statements, Conservation Plans etc
- Involving communities in projects to digitise heritage projects or resources in their area
- Making access improvements to countryside sites e.g. way marked circular walks, improvements to the Public Rights of Way network
- Involving local communities in archaeological research including survey and excavation



- Involving local communities in restoration projects e.g. grassland, hedgerow and boundary restoration
- Undertaking community awareness raising and 'adoption' programmes for specific heritage features
- Working with established local community groups such as 'Friends of' groups
- Facilitating viewing opportunities from (and towards) key sites and landmarks
- Providing training to involve local communities in all these activities e.g. training days
- Providing training for local firms who are also involved in the conservation of the historic environment of the area

2.2.4 Audit of Access and Greenspaces for the Durham Magnesian Limestone Plateau (March 2009)

An audit of Access and Greenspaces within the National Character Area was undertaken using Accessible Natural Greenspace Standards. The purpose of the study was to identify areas where the resident population do not have adequate access to greenspace.

The study revealed:

- That provision is variable across the landscape partnership area
- In general the population has good access to medium sized greenspace and Local Nature Reserves
- Public rights of way and other linear access routes are well distributed across the area – however the network is fragmented in places, in particular the bridleway network. Opportunities exist to create new linkages through new sections of linear access. Other barriers to access include main roads, motorways and railways
- Access to large countryside sites (over 500 hectares) is limited, in particular to the west of the LCA (people living to the east benefit from large areas along the coastline)
- A significant number of small areas have poor access to sites close to (within 2km of) where they live – in particular the population of Sunderland
- Sunderland is well supplied with amenity greenspace but less so with natural and semi natural sites and woodland
- Areas of Darlington lack access to woodland. There is potential to improve access to larger bodies of woodland across the LCA
- Areas with poor access to local greenspace include Whitburn, parts of Sunderland, Seaham, Easington, Wheatley Hill and Thornley, parts of Hartlepool, rural Sedgefield, areas around Trimdon, areas around Newton Aycliffe
- In areas of deprivation across the LLP area, it is likely that health inequalities are higher and car ownership lower, so improving the quality of greenspaces can have greater impact
- A central information provider, such as a website, would benefit local populations in providing information about how and where to access their local greenspace and could encourage public interaction

2.2.5 Geodiversity Report and Action Plan 2010-2015

This study highlights the opportunities for interpretation, involvement and enhancement of the geodiversity of the LLP area, including:

- Through interpretation to communicate the stories of each geological site and encourage people to explore the area further
- Through interpretation that is more intellectually accessible and 'non specialist' than much of the existing information about the area
- The potential to use trails and new media and web-based material to provide 'tours' of sites and routes linking different sites



- The potential to engage with existing bodies that might be involved with schemes that contribute to the geodiversity, including local community groups
- Educational potential at all levels, which could be undertaken through establishing a young geologists' club, link to existing educational programmes provided by quarry companies, support the 14-19 diploma scheme and engage with NEET¹s and providing support and training for heritage bodies and volunteers to explain the geodiversity
- The use of a major, LLP area-wide geodiversity event to celebrate the unusual rocks of the area, including through arts and photography
- The importance of improving access to known geodiversity sites such as Marsden Old Quarry, especially those with fossils. Involve local community groups in clean-up operations at these sites
- Potential to link to museums and outreach events at museums
- Potential to create an interpreted sensory rock trail including for access for the visually impaired
- Establishing more viewing areas with interpretation at quarry sites and having open days at active quarries

2.3 Strategy review

A review of a range of key strategy documents from across the region was undertaken. The full summary can be viewed in Appendix A. Key findings were that:

- There is a drive for helping local communities have **healthier lifestyles** and a sense of wellbeing, including a need to tackle obesity in children and support those with mental health problems and the vulnerable, including older people
- There is a need for more **safe walking, equestrian and cycling** facilities
- There is a need to improve and target the **promotion of the countryside Rights of Way** system to engage potential users, including schools, younger people and a wider diversity of users
- Access to the countryside, particularly around towns and villages, should be maintained and increased, particularly through the provision of **circular neighbourhood walks**, 'greenway' multi user routes between places and long distance paths
- There is a need to increase the number of, and awareness about **'easy access' routes**
- **Rural isolation** poses a major problem for some of the area
- There is a drive to **increase 'entrepreneurialism'** in the region
- There is a **skills gaps** in the region in 'lower level' work such as infrastructure provision e.g. electricity, gas, waste management. Also for employees in further and higher education, library, information and craft services
- There is need to **develop a culture of achievement** and aspiration
- More should be made of **opportunities to use arts, culture and sport** to open the door to engagement and development
- There is a desire for **more apprenticeships** for the young
- Capacity and skills within the voluntary and community sector should be developed to support key services. **Cultural volunteering** will promote business engagement in volunteering
- There is a need for more **destination management, promotion and marketing** of the tourism product of the area
- There is a desire for the creation of **more distinctive public realm** and interpretation, arrival "nodes" in key places
- There is a drive for the establishment of **more events and festivals**

¹ Those not in Employment, Education or Training



2.4 Market review

A review of the market or 'audience' for the Limestone Landscape Partnership area was undertaken, based on the local demographic, tourism markets and the market for education and training. The full summary can be viewed in Appendix B. Key findings were that:

- There is a catchment population of 900,000 people in or close by the LLP area
- An important audience group for the LLP area will be the largely urban populations centred in South Tyneside and Sunderland
- The LLP will need to take account of the needs of older audiences and minority groups, including recent immigrants to the area from Eastern Europe
- The region has the highest rates of unemployment in the country in 2010, in variable 'pockets' across the area. Unemployment and economic activity are especially marked amongst the over 50s and those in low-skilled occupations. Pockets within the LLP area include parts of Easington, Sedgefield and Hartlepool. Due to the economic downturn, unemployment rates have increased across all areas and in County Durham there has been a significant rise in the number of people claiming jobseeker's allowance this year
- Overall deprivation statistics indicate that Easington, Hartlepool, Sunderland and South Tyneside are the most deprived areas within the Limestone Landscape, with many of those living in deprived wards on the Durham coalfield reliant on benefits. The LLP has potential to target projects towards those deprived ward areas
- The region has an increasing number of single person households and lone parent households, which means the LLP could play a part in helping combat problems of lack of parental support, social isolation and loneliness through project activities involving the local community
- People in the region have comparatively poorer health than in other regions and the LLP can also help address this
- Households in South Tyneside, Sunderland, Hartlepool and Easington have lower levels of car ownership providing an increased impetus on the LLP to support local access to greenspace and community based activities and opportunities. The rising fuel prices will particularly impact those in rural areas deprived in terms of access to services.

In relation to tourism across the area:

- The downturn has led to an increase in domestic tourism across the North East region with people more likely to take a break in the UK
- Events in the region are important for attracting tourism
- Whilst Tyne and Wear attracts high volumes of overnight visits, County Durham does not. There is potential for the LLP to encourage people to visit East Durham more, stay longer and spend more money
- Visitors to the region are mainly from the North West and Yorkshire



- They were mainly in couples and from an older age group and were lower spending than other groups
- Day visitors from elsewhere in the North East region are a huge potential market for County Durham
- The LLP has potential to provide more activities that existing visitors enjoy undertaking, for example experiencing new places, outdoor activities, heritage, including historical and geological interest, wildlife
- The LLP can capitalise on its proximity to key visitor attractions in the region such as Locomotion, Beamish and Durham City

In relation to skills, education and training in the region:

- There is a relatively low rate of self employment and low earnings, with fewer people working in the skills and knowledge economy² - meaning that there is an opportunity for the LLP to provide training and boost employment aspirations
- There are relatively lower levels of adults with qualifications in the region, indicating an opportunity for the LLP to provide training that leads to recognised qualifications. Easington populations had particularly low levels of qualifications
- Key formal educational providers tend to be centred on the urban areas of Durham City, Sunderland and South Tyneside
- Skills gaps for the region can be found in lower level occupations and crafts-based occupations. There is a clear opportunity for the LLP to provide training and volunteering opportunities in lower level occupations linked to conservation and land management as well as improving skills in local crafts needed to conserve the landscape
- There is a training gap for employees in the region working for environmental and land based industries and the media sector, again opening doors for LLP projects

Having reviewed these markets, it is evident that key opportunities potentially exist to target the following groups:

- BMEs: especially Asian groups
- Eastern European migrants
- Older people – especially in S Tyneside, single person households
- Economically inactive people:
 - Especially people in their 50s
 - 16-18 year old NEETs (particularly in Sunderland)
- Unemployed people – especially from Hartlepool, S Tyneside, Sunderland, Sedgefield
- Workless households, adults with low educational attainment (DE groups)
- Children/ young people
- Deprived communities e.g. Easington, Sedgefield, Hart, South Tyneside, Sunderland
- People with health problems including obesity and mental health

² the use of knowledge technologies (such as knowledge engineering and knowledge management) to produce economic benefits as well as job creation



- Visitors to Durham City, Newcastle, S Tyneside and other tourism hubs such as Locomotion
- Day visitors from within the region and neighbouring regions
- Employees in tourism and land management industries and related services
- Formal education providers

2.5 Comparator Review

A comparator review was undertaken based on desk based research into other projects with similar characteristics, including:

- Wren's Nest NNR, West Midlands
- Cresswell Crags, Derbyshire
- Lee Quarry, Lancashire

A full summary can be found in Appendix C.

Each comparator example had opportunities and implications for increasing access to rural landscapes, and to varying degrees, incorporated learning and community engagement opportunities.

Some key findings for the LLP were that:

- Geology and fossils based projects have been successfully used to address social and community issues within a community, with a similar target group to the LLP: disadvantaged youths (14-19s). Performance arts and personal development were a key element of this project
- Appointing a Learning and Community Development Officer is a valuable step in developing ongoing community engagement projects for a landscape partnership project
- Investing in viewpoints, including through interpretation, as part of a walking route can be very valuable in creating a 'highlight' for that route; or 'walk with a purpose'
- Oral history projects are important resources for engaging local communities and can engender inter-generational contact and engagement in the landscape, especially where major change has taken place within people's lifetimes, like the LLP
- The LLP could as an outcome of its interpretation and engagement projects, help more people realise the importance of earth science to our economy, past, present and future
- Parts of the LLP area, including disused quarries, could be ideal venues for mountain bike and BMS recreation, which require hills, some open country, interesting morphology (lumps and bumps), spare capacity and easy access for people to get there. This might have the potential to engage younger people from local communities like Sunderland who are already adapting former quarry sites into unofficial cycle parks. More 'extreme' recreational activity is a gap in the recreational provision of this part of the NE region. The building of trails can offer important voluntary and training opportunities and be used to foster a sense of ownership for a site by local groups. These facilities can attract visitors from further a field if marketed appropriately generating important secondary spend in the local community. In the longer term such sites could be linked across the wider area by the bridleway network and railway paths, where appropriate
- Online provision of information and interpretation about important landscapes and sites is an increasingly important mechanism for marketing and raising awareness

- Establishing a clear interpretive framework and branding for all partners to use across the LLP area will help reinforce core messages
- Demonstrations are exciting ways of engaging people in a more active way than passively reading or listening to information
- Art can be a valuable medium for helping foster engagement in landscape, through inspiring creative responses.



Fulwell Quarry, already used for informal motorcycling





3 Existing and potential audiences

Audience data has been compiled from a range of sources, including via consultations, anecdotal evidence and a range of market intelligence reports (as summarised in section 2). Due to the size of the LLP area and the wide variety of research undertaken, overlaps between different 'group definitions' occur and generalisations have been used. It is likely that different audience representatives could fit into many of the categories suggested.

Market research, consultations, site visits and existing local and national studies indicate that existing audiences for the LLP area are likely to include:

- The local population
- Older people – aged 60 +, the 'recent retired'
- Walkers/ rambblers
- Middle class, well educated - "school teacher type"
- Dog walkers³
- Special interest groups (e.g. with an interest in wildlife, conservation, industrial archaeology, fossils)

People who are less likely to be existing users of the LLP projects and sites include:

- Teens and young people
- People with disabilities
- Surrounding urban populations
- People with lower incomes and educational attainment
- Tourists and visitors to the area

Based on the information gathered for this report, potential audiences that the LLP should be targeting include:

- All local communities in and close to the LLP area
- BME and migrant communities based in urban areas such as South Tyneside and Sunderland
- Older people and single person households
- Children and younger people
- Local families
- The economically inactive and unemployed
- Deprived communities
- Adults with low educational attainment
- People with health problems and at risk of poor health
- Day visitors, including those from within a near drive time
- Employees from within the land management and tourism industries
- Special interest groups and practitioners working in all the areas pertinent to this study, including education, research, land management, farming, tourism, quarrying/ extraction industries, building, planning, wildlife and heritage conservation, countryside recreation

³ It is estimated that in the UK, around 20% of households have one dog or more, a figure that is decreasing. With 373,300 households in and close by the LLP area in 2001, this equates to a possible 74,000 dog owning households



Greenspace with huge audience potential – Reef Hills, near Sunderland



4 Projects

4.1 Project development

As part of the development phase of the LLP's Heritage Lottery Fund bid, the partnership developed a series of projects that could potentially be taken forward by the Landscape Conservation Action Plan. These projects comprised a selection of those put forward in the Stage 1 bid and by the specialist studies in geodiversity, biodiversity, countryside access and the historic environment outlined in section 2. They were also informed by the major consultation event undertaken in Sunderland in November 2009. Projects were loosely divided into the four landscape partnership scheme themes of:

- 1 Conservation and restoration
- 2 Community engagement
- 3 Access and learning
- 4 Training and skills

4.2 Summary of potential projects

The development of the shortlist for the Landscape Conservation Action Plan has been undertaken concurrently with this LACE Plan, so that the two have cross-informed each other throughout their development. In the main, the list of projects consulted on for this study comprised:

Conservation and restoration	
Kingdom of quarries	A project centred on championing significant geology in disused quarries, through clearing rock faces, interpretation including by using fossil casts and trails, signposting, path improvements
The Towers and Hills project	Possible excavation, condition assessment, access improvements, improved interpretation at key hilltop sites including the medieval towers at Ludworth and Daldon; the observation tower at Westerton, Penshaw Hill and Shackleton Iron Age hill fort
Field boundary restoration	Maintenance and restoration or re-establishments of hedgerows and dry stones walls characteristic of different parts of the LLP area
Dene diversity	Positive management access works for various denes within the LLP, including providing buffering protection for dene woodlands
Copts and the Law	Work with a local community Friends group to undertake archaeological investigation and establish wider land conservation management regime for the Warden Law, including access and interpretation opportunities
Flexigraze project	Establish a membership cattle grazing service similar to 'Northumbria Flexigraze' to enable landowners to include grazing regimes for conservation management of magnesian grassland areas (the beef can also be sold as specialist local produce)



Coastal grasslands projects	Maintain, restore and create wetlands and grasslands along the coast to provide improved habitat connectivity for biodiversity and an improved landscape
Escarpment spurs projects	Maintain, restore and create wetlands and grasslands to provide improved habitat connectivity for biodiversity along limestone exposures on the western edge of the LLP area from Bolden to Ferryhill
Escarpment ridge projects	Maintain, restore and create wetlands and grasslands to provide improved habitat connectivity for biodiversity along limestone country between Ferryhill and Fishburn, particularly at SSSIs and Local Wildlife Sites
Community engagement	
Reef Hills Project	Provide a geodiversity trail in Tunstall Hills to tell the story of the limestone reef through interpretation, alongside access improvements, grassland restoration, cleaning of rock faces, survey and re-excavation of the rock
Limestone Festival	Establish a 2 week festival in June when the Magnesian Limestone flora is at its best, with field trips, walks and talks, presentations, schools activities possibly linked to South Tyneside's Leas Festival
Village Atlas	Enable village communities across the LLP to investigate their heritage and propose further work based on their own needs and aspirations, with support by professional specialists
Children's Club	Establish clubs for children aged 6-12 across the LLP area to undertake activities with a geological, wildlife and/ or historical theme, such as fossil hunts, crafts and games
Lime Kiln consolidation and industrial heritage of Coxhoe	Develop and research the history of limekilns within the wider industrial heritage context of the Raisby Quarry area, including consolidation of an existing lime kiln to make lime mortar and interpretation
Coxhoe allotments community garden	Investigate restoration of Coxhoe Hall walled garden as a community allotment/ garden project, developing a community garden group
Lost in a sea of Rig and Farrow	Study LLP rig and farrow areas to provide dating guide and management recommendations and conserve surviving rig and farrow
Relics Rising	Raise awareness of archaeological sites, historic buildings and ruins across the LLP area and develop a sense of ownership, involvement and care of the historic environment amongst local communities. Provide funds for basic tools and support



A defended land	Improve access to, interpret and survey as necessary anti-invasion defence heritage assets along the coast listed in the defence of Britain project
Green Exercise	Set up self sustaining green exercise partnerships across the LLP area
Access and Learning	
Coal Countryside Counts	Enable local people to explore a hidden dimension to disused colliery sites through linking geology and biodiversity on former mine sites with interpretation on wetland and grassland areas, flora and fauna and 'bio-blitz' surveys to aid species recording
Quarries Live!	<p>Create and maintain a stockpile of Marl Slate at Cassop Primary School's Sustainability Centre to enable hands on activities finding fossils fish within the slate.</p> <p>Create an accessible viewing area with interpretation at active quarry sites</p>
Trails and Tribulations	Create a sensory rock trail with excellent access and interpretation to illustrate the textural variation of rocks characteristics to the LLP area. Create geodiversity trails at appropriate locations elsewhere in the LLP area with leaflet interpretation linking geology to buildings materials, interpretation of the limestone reef, quarry specific trails, a trail around Hartlepool headland and at other coastal locations, town to country trials. Trails could include fossil casts/ impressions
Outreach programme	Support Great North Museum and Sunderland Museum outreach sessions with schools and community groups including through provision of trips to quarries and fossil-based handling loan boxes/ kits
Book production	Produce a range of new Limestone Landscapes themed publications involving local communities and education providers in their compilation
Bishop Middleham Palace	Undertake condition assessment of the palace, deer park wall and fishponds and improve access and interpretation of the palace, with self guided circular walking trail and possible boundary wall restoration project
Farming futures	Undertake research into the history of Duncombe Moor Farm contrasting traditional fen management methods with the modern. Provide interpretation and opportunities for schools and families to visit on special demonstration days to facilitate an understanding of the vital role of farmland management. Activities including habitat creation and installation for people to get involved in
Leg it across the	Improve public Rights of Way including through provision of



Limestone Landscapes	circular routes, new linkages and interpretation across the LLP area to encourage more people into the countryside for physical and mental health and to experience iconic LLP sites in their local area
Training and Skills	
Field training for staff/ volunteers	Provide field based training for staff and volunteers in courses on biodiversity, geodiversity and the historic environment to improve and enhance understanding across the LLP area
Lime Cordially	Conserve traditional buildings using Lime Mortar, including through consolidation of an existing lime kiln to produce the mortar and training days for builders and contractors in using it
Community archaeology	Enable local communities to discover more about their heritage through active participation in archaeological research projects and techniques
Training for tourism	Provide training for businesses working in the tourism sector such as B&Bs, visitor attractions, conference venues, tourism staff to pass on their knowledge of the area to their customers
Land management best practice	Capture and disseminate specialist knowledge in ecological restoration best practice held by experienced practitioners and hard to access academic texts; likewise provide training, advice and support for landowners in relation to traditional farming skills and land management specific to the LLP area
Heritage and training days	Provide training days in heritage skills including lectures and hands on workshops e.g. on hedge-laying, drystone walling across the LLP area
Forest School Programme	Set up a Forest School programme to deliver a programme of educational play and learning in woodlands close to targeted schools
Learning through the Outside Classroom	Raise the confidence of teachers in using the outdoors for teaching and learning, including through provision of learning resources, expert leaders and supporting a wide range of educational visits to help participants engage with the unique limestone landscape of the LLP area



5 Consultation

5.1 Consultation approach

To build on the consultations already undertaken by the LLP, a range of consultation methods, target groups and locations were agreed with the Learning, Access and Community Engagement Steering Group to inform this plan.

These consultations were designed to gather qualitative, rather than quantitative data to inform the Landscape Conservation Action Plan and wider management plan. They were planned to cover as wide a geographical and interest area as possible, given the constraints of the project.

Consultations included:

- **15 one to one consultations**, with an agreed list of consultees, planned to supplement and complement other consultation exercises. A list of those consulted on a one to one basis can be found in Appendix D.
- A series of **four consultation workshops held at venues across the LLP area with 44 people in total**. The workshops were designed to inform people about the LLP, explore the development of particular themes of the LLP, look at ways of involving target audiences groups in the scheme, test our assumptions about these groups, gather feedback on proposed projects and harvest new ideas and views for the scheme.

Consultation workshops included:

- an education and training workshop (stakeholders)
- a countryside access workshop (stakeholders)
- an urban based community consultation workshop
- a rurally based community consultation workshop

Stakeholder workshops

The first two workshops were designed to bring together stakeholders and potential delivery partners for education and training projects and access-based projects, and, as such, targeted practitioners working in these areas. They both achieved some degree of 'sign-up' from delivery partners keen to get involved in the LLP scheme, which has been used to develop the Landscape Conservation Action Plan.

Community stakeholder workshops

The latter two workshops were designed to consult people in the local community from harder to reach groups in both urban and rural areas of the LLP. As such, young people (15-16 year olds) not in education or employment from Sunderland were targeted in one group, and older people, including the unemployed, people with health problems and people with disabilities from Wheatley Hill, in the other group.

Detailed reports on each workshop can be viewed in Appendices E – H.



5.2 Project prioritisation

A form of project prioritisation exercise was deployed in each of the four workshops. Whilst this can in no way be described as a scientific exercise enabling comparisons, due to the differing ways, combinations and contexts in which the projects were presented, the outcomes are still potentially helpful to the formulation of the Landscape Conservation Action Plan.

Priority projects⁴ from the Education and Training workshop:

- **Prepare geodiversity trails with local schools and using traditional and modern techniques.** This priority has clear links with 3 of the projects outlined in section 4: Kingdom of Quarries, Reef Hills Project and Trails and Tribulations
- **Provide 12 training courses for the restoration of historic buildings and provide workshops in Heritage Skills.** These priorities are largely covered through the LLP projects: Field Training for staff and volunteers, Lime Cordially and Heritage and Training Days. However, none of these projects covers training courses in historic building conservation per se
- **Provide specialist training for staff in outdoor learning.** Training for outdoor learning is covered mainly in the project Learning through the Outside Classroom, but also in Field Training for staff and volunteers and Forest Schools
- **Provide running costs/ transport for school visits.** This has been costed for in the development of the project Learning through the Outside Classroom. However, financial aid could also be provided for schools participating in the Forest Schools project, Farming Futures and Outreach Programme
- **Provide voluntary training courses in practical conservation.** This area is well covered in the LLP's projects as they stand in section 4, with 5 project areas providing scope for general and specialist practical conservation training of one sort or another.

What did emerge as an outcome of the Education and Training workshop was that the projects Land Management Best Practice and Training for Tourism were not on the priority list⁵. Whilst this will in part reflect the interests of those who attended that workshop, it does point to those areas perceived to be of most value within the LLP education and training offer.

Priority projects for the Countryside Access workshop included:

- Geodiversity Trails – included as project: Trails and Tribulations
- Leg-it across the Limestone Landscapes
- Middridge Quarry – included as a project: Kingdom of Quarries
- Murton – could be included as a project within Leg it across the Limestone Landscapes

⁴ As this consultation workshop was undertaken in February the exact list and content of projects from section 4 was not used in the workshop and therefore priorities have been cross-referenced against those new project packages. Please see Appendix E for further detail.

⁵ We note that the Durham Heritage Coast is already providing ambassador training for the tourism industry and therefore this need is being supplied elsewhere



- Bishop Middleham Palace
- Tunstall Hills – Reef Hills Project
- Cleadon Hills – could be included as a project within Leg it across the Limestone Landscapes
- Kelloe – could be included as a project within Leg it across the Limestone Landscapes

Again the **geodiversity trails** were viewed as a priority project area.

Priority projects for the Wheatley Hill community workshop included:

- Children's Club
- Farming Futures
- Learning through the Outside Classroom
- The Limestone Festival
- Coal Countryside Counts

The Village Atlas scheme, Leg it across the Limestone Landscapes and Green Exercise were all viewed as of less of a priority. This choice could in part reflect the socio-economic needs of this particular local community. It also shows that certain types of initiative are seen as more of a priority by the professionals but may actually be less well received on the ground at grassroots level. **The partnership will need to continue the process of consultation and engagement throughout the scheme to ensure projects put forward at local level fit the needs of that local community.**

Priority projects for the Sunderland youth community workshop included:

- Kingdom of Quarries
- Heritage Skills
- Limestone Festival

However, scores varied widely within each group (see Appendix E). It was surprising that more local projects proposed were not so well received, e.g. Tunstall Hill and Mowbray Park proposals, partially due to the Sunderland consultation group struggling to find a “youth angle” for these activities and partly due to barriers concerning anti-social behaviour, particularly drinking related.

Barriers raised by the youth group included a perceived lack of things to do in the countryside and lack of information, their lack of money to spend on activities and corresponding lack of access to transport. The countryside was seen as the domain of older people, as well as a place of anti social behaviour (including drinking and gang culture).

5.3 Suggestions for new projects

Additional activities for possible inclusion in projects suggested at the Education and Training workshop included:

- awareness raising about the LLP
- development of interpreted, multi-user trails throughout the area
- put on a Heritage Skills Fair
- provide historic building conservation training for contractors
- undertake archaeological excavation with local schools to show how occupation of the landscape has changed over time



To an extent, many of these activity areas have been covered within the wider projects proposed by the LLP. However, **awareness raising** is a larger, more general concern that the LLP needs to address as part of the scheme. A heritage skills fair is something they could work with partners to bring in to a wider event such as the Limestone Festival.

One consultee highlighted the need to continue to look for opportunities to **open up former wagon ways and disused railways** for public access and multi-user routes as they have such amazing potential to link places and communities and provide a recreational resource. For example, the Clarence Railway could be extended southwards.

The Sunderland youth consultation workshop identified a desire for **active involvement and participation for younger people** rather than passive experiences, for example through the provision of **Treasure Hunts and activities** like at the 'Forbidden Corner' attraction in North Yorkshire. Geocaching trails, competitions and events are examples of more actively engaging activities for this audience. **Artistic activities** including sculpture, dance and singing, graffiti chiselling were also suggested as good ways of involving youth audiences

The youth group also highlighted a need for more activities for them to do when in the countryside, including **more 'extreme' recreational activities** such as 'outward bounds' type trips, mountain bike or BMX tracks/ trails. This evidence was reinforced by the desk based research undertaken which highlighted the lack of "adrenaline sports" opportunities in this area.

A key message coming from the rural community consultation workshop was that any **new projects must link to existing local community projects**. There was a feeling that some of the projects might duplicate existing work and that **the Partnership should consult the relevant local organisation(s)** to make sure that any proposed project truly reflects community needs. Another key message was for a genuine **sustainability beyond a 3 or 5 year funded period**; partially since the community organisations need to work over longer timescales to maintain interest, momentum and trust between themselves and the wider community that they serve.

This group also highlighted to need to **involve younger people within projects** as this group was often missing in community activity, other than through schools involvement.

6 Barriers

6.1 Introduction

Beyond the barriers picked up through consultation on specific projects to be outlined in section 8, a number of general barriers to access were gathered during the research for this plan. These have been divided into:

- **Physical and sensory barriers**, e.g. physical obstacles that limit access and barriers that restrict access for people with different sensory impairments such as visual impairments or being hard of hearing
- **Intellectual barriers**, e.g. aspects that prevent people understanding or engaging with a subject or concept
- **Social/ cultural barriers**, e.g. barriers that people perceive for social or cultural reasons that may well apply to some groups more than others
- **Financial barriers**, e.g. aspects relating to costs that might prevent people engaging or taking part in activities
- **Organisational barriers**, e.g. barriers relating to how the organisation runs projects/ activities – in this case the LLP

6.2 Summary of potential barriers

Physical and sensory barriers

Physical and sensory barriers relating to general use of the countryside in the LLP area:

- main roads, busy roads, motorways and railways
- inadequate public transport for some areas
- special qualities of the LLP are hard to spot if you don't know what you're looking for e.g. rare plant combinations, fossils
- quarries can be steep
- quarries are hard to access and difficult to get in to
- path maintenance issues, including vegetation issues; condition of paths
- disjointed bridleway system
- lack of seating along popular routes – appreciated by the 'active elderly'
- lack of public access on some areas of the footpath network
- stiles and their maintenance
- walking surfaces
- farm animals
- damaged infrastructure on Rights of Way e.g. by vandalism
- lack of car parking for some sites



Intellectual barriers

- Geology a little-known and understood subject area and there is very little interpretation and non specialist information about it available
- Lack of knowledge about the specialist biodiversity of the area
- Lack of knowledge about places and times of year when it's best to see biodiversity

- LLP area perceived as ‘ordinary’, nothing special – not valued in the same way as better known protected landscapes and therefore underused
- Lack of ‘highlight’ sites/ features
- *“Limestone doesn’t mean much to us”* (younger people)
- Lack of awareness of where the Rights of Way/ access routes into the countryside are. Absence of orientation aids/ wayfinding aids in the countryside to help guide you
- Need for more information about routes/ distances to help people choose what they can do and see
- Poor understanding of boundaries/ extent of the LLP area – people want to know if they are included/ excluded

Social/ cultural barriers

- People tend to go elsewhere (outside the area) for countryside recreation. Areas of the landscape inland from the coast are less well known as places to visit
- People don’t tend to know where the beauty spots are in the LLP landscape, beyond their local area
- Lack of confidence in some users in using the countryside
- Lack of awareness about local circular routes and ‘easy access’ routes
- People are not as aware of the RoW in general as they used to be
- The LLP area is not perceived as aesthetically pleasing or spiritually fulfilling and inspiring, compared to other more dramatic landscapes
- East Durham is still seen as an “industrial” landscape – perception that it’s not a ‘nice’ area to visit
- Local people still remember the closure of the pits – the land, although regenerated, still has associations – rather ‘spooky’ now – associations
- Litter and dumping puts people off using parts of the countryside



Anti aircraft warning device near Sunderland – overgrown and hard to access both physically and intellectually

- Antisocial behaviour and graffiti put people off areas of the countryside, gangs putting people off using urban greenspace e.g. Mowbray Park, Sunderland
- Lack of car ownership amongst less well off communities restricts access
- Lots of community groups have, to a varying degree, “done” community heritage projects and there is a perception that encouraging more of this activity is therefore not good use of funds
- Generational change – young people don’t “play out” anymore so no culture of countryside engagement
- Countryside pursuits seen as ‘for the older people’ where there is nothing to do for younger people when you get there
- Poor awareness and understanding of County Durham from outside the region



- High expectations of the partnership which have been mis-managed in past projects leading to scepticism about the potential of the LLP
- Concerns about feeling safe in the countryside e.g. women on their own
- There is little provision for 'extreme' recreation within the area

Financial barriers

- Lack of disposable income amongst some target audiences across the LLP, corresponding lack of car ownership enhances isolation and exclusion
- Schools cannot afford to release staff to undertake training away from school
- Young people cannot afford to access some of the services and recreational activities they would like
- Concerns about the funding sustainability of these projects

Organisational barriers

- The LCA is not recognised as a whole, single entity on the ground
- Lack of "young leaders" in the community, lack of volunteers to run activities/ tours, especially for younger people
- Many schools are not yet involved in Learning Outside the Classroom and have yet to buy in to this approach
- Community groups need lots of support on the ground and time to participate in projects
- Aging voluntary sector – less active. Also ageing 'Friends of' groups – succession issues
- Danger of duplicating events, project activities – need to be sure you have a good understanding of what else is going on in that locality
- Wariness of Durham County Council-led partnership amongst potential delivery agents after previous mothballing of a different Landscape Partnership project
- Myriad of small, localised grass routes organisations and societies all doing different things – hard to engage above the very local level
- Issues of access in relationship to private ownership in some project sites
- Facilities on the ground not geared up towards greater use by the community
- Level of contribution of different partners – over-reliance on Durham CC and Durham Heritage Coast to deliver projects





7 Audience development potential

7.1 Introduction

A wide range of opportunities for audience development within learning, access and community engagement emerged from this study and many have been articulated in the overall project summary (section 8).

It is however helpful to assess how these opportunities and recommendations meet the needs of existing and new/ potential audiences. The following Ansoff's Matrix uses this business marketing tool to divide projects amongst audiences and products, existing and potential, to identify areas that the partnership can work towards that will develop the audiences for the LLP.

For the purposes of this exercise, existing audiences are those defined in section 3:

- The local population
- Older people – aged 60 +, the 'recent retired'
- Walkers/ ramblers
- Middle class, well educated - "school teacher type"
- Dog walkers
- Special interest groups (e.g. with an interest in wildlife, conservation, industrial archaeology, fossils)

New/ under-represented audiences include:

- Teens and young people
- People with disabilities
- Surrounding urban populations
- People with lower incomes and educational attainment
- Tourists and visitors to the area

Existing products relate to products within the LLP area at the current time. In some cases, overlaps occur when interventions could be said to, for example, provide for existing as well as new audiences.

Market penetration – existing audiences, existing product

- Tackle gaps in the bridleway network
- Interpret the history of the area especially industrial heritage – childhood memories, intergenerational change
- Provide more educational resources on the area's modern history
- Build on local appreciation for green regeneration of the area – enable involvement
- Use active quarries for interpretation
- Increase involvement with local walks groups in LLP project activities
- Use local facilities to support outdoor activities with facilities like café/ toilet
- Encourage new oral history projects and use of existing oral history material to engage local communities including through inter-generational contact – important in areas where major change has taken place in the landscape within people's lifetimes, like the LLP
- Use the Northern Echo promote LLP projects – local walks publications are very good



Product development – existing audiences, new product

- Improve access to known geodiversity sites
- Create more links between linear access routes
- Establish a new long distance route through the LLP
- Interpretation of the geodiversity and biodiversity to encourage further interest and awareness, including through use of new media
- Provide interpreted trails to engage audiences including sensory trails
- Use coastal guides/ rangers to interpret the geology
- Provide training in interpreting and understanding the geology
- Provide training for professionals and volunteers working in the area in taxonomy, surveying, restoration of biodiversity, land management, outreach and communication training
- Provide online information and interpretation about important landscapes and sites - an important mechanism for marketing and raising awareness
- Establish a clear interpretive framework and branding for all partners to use across the LLP area to reinforce core messages
- Use demonstrations as exciting ways of engaging people in a more active way than passively reading or listening to information
- Develop geocache activity with local schools – using GPS/ or developing map and navigation skills
- Provide training for tourism providers in use of the internet – could extent project to other areas of need e.g. local community groups, Friends groups

Market extension – new market, existing products

- Improve access to local greenspaces for Sunderland populations
- Increase awareness of the biodiversity amongst local populations, including their ability to recognise it, conserve and enjoy it
- Use museum collections and outreach services – taking items relating to the LLP themes out into the community
- Use local facilities to support outdoor activities with facilities like café/ toilet
- Encourage new oral history projects and use of existing oral history material to engage local communities including through inter-generational contact – important in areas where major change has taken place in the landscape within people's lifetimes, like the LLP

Diversification – new markets and new products

- Maximise access to greenspace for deprived areas of the population
- Establish a new long distance route through the LLP
- Provide a central information resource regarding access to greenspace for populations of the LLP
- Use animation to interpret geological processes
- Hold an event/ festival in middle of June when the 'mag lime' wildflowers are at their best
- Provide training in interpreting and understanding the geology
- Provide training for professionals and volunteers working in the area in taxonomy, surveying, restoration of biodiversity, land management, outreach and communication training
- Provide more seating and rest points along popular routes
- Use performance arts and personal development to inspire geology and fossils-based projects with disadvantaged youths in society e.g. (14-19s). Work with Sherburn Arts Project – who undertake artworks within projects, creative activities improving lives

- Appoint a Learning and Community Development Officer to develop ongoing community engagement projects
- Invest in viewpoints, including through interpretation, as part of popular routes - can be very valuable in creating a 'highlight' for that route; or 'walk with a purpose'
- Parts of the LLP area, including disused quarries, could be ideal venues for mountain bike and BMX recreational activity. The building of trails can offer important voluntary and training opportunities and be used to foster a sense of ownership for a site by local groups as well as attracting visitors from further a field if marketed appropriately. In the longer term such sites could be linked across the wider area by the bridleway network and railway paths, where appropriate.
- Provide online information and interpretation about important landscapes and sites - an important mechanism for marketing and raising awareness
- Establish a clear interpretive framework and branding for all partners to use across the LLP area to reinforce core messages
- Use demonstrations as exciting ways of engaging people in a more active way than passively reading or listening to information
- Use art to help foster engagement in landscape, through inspiring creative responses.
- Develop geocache activity with local schools – using GPS/ or developing map and navigation skills



Enjoying the views from the Cleadon Hills





8 Learning, access and community engagement results

The following table presents the outcomes of feedback gathered on specific projects, from the consultations described earlier in this report. It has also been informed by the wider research undertaken as part of this study, as outlined in this report. This information can be used to directly inform the Landscape Conservation Action Plan. The projects listed relate to those outlined in Section 4.

Some projects were not consulted on in any detail as part of the consultation programme. This is not because they were thought to hold no learning, access or community value, but rather because they were covered under a specific theme or the appropriate opportunity did not arise. Where this occurs, general points relating to the wider consultation feedback and desk based research have been put against that project in *italics* in this table.

Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
Conservation and restoration					
Kingdom of quarries	<ul style="list-style-type: none"> Potential links between this project and Bishop Middleham's Village Plan – advised the LLP to contact the Parish Clerk, Mike Smith Potential to provide information on history and activities such as abseiling Work with local disability access groups to ensure new facilities meet 'Countryside for All' standards Active/ extreme sports opportunities 	<p>These measures would be well received locally</p> <p>Increasing knowledge and awareness of the area's geological heritage</p>	<ul style="list-style-type: none"> Some bad feeling with existing quarry operators regarding new quarry extensions – planning appeals Seen as a positive in terms of as a tourist destination but associated with vandalism and litter Seen as boring by youth (unless an extreme sports element introduced) 	<ul style="list-style-type: none"> All local communities, including local families and youth groups people from deprived estates 	<p>Supports conservation and restoration agendas</p> <p>Tourism</p> <p>Health, active lives</p> <p>Supports sustainable communities</p>
The Towers and Hills project	<ul style="list-style-type: none"> Important to involve cross-generational audiences, including youth and the elderly 	Greater awareness of these sites	<ul style="list-style-type: none"> Important that interventions would not be detrimental to 	<ul style="list-style-type: none"> Ensure community representatives 	Supports conservation and restoration



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	<ul style="list-style-type: none"> Use group talks to engage local communities with the project Important to be disability aware Use existing (or set up) local newsletter to help raise awareness of the project Promote these locations as 'highlights' of the LLP area Use viewpoints to interpret wider landscape features and processes 	<p>Increased sense of local ownership of monuments People gain stronger association of locality with limestone landscape</p> <p>Possible increased use of the countryside for recreation and enjoyment</p>	<p>local sense of place</p> <ul style="list-style-type: none"> Lack of decent footpath links to some sites: overgrown paths, stiles 	<p>are those with a genuine interest in the good of the community</p> <ul style="list-style-type: none"> Local communities Day visitors 	<p>agendas, skills develop</p> <p>Supports walking for health agendas</p> <p>Supports sustainable communities</p>
<i>Field boundary restoration</i>	<ul style="list-style-type: none"> <i>Could involve elements of training and skills development for local communities and voluntary projects e.g. Land Management Best Practice project</i> <i>Potential to be part of a 'Green Gym' programme of activities</i> 	<p><i>Enhanced sense of place</i></p> <p><i>Potential for community ownership if involved in restoration activities</i></p>	<ul style="list-style-type: none"> <i>Promotion/ recruitment locally</i> 	<ul style="list-style-type: none"> <i>Primarily landowners</i> <i>Unemployed people including youth</i> <i>Volunteers</i> 	<p><i>Potential to support social inclusion agenda/ skills development</i></p> <p><i>Boosts biodiversity</i></p> <p><i>Health impacts</i></p>
<i>Dene diversity</i>	<ul style="list-style-type: none"> <i>Could involve elements of training and skills development for local communities and voluntary projects e.g. Land Management Best Practice project</i> <i>Potential to be part of a 'Green Gym' programme of activities</i> 	<p><i>Enhanced sense of place</i></p> <p><i>Potential for community ownership if involved in restoration activities</i></p>	<ul style="list-style-type: none"> <i>Promotion/ recruitment locally</i> 	<ul style="list-style-type: none"> <i>Unemployed people including youth</i> <i>Volunteers</i> 	<p><i>Potential to support social inclusion agenda/ skills development</i></p> <p><i>Boosts biodiversity</i></p> <p><i>Health impacts</i></p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
<i>Copts and the Law</i>	<ul style="list-style-type: none"> Potential to bring more people into the project through existing Friends group 	<i>Utilises successful active Friends Groups</i> <i>Improved interpretation and awareness in the local area</i> <i>Increase community ownership</i> <i>Provides skills and learning development</i>	<ul style="list-style-type: none"> Promotion/ recruitment locally 	<ul style="list-style-type: none"> Local communities, particularly younger people, the unemployed, older people 	<i>Conservation and enhancement of historic environment</i> <i>Supports sustainable communities</i>
Flexigraze project	<ul style="list-style-type: none"> Beef products potential to link to 'Taste Durham' local food initiative – nationally accredited scheme 	Enhanced biodiversity and sense of place Boosts local food produce	<ul style="list-style-type: none"> Livestock management on rights of way conflicts 	<ul style="list-style-type: none"> Primarily landowners/ managers 	Local Tourism Agendas: Taste Durham
<i>Coastal grasslands projects</i>	<ul style="list-style-type: none"> Could involve elements of training and skills development for local communities and voluntary projects e.g. Land Management Best Practice project 	<i>Enhanced biodiversity and landscape character adds to sense of place</i> <i>Increases variety of wildlife in local communities</i>	<ul style="list-style-type: none"> Promotion/ recruitment locally 	<ul style="list-style-type: none"> Primarily landowners/ managers Potentially unemployed people including youth Volunteers 	<i>Potential to support social inclusion agenda/ skills development</i> <i>Boosts biodiversity</i>
Escarpment spurs projects	<ul style="list-style-type: none"> Could involve elements of training and skills development for local communities and voluntary projects e.g. Land Management Best Practice project 	Enhanced biodiversity and sense of place	<ul style="list-style-type: none"> Frustrating when walkers are unable to fully access the ridges – would make for a glorious walk if possible 	<ul style="list-style-type: none"> Primarily landowners/ managers Potentially unemployed people including youth 	Boosts biodiversity



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
				<ul style="list-style-type: none"> Volunteers 	
Escarpment ridge projects	<ul style="list-style-type: none"> Could involve elements of training and skills development for local communities and voluntary projects e.g. Land Management Best Practice project 	Enhanced biodiversity and landscape character adds to sense of place	<ul style="list-style-type: none"> Promotion/ recruitment locally 	<ul style="list-style-type: none"> Primarily landowners/ managers Local communities, particularly younger people, the unemployed, older people 	Boosts biodiversity
Community engagement					
Reef Hills Project	<ul style="list-style-type: none"> Work with the Tunstall Hills group - opportunity for social inclusion and volunteering Provide more guided walks Opportunities for sculpture in the landscape extend green infrastructure and the healthy walks initiative provide disabled access to the reef offer good parking facilities There is also the possibility of opening opportunities for orienteering, linked to the 4hills challenge Important to involve young people in activities to foster sense of ownership 	<p>Increased use of the Tunstall Hills by local communities</p> <p>Enhanced understanding of the LLP key themes</p> <p>Potential for enhanced opportunities for learning through interpretation and volunteering activity</p>	<ul style="list-style-type: none"> Water logged areas Badly maintained with "derelict vehicles", "intimidating dog walkers", "fast cyclists", "litter" and "vandalism" Regeneration seen as a positive, but monies allocated were seen as too expensive and could instead be spent on things for young people e.g. cycle parks, outdoor recreational facilities Geology does not 	<ul style="list-style-type: none"> Friends groups, local communities including deprived urban estates Young people, including disaffected youths, NEETs 	<p>Links with Countrywise consultants study 'A Country Park for Sunderland' by David Haffey</p> <p>Rights of Way improvement plan</p> <p>Supports sustainable communities</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
Limestone Festival	<ul style="list-style-type: none"> Look at how festival events can add value to existing activities in local areas Potential to link to the Schools Sports Partnership who are very active early in June Potential to link with Play Rangers, who encourage safe play in green spaces e.g. making dens Avoid overlap with school holidays as a lot going on at these times Picnic days would work well e.g. 'picnic amongst the wildflowers' Need to ensure festival is a great experience and is promoted to target groups Potential to tap into local food agenda Establish a calendar to show when nature is at its best Tourism potential of festival would be through the coast Need to exhibit a full range of experiences to draw people: non specialist Great potential to encourage people to get outside and get 	<p>Social engagement opportunities</p> <p>Provides a medium for learning and educational activity</p> <p>Raises profile of the LLP area and its projects, enforces sense of local identity</p>	<p>mean much to some groups</p> <ul style="list-style-type: none"> Danger of duplicating activity in local areas Danger of only attracting specialist interest groups e.g. those interested in botany Concerns about the cost of attending, the problem of poor weather, getting there/ travel issues Young people: limestone 'doesn't mean much to us' 	<ul style="list-style-type: none"> All local communities including BME, older people, deprived communities, families Day visitors to the area (including the coast) Local walking and cycling groups 	<p>Community angle meets many agendas</p> <p>Development of events meets regional agendas</p> <p>Supports sustainable communities</p> <p>Combats social isolation</p> <p>Supports tourism development</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	<p>involved. Should be developed across a range of communities as an “umbrella event”</p> <ul style="list-style-type: none"> Positively received for socialising amongst all age groups Potential to include music It was suggested that the festival be renamed Ideas for the festival: treasure hunt, competitions and prizes, bush craft events, assault courses, kite festival and the potential for youth involvement Important to keep the costs of attendance low 				
Village Atlas	<ul style="list-style-type: none"> Ensure local communities have not already undertaken a similar exercise (e.g. like at Wheatley Hill) 	<p>Enhanced appreciation, awareness of sense of ownership of the local historic environment</p> <p>Provokes ongoing ethos of conservation</p>	<ul style="list-style-type: none"> Perception that project overlaps with work many communities have already undertaken 	<ul style="list-style-type: none"> Local interest groups and community groups Inter-generational representatives 	<p>Conservation and enhancement of historic environment</p> <p>Supports sustainable communities</p>
Children's Club	<ul style="list-style-type: none"> link to existing children's clubs and Surestart Build links with local schools, providing for children with disabilities Potential to improve fitness for 	<p>Improved health and wellbeing for children</p> <p>Potential to engage families and encourage repeat visiting</p>	<ul style="list-style-type: none"> Perceptions of costs involved in participation 	<ul style="list-style-type: none"> Children aged 6-12; Key Stage 2 groups and their families 	<p>‘Every Child Matters’ agenda</p> <p>Child obesity</p> <p>Learning outside</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	young people including provision of play areas for climbing and scrambling	Raises awareness of the LLP area at local level			the classroom Supports sustainable communities
<i>Lime Kiln consolidation and industrial heritage of Coxhoe</i>	<ul style="list-style-type: none"> <i>Involving local community groups in active demonstrations is a great way to engage people</i> <i>Could be undertaken as part of Limestone Festival</i> <i>Potential links with Learning outside the Classroom activity</i> <i>Potential to link to Lime Cordially training project using the kiln to produce Lime mortar for repairs</i> 	<i>Raised awareness and understanding of local heritage</i> <i>Enhanced skills in and knowledge of traditional building techniques</i> <i>Offers opportunities for active engagement</i>	<ul style="list-style-type: none"> <i>Promotion of activities and recruitment of target groups</i> 	<ul style="list-style-type: none"> <i>Local communities around Coxhoe/ Raisby Quarry area</i> 	<i>Conservation and enhancement of historic environment</i>
Coxhoe allotments community garden	<ul style="list-style-type: none"> Use the 'square foot gardening' approach to involving people A great idea building on the sensory garden already established in the village park in Coxhoe – potential to link the two Build volunteer group/ Friends of Coxhoe Allotments 	Active engagement in learning about our environment, where food comes from etc Social inclusion Gets the community working together Fosters sense of local ownership of Coxhoe Hall	<ul style="list-style-type: none"> Recruiting and sustaining involvement of target groups 	<ul style="list-style-type: none"> Local community including people from deprived communities School groups The unemployed 	Gets people active – healthy exercise, fun National Curriculum fit Supports sustainable communities
Lost in a sea of Rig and Farrow	<ul style="list-style-type: none"> Local people would be interested in opportunities to have a go at archaeology in the area 	Builds on previous archaeology project on Bishop Middleham	<ul style="list-style-type: none"> Promotion and recruitment of target groups 	<ul style="list-style-type: none"> Local communities including those 	Conservation and enhancement of



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	<ul style="list-style-type: none"> Need to promote/ advertise these project activities 	<p>Palace</p> <p>Fosters sense of place amongst local communities</p>		<p>involved in pervious studies</p> <ul style="list-style-type: none"> Young people, older people Unemployed 	historic environment
Relics Rising	<ul style="list-style-type: none"> Engaging local communities at this level will be challenging – one to one contact always has the strongest impact Take a gentle rather than bullying approach e.g. using family memories Funds to support community activity would be welcome – advertise this! Bowburn History Society could be keen to be involved and many other groups LLP needs to target groups to go out to e.g. based on local heritage at risk need? 	<p>Fosters sense of pride and ownership of the local historic environment</p>	<ul style="list-style-type: none"> First need to understand what people's local historic environment contains Could be issues around private land ownership/ ownership of monuments 	<ul style="list-style-type: none"> Targeted local community groups Young people as well as older people – inter-generational potential 	<p>Conservation and enhancement of historic environment</p> <p>Social inclusion</p> <p>Skills development</p> <p>Supports sustainable communities</p>
<i>A defended land</i>	<ul style="list-style-type: none"> <i>Engage local communities around cluster sites</i> <i>Use oral histories and reminiscences from older generations who remember the last war</i> 	<p><i>Raised awareness and understanding of local heritage</i></p> <p><i>Enhanced sense of local ownership of coastal heritage particularly</i></p>	<ul style="list-style-type: none"> <i>Promotion/ recruitment of community groups</i> 	<ul style="list-style-type: none"> <i>Families, inter-generational engagement</i> 	<p>Develop tourism potential of the Durham Heritage Coast and wider coastline</p> <p>Supports sustainable</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
					communities
Green Exercise	<ul style="list-style-type: none"> • Obvious partners to work with would be outdoor Play Rangers, local user groups such as training groups like Women on Wheels, local running clubs who use bridleways to train for sporting competitions • Offer peer training within the group • Need to target the Easington community – health, aspiration issues, deprivation • Important to get more volunteers involved in Green Exercise schemes, working with Ranger services across the LLP area • Need long term vision and enthusiasm • Investing in poorer areas important; project could help boost pride in the villages <p>Seen as healthy and providing somewhere to go and new experiences which is positive. Suggestions for including elements of survival training or a BMX trail amongst the activities</p>	<p>Improved awareness of the PROW network</p> <p>Increased use of the PROW network</p> <p>Enhanced health and well-being of local communities</p>	<ul style="list-style-type: none"> • Youth worker capacity issues as would like to run more sessions but cannot • Issues regarding motorcycle misuse of paths/ bridleways, incidences of fly tipping • Safety issues • Disability access issues – route not good enough for trikes • People not aware of what's on their doorstep • Costs and travel issues were cited as possible barriers, and a fear involvement may be boring. 	<ul style="list-style-type: none"> • Local communities including around Easington • Deprived communities • Local sports clubs, walking and cycling groups 	<p>Health and wellbeing agendas</p> <p>Rights of Way Improvement Plans</p> <p>Combats social isolation</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
Access and Learning					
Coal Countryside Counts	<ul style="list-style-type: none"> • Use intergenerational reflections of people in the community • Make links to the former industrial landscape through old photographs, interpretation of how the land has re-vegetated • Need to provide incentives to get people to come out to these sites e.g. nice café/ facilities nearby, provision of 'something different, somewhere different' • Important to convey where the collieries were established in the landscape • Potential to consider how existing quarries could be used in the future, when quarrying completed – not just for landfill 	<p>Enhanced use of the countryside including former brownfield sites</p> <p>Increased appreciation for former brownfield sites</p> <p>Increased awareness and understanding of the LLP's natural heritage qualities</p> <p>Increased opportunities for understanding how the different themes within the landscape can relate to each other</p>	<ul style="list-style-type: none"> • This is still a sensitive subject area to many people, especially as the region is being hit by unemployment once again • Subject matter possibly perceived as specialist 	<ul style="list-style-type: none"> • Local communities (pit village communities) generally; plus • Local unemployed • Local schools • Disengaged people, people with health problems 	<p>Links to walking/ cycling for health schemes, mental health, confidence, skills</p> <p>Rights of Way Improvement Plans</p> <p>Conservation and appreciation of the historic environment</p> <p>Fits with National Curriculum</p>
Quarries Live!	<ul style="list-style-type: none"> • If people within the surrounding area knew of this project there would be interest in visiting the stockpiles of slate provided for interaction with this project: need 	<p>Provides an opportunity for hands on, active engagement</p> <p>Opportunities for</p>	<ul style="list-style-type: none"> • Some bad feeling with existing quarry operators regarding new quarry extensions – 	<ul style="list-style-type: none"> • Walkers • Wildlife Groups • Equestrian • Cyclists • Health 	<p>Meets educational agendas, including learning outside</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	for promotion <ul style="list-style-type: none"> Tarmac would be a good partner to involve. Also involve local enthusiasts for fossils⁶ Promotion of the scheme important 	enhanced understanding of geodiversity and local industry Strengthens community ties with landscape	planning appeals <ul style="list-style-type: none"> Car parking an issue for accessing some sites 	<ul style="list-style-type: none"> BME (local towns) Communities (at all levels) Schools (local primary and secondary) Historic Groups NE Geology groups 	the classroom
Trails and Tribulations	<ul style="list-style-type: none"> Utilise links with Sunderland's Winter Gardens Need to bring people's attentions to Mowbray Park Need to offer some sort of incentive to encourage people to come and try new trails Link with programme of health walks and cycle rides across E Durham There is a gap in the provision of health walks in the evening and at weekends – identify and target these gaps Amazing coastline – need more people to realise this BTCV interested in being a delivery partner but partnership would need to ensure they are 	Provides an opportunity for hands on active engagement Opportunities for enhanced understanding of geodiversity Encourages confidence in using these paths so that people feel they can go back unaccompanied	<ul style="list-style-type: none"> Underuse of park, antisocial behaviour, danger of vandalism in Mowbray Park and the barriers caused by gangs hanging round in the park People don't realise how nice the countryside and coast on their doorstep is Car parking could be a difficulty for some trail locations Youth groups perceived this kind of activity as an educational tool for 	<ul style="list-style-type: none"> Communities (at all levels) Local primary school (in a deprived area) – Hudson Rd primary Local Field Club might be interested Local families Tourists Walkers Wildlife Groups Equestrian Cyclists Health groups BME (local towns) 	Rights of Way Improvement agenda Educational and health agendas Tackles disability discrimination Links with National Curriculum

⁶ Consultees were able to name individuals in their area who know the geology well e.g. Howard Armstrong and Richard Calm



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	involved and also that local community groups are engaged with the project <ul style="list-style-type: none"> Landowner involvement seen as important to enable these projects to progress More modern equipment such as new media could be introduced Links could be made with allotment groups 		primary schools only	<ul style="list-style-type: none"> Historic Groups NE Geology group 	
<i>Outreach programme</i>	<ul style="list-style-type: none"> <i>Support development of specialist curriculum-linked learning packages for schools use including online resource and handling/ loan boxes kits</i> <i>Potential to provide trails around LLP sites for themed treasure hunts e.g. geocache trails</i> <i>Potential to develop geodiversity 'Tracker Pack' system for some sites/ experiences as devised by the National Trust</i> <i>Provide Learning and Community Engagement Post to help develop these outreach resources</i> 	<i>Increased engagement with local communities</i> <i>Expands educational delivery of the LLP</i>	<ul style="list-style-type: none"> <i>Enabling schools and community groups to find out this resource is available - targeted promotion</i> 	<ul style="list-style-type: none"> <i>Schools</i> <i>Community groups</i> <i>Local families</i> 	<i>Supports various museum outreach agendas</i> <i>Encourages Learning Outside the Classroom</i>
<i>Book production</i>	<ul style="list-style-type: none"> <i>Build on existing research and interest undertaken at community level</i> <i>Could incorporate guided walks guide/ recommended day</i> 	<i>Community ownership of and corresponding interest in the LLP</i> <i>Publications potential to</i>	<ul style="list-style-type: none"> <i>Generating interest in the subject</i> 	<ul style="list-style-type: none"> <i>Special interest groups primarily</i> <i>Education providers</i> 	<i>Helping communities celebrate their heritage</i>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	<i>itineraries and calendar of LLP events/ highlights</i>	<i>be used/ adapted as historical resource</i>		<ul style="list-style-type: none"> Local communities 	
Bishop Middleham Palace	<ul style="list-style-type: none"> Potential links between this project and Bishop Middleham's Village Plan – advised the LLP to contact the Parish Clerk, Mike Smith Strong interest in this project on the back of previous community involvement in archaeology with Durham University potential for improved links, profile and public realm in the village The project could bring copies of archaeological finds to the village providing interpretation and raising awareness of these on the sites where they were found Imperative to have community ownership of the project 	<p>Potential to boost local economy through secondary spend in the shop</p> <p>Increased use of the Rights of Way in locality</p> <p>Enhanced appreciation and understanding of local heritage</p> <p>Enhanced sense of local ownership of the heritage</p>	<ul style="list-style-type: none"> Traffic and car parking issues Vandalism to existing interpretation 	<ul style="list-style-type: none"> Local community groups including local families Unemployed People with low educational attainment and health problems 	<p>Encourages healthy outdoor exercise</p> <p>Social inclusion</p> <p>Building sustainable communities</p>
Farming futures	<ul style="list-style-type: none"> Enable participants to have a go at gardening/ growing things Link to popular approaches such as the Victorian Farm on the BBC – show comparisons Intergenerational involvement important Opportunities to enable local communities to tour a local farm would be excellent 	Encourages better understanding and appreciation of land management in the local area	<ul style="list-style-type: none"> Costs of promoting project to local schools and sustaining participation Recruitment of volunteers to work on farmland restoration projects 	<ul style="list-style-type: none"> Involve the long term unemployed – skills building and development e.g. vocational skills such as leadership, IT, numeracy 	<p>Ecosystem approach</p> <p>Biodiversity conservation</p> <p>Conservation of local crafts and rural heritage</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	<ul style="list-style-type: none"> Could involve the local agricultural college, East Durham College 			timekeeping <ul style="list-style-type: none"> Local schools, families Facilitated visits with local community groups 	
Leg it across the Limestone Landscapes	<ul style="list-style-type: none"> Maintenance the key to any path improvements Organised walking groups a great way for women particularly to enjoy outdoor recreation safely Must get landowner involvement and permission There is a need for community consultation in localities where projects will be undertaken; not just with established groups but involving local residents, e.g. a leaflet drop and informal consultations excellent project if you are local to it. Requires adequate PR e.g. leaflets potential links to Green Exercise/ green gym projects 	<p>Potential creation of a link for walking and possibly cycling from Elwick, Hart, Nesbit, Dene to the Coast safer walking routes</p> <p>Increased sense of ownership from local communities</p> <p>Fosters increased awareness of local RoW routes</p>	<ul style="list-style-type: none"> Disability access issues – e.g. routes not good enough for trikes Conflicts between different types of recreational user Poor awareness of RoW amongst local communities Lack of skills and confidence in using maps, in accessing the countryside 	Local communities, especially people with health problems, older people, urban groups including BME groups, younger people	<p>Meets Rights of Way Improvement Plan agendas</p> <p>Health and wellbeing</p> <p>Sustainable communities and inclusion agendas</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
Training and Skills					
Field training for staff/ volunteers	<ul style="list-style-type: none"> Various partners and delivery organisations suggested (see appendix F) 	<p>Meets a local need</p> <p>Can lead to sustainable employment</p> <p>Enhanced awareness of career options within these sectors</p>	<ul style="list-style-type: none"> Promotion and awareness of training opportunities to target audiences Perceived relevance/ demand for these courses 	<ul style="list-style-type: none"> Unemployed, including younger people (NEETs) Existing practitioners 	<p>Supporting historic environment, biodiversity and geodiversity objectives</p> <p>Skills and economic development</p>
<i>Lime Cordially</i>	<ul style="list-style-type: none"> <i>Potential to link to Lime Kiln Restoration project, involving local communities in restoration and experimental archaeology</i> <i>Exercise could be repeated with different groups based on demand for mortar</i> 	<p><i>Raised awareness of traditional skills and local built heritage</i></p> <p><i>Fills skills gap</i></p>	<ul style="list-style-type: none"> <i>Sporadic nature of demand for traditional skills in using lime mortar</i> 	<ul style="list-style-type: none"> <i>Young people not in education, employment or training</i> <i>Unemployed generally</i> <i>Building contractors/ practitioners</i> 	<p><i>Supporting local heritage environment development</i></p> <p><i>Skills and economic development</i></p> <p><i>Fit with National Curriculum</i></p>
Community archaeology	<ul style="list-style-type: none"> Would be very well received in principle amongst local communities potential for educational opportunities, history club involvement, guided tours. would need to avoid too narrow a focus on one part of the community 	<p>Enhanced awareness of career options within historic environment sector</p> <p>Fosters sense of place, community ownership</p>	<ul style="list-style-type: none"> Would need to identify particular projects and communities to take forward Raising awareness and recruitment 	<ul style="list-style-type: none"> Local communities especially families, unemployed, younger people and older people Local 	<p>Supporting historic environment objectives</p> <p>Social inclusion</p> <p>Skills and economic</p>



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
	<ul style="list-style-type: none"> increase awareness through PR and use of the local press 			community groups and special interest groups <ul style="list-style-type: none"> Heritage practitioners 	development
Training for tourism	<ul style="list-style-type: none"> Tie in with 'Know your Heritage Coast' which is working with local colleges training workers in coastal tourism facing roles to welcome visitors and help them find out 'what's on' 	Improved tourism prospects for the wider area, provides an enhanced offer for day visitors Encourages pride in place at local community level	<ul style="list-style-type: none"> Area not perceived to be a tourist destination Awareness raising/ promotion for the courses 	<ul style="list-style-type: none"> People working in the tourism industry 	Destination Management Plan for Seaham, Durham Heritage Coast development
<i>Land management best practice</i>	<ul style="list-style-type: none"> <i>Link to local education providers including colleges to build knowledge of best practice management</i> 	<i>Develops locally appropriate and aware land management techniques</i>	<ul style="list-style-type: none"> <i>Specialist area of study perceived as too "niche" for some education providers</i> 	<ul style="list-style-type: none"> <i>Existing practitioners</i> <i>Young people</i> <i>Unemployed adults</i> 	<i>Captures and builds pool of specialist knowledge in the LLP area</i>
Heritage and training days	<ul style="list-style-type: none"> provides new skills and opportunities for apprenticeship/ employment Schools and youth centres would need to be involved in recruitment 	These activities were recognised as supporting cultural heritage which attracts visitors to the region Encourages pride in place at local community level	Hard to recruit young people to education/ training activities	<ul style="list-style-type: none"> Unemployed people including young people (NEETs) 	Supporting historic environment objectives Skills and economic development Mental health and wellbeing



Project	Recommendations for increasing participation	Benefits and outcomes, legacy	Barriers/ issues	Audience	Strategic fit
					agendas, social isolation
<i>Forest School Programme</i>	<ul style="list-style-type: none"> <i>Potential links to many wider LLP projects</i> 	<i>Develops culture of using the outdoors in young people as the communities of tomorrow</i>	<ul style="list-style-type: none"> <i>Raising awareness amongst schools</i> <i>Resourcing issues discourage schools to get involved</i> <i>Succession issues amongst staff; staff awareness of local outdoor resource</i> 	<i>Local schools, teachers and other education providers</i>	<i>Meets Learning Outside the Classroom agendas</i>
Learning through the Outside Classroom	<ul style="list-style-type: none"> Could the project enable schools to undertake training in-house to save time/ funds? E.g. through a person who goes round to clusters of local schools to give training Run 'twilight' training events so that staff can take part after formal teaching time has finished intergenerational aspects welcomed, could enable family education Need to tackle succession issues e.g. when teachers that know the area leave 	<p>A lot of schools are exploring ways they can do activities in their local area</p> <p>Staff do not often live locally so helps them to learn about potential of the locality</p>	<ul style="list-style-type: none"> Not a lot of schools are formally engaged/ accredited with LOTC Costs of undertaking this in school hours 	<ul style="list-style-type: none"> Local schools across the LLP area Other education providers including colleges, NGOs, voluntary groups such as Scouts Local youth groups Local communities generally, especially families 	<p>Supports a range of educational agendas</p> <p>Supports positive attitude to the outdoors and healthy outdoor recreation</p>





9 Priority projects

The tables above show which projects consultation to date are emerging as priorities. These revolve around a range of recurring themes or barriers that could be addressed, as represented in the following table:

Priority Projects	Recurring theme
Establish geodiversity trails with local schools - Kingdom of Quarries, Reef Hills Project and Trails and Tribulations	Lack of knowledge/ understanding of the geodiversity Importance of involving youngsters in the community Provision of opportunities for active recreation
Provide training courses for the restoration of historic buildings and workshops in Heritage Skills - Field Training for staff and volunteers, Lime Cordially and Heritage Skills and Training Days	Keen interest in skills development especially amongst the young Interest in skills development in cultural heritage rather than natural heritage – again could be indicator of lack of awareness of the values of geodiversity/ biodiversity
Provide specialist training for staff in outdoor learning - Learning through the Outside Classroom, Field Training for staff and volunteers and Forest Schools	Interest in staff engagement in the Learning Outside the Classroom agenda, especially on a local level, using resources in their neighbourhood
Provide running costs/ transport for school visits - Learning through the Outside Classroom . Financial aid could also be provided for schools participating in the Forest Schools project, Farming Futures and Outreach Programme	Financial barriers to engagement
Provide voluntary training courses in practical conservation –covered by many proposed projects	Keen interest in skills development especially amongst the young Interest in involving communicates through active engagement/ participation
Leg it Across the Limestone Landscape	Access to the countryside Healthy countryside recreation, active recreation
Middridge Quarry access improvements linked to Shildon	Promotes access to the countryside Lack of knowledge/ understanding of the geodiversity Interpretation development
Murton – improved RoW access links	Access to the countryside



Bishop Middleham Palace Project	Interest in skills development in cultural heritage Interpretation development
Reef Hills Project	Lack of knowledge/ understanding of the geodiversity Interpretation development Access to the countryside
Children's Club	Access to the countryside Lack of knowledge/ understanding of the geodiversity
Farming Futures	Access to the countryside Provision of opportunities for active recreation
The Limestone Festival	Access to the countryside Highlight event
Coal Countryside Counts	Access to the countryside Interest in skills development in cultural heritage

10 Emergent recommendations

A number of key subjects relating to developing the audiences for this LACE Plan consistently reoccur throughout this study. These have been addressed in the following proposed principles for the LACE Plan and should be integrated into the development of the Landscape Conservation Action Plan:

- 1 It is important that the LLP continue to invest in **awareness-raising and PR** so that more people can find out about what the partnership scheme has the offer, and potentially get involved. Focusing on 'highlight' sites and experiences, from the Towers and Hills to the Limestone Festival and key moments in the seasonal calendar could help provide a 'hook' to get people interested and involved



The Penshaw Monument – a highlight experience?

- 2 The LLP would greatly benefit from establishing a **Learning and Community Engagement post** to support the delivery of projects if funding were to be achieved. This supports one of the key aims of the partnership: *'to work with communities connected to the natural area to help shape a landscape that reflects their needs'*. In particular, **ongoing community consultation** will be needed particularly around key delivery sites and projects, with target audiences for those projects. There is also opportunity for further consultation to be undertaken concerning projects that have as yet had little opportunity to be aired amongst local communities.

- 3 The LLP should **develop an overarching interpretation strategy** for new interpretive projects across the area, in order to ensure key messages, branding and delivery are reinforced and of a consistent standard. This could be in the form of an interpretation 'toolkit' or simple 'design guide' to support the work of community groups



Community interpretation project at Copt Hill

- 4 There is a strong interest in **training provision within the cultural heritage sector**, particularly for heritage building restoration and other heritage skills. The LLP should look for ways to support this agenda across the Landscape Conservation Action Plan and longer term management plan
- 5 An important opportunity exists for the partnership to **provide more opportunities for community engagement with biodiversity based projects**, especially as the barriers to access how little awareness there is of this natural heritage amongst many sections of the local community
- 6 **Provision for young people** in the community has been a recurring theme throughout the research undertaken for this LACE Plan, even cited amongst other age groups. Active engagement opportunities and challenges, such as sporting/ recreational opportunities, arts and food related projects as well as skills and training initiatives have all been cited as potential ways of engaging younger audiences with the Limestone Landscape

- 7 It is also evident that the LLP can assist with **ongoing promotion of the use of local countryside and greenspace**, including public rights of way, right across the partnership area. This is part awareness raising, part confidence and skills development, part infrastructure improvements on the ground yet has the potential to really connect communities with their local environment, enable them to get involved in many of the kinds of projects proposed and also fits with a wide range of agendas. Above all this helps combat many of the barriers raised by groups for specific projects.



Coastal limestone country in South Tyneside





11 Monitoring and evaluation

It will be of vital importance to measuring the success of ongoing learning, access, community engagement and outreach projects in order to capture data on the impact of the LLP scheme in the longer term.

The partnership should collect a range of data, including:

- By maintaining the partnership contacts database
- By continuing to monitor the number and type of community engagement efforts made, be they through meetings, presentations, events, training sessions or other activities
- By collecting data on participants in any schemes or projects implemented, including, where appropriate, through surveying attendants to find out:
 - If they are part of the target audiences for the LLP
 - What they have learned/ enjoyed etc – linked to LLP objectives to demonstrate how the engagement fits the LLP aims e.g. the number of people trained in countryside conservation, the numbers who have taken part in 'Green Exercise events' etc
 - Recommendations for developing and improving project delivery

For example, the Limestone Festival could be an ideal time to survey participants and find out how they heard about the event, what motivated them to attend, what they liked, what they did not like, and what they found out; opportunities for future festivals. Volunteers could be deployed to run the surveys at well-attended events.

This process could be supported by the use of online survey forms linked to the Partnership website, in addition to the use of social networking pages, local notice boards, pictorial displays and news bulletins to keep the public informed of progress and developments.