



## Appendix A

### Strategy Review for the Durham Limestone Landscape Partnership LACE Plan

#### 1.1 Leading the way – Regional Economic Strategy (2006-2016)

The Regional Economic Strategy (RES) for the North East<sup>1</sup> sets out how regional partners will deliver greater prosperity for the people of the North East between 2006 and 2016. The key targets are as follows:

- Increasing GVA<sup>2</sup> per head to 90% of the UK average by 2016
- Moving between 61,000 and 73,000 more people into employment
- Creating between 18,500 and 22,000 net additional businesses

The strategy aims to:

##### Business

- Encourage entrepreneurship and enterprise
- Raise the aspirations of young people
- Help people to develop and source the ideas, skills, tools and resources required to start up in business
- Promote tourism and hospitality as one of the key areas of the North East's economy

##### People

- Re-engage deprived communities in the wider economy by tackling the causes and effects of economic exclusion
- Use cultural assets for learning and participation and engage people in volunteering as a way to enter work
- Give people the incentive, information and access to clear progression routes to improve skill levels (including encouraging employed to develop workforce skills and improving the skills of young people)
- Remove barriers to employment

##### Place

- Help tackle deprivation and increase participation
- Promote the distinctive natural, heritage and cultural assets that are a vital part of the region's quality of life

In terms of the natural, heritage and cultural assets, there are four strategic priorities:

**Maximising the potential of our natural, heritage and cultural assets:** These can help improve productivity and employment. They will be used to create, attract and retain more entrepreneurs, skilled workers and investment. The aim is to increase visitor numbers, improve educational attainment and skills, foster economic inclusion and raise aspirations.

<sup>1</sup> One North East (2006) *Leading the Way: Regional Economic Strategy 2006 – 2016 (Summary)*.

<sup>2</sup> GVA measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom (Office of National Statistics).



**Using our image to meet the economic needs of North East England:** The natural, heritage and cultural assets drive business growth and attract people. The regional image campaign, 'Passionate people, Passionate places' identifies and communicates the regional strengths.

**Driving the competitive offer in the interests of the region:** Establishing and communicating the region's competitive advantage.

**Promoting regional assets to engender pride and aspiration among people in the North East:** Effectively utilising the region's image, natural, heritage and cultural assets can motivate and inspire people to meet their aspirations.

## **1.2 North East Regional Economic Strategy Action Plan**

### **1.2.1 Introduction**

The Action Plan for the North East Regional Economic Strategy<sup>3</sup> (RES) build on the RES itself by setting out the main activities of partners that will accelerate economic development and regeneration across the North East of England.

The Action Plan is based around four key themes: Leadership, Business, People and Place.

### **1.2.2 Business**

Priority activities:

- Increasing awareness of enterprise and support for people starting new businesses
- Business Link North East will provide support for enterprise of every type
- ICT support for businesses

### **1.2.3 People**

*'We need to ensure that the adult workforce – and young people entering the labour market – acquires additional, relevant skills. We also need to raise aspirations and attainment, particularly among our young people and promote economic inclusion by reducing worklessness and promoting equality and diversity in skills and employment provision.'*

Priority activities:

- Promote workplace learning to raise the skill levels of the adult population
- Raising aspirations and attainment among the most disadvantaged groups, integrating skills provision and employment support
- Raise the aspirations and attainment levels of young people
- Regional Employability Framework – to provide a structured journey to sustained employment. It will focus on deprived urban and rural communities
- Focus on deprived communities: Economic activity in deprived areas will be targeted, maximising the benefits of physical regeneration and engaging local partnerships to promote sustainable communities
- Equality and diversity – promoting greater economic participation among disadvantaged groups

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<sup>3</sup> One North East (2006) *Leading the Way: Regional Economic Strategy Action Plan 2006 – 2011 (Summary)*.



- Enhancing the role of the voluntary and community sector: Capacity and skills within the third sector will be developed to maximise income generation and other resources and to promote and support their role in the delivery of key services. We will also examine the potential for asset-based development within the context of wider regeneration initiatives
- Cultural volunteering: The Cultural Volunteer Programme will help individuals to use volunteering in cultural, environmental and community contexts as a route to economic activity; and will promote business engagement in volunteering

#### **1.2.4 Place**

*'We will invest in the quality of place and physical infrastructure of our urban and rural areas to encourage, support and sustain economic growth.'*

Priority activities:

- Market towns and rural service centres: Ensure that investments in business support are tailored to meet the particular needs of rural communities and develop a strategy for investment in rural economic centres
- Natural, heritage and cultural assets:

*'We will focus on both economic opportunities and creating a sense of pride and aspiration among residents. Investment will be focused on increasing visitor numbers ; attracting and supporting businesses; and improving quality of life and place for local residents. These activities will help us to attract and retain highly skilled [individuals?] and to increase the profile of the North East.'*

- Tourism Marketing and Regional Image: To be aligned with the Regional Image Campaign to promote assets and to engender pride and aspiration
- Centre for Excellence in Rural Development: To enable innovative work to be undertaken and promote the development of the rural economy. The aim is to stimulate effective development and leadership in rural areas.

### **1.3 Maximising the contribution of heritage to the North East Regional Economic Strategy and the North East Tourism Strategy (One North East May 2008)**

This study is concerned with the role of heritage in economic development and tourism in the region – understanding its contribution and using this to inform forward planning.

Heritage is an important part of what motivates people to visit the North East and helps define visitor behaviour when visiting. Heritage tourists are a growing market.

The heritage offer of the region was summarised by themes, of which one of the strongest perhaps applies directly to the LLP area:

- Industrial heritage – including the region's association with exploration, invention and discovery and the differing conditions and lifestyles experienced by people in the last century

Heritage tourist audiences are more likely to be:

- Aged 39-59 (but younger markets are also important)
- Better educated



- Relatively high income
- Be high daily spenders
- Have a broader travel experience
- Be more quality conscious
- Be sensitive to environmental and quality concerns
- Regularly take holidays outside normal peak seasons

Key findings from the Heritage Tourism Focus Groups included the emphasis on social heritage – how people lived – as a strong theme. Visitors want to experience heritage in a stunning landscape setting with layered interpretation – i.e. not too much at once! Itineraries on websites would be helpful in terms of planning where to go next, together with maps.

#### **1.4 Learning and skills council: Regional Statement of Priorities for young people 2010 -2011, North East Region**

This study was set in the context of Every Child Matters and the 14-19 Reform Programme, as well as the recession, which is affecting the employment prospects of young people.

- Employment in the region is estimated to grow
- There will be fewer jobs requiring low skills, and more jobs requiring higher skills
- Raising aspirations amongst young people in the region to stay in learning and to achieve is central
- Attainment levels in the region have grown to on a par with national levels
- There is still a gap in performance between those from disadvantaged backgrounds and those not (although this is narrowing)
- Participation must be raised amongst NEETs (not in education, employment or training) – high proportion for the region at 9.8% 2008-2009 compared to 6.7% nationally (the highest of all English regions).
- Sunderland a hotspot for NEETs
- NEETs most likely to be looked after or be care leavers, teenage parents, have learning difficulties or disabilities, live in a deprived area, have no or low qualifications
- NEETs the hardest to reach and require support to stay in learning
- Interventions should be done through multi-agency partnerships
- There is a need to increase apprenticeship opportunities for young people

Priorities:

1. **Raising aspirations** of all young people, regardless of their background, to engage in and stay in learning to get the skills and qualifications they need to fulfil their potential in the world of work.
2. **Narrowing the gap in participation** between vulnerable young people and their peers through increased multi-agency activity. This includes identifying and sharing across the region good practice in reducing NEET amongst vulnerable groups.
3. Raising attainment at **Level 2 including English and maths at Key Stage 4** and **narrowing the gap in attainment** between those young people from disadvantaged backgrounds and their peers from more affluent backgrounds

#### **1.5 North East Economy update, One North East (February 2010)**

- The regional unemployment rate is the highest in the country this year, at 9.8%



- The labour market will continue to be a concern as recruitment recovers more slowly than the expected outputs
- Unemployment will most affect people in lower skilled occupations
- In County Durham there has been a significant rise in the number of claimants for Job Seeker's Allowance – above the regional average
- Rising fuel prices will be a concern for people living in rural areas who are deprived in terms of access to services

## **1.6 North East England Nature Based Tourism Framework (2009)**

Currently nature based tourism trips account for 6.8% holiday trips to the region (nationally, the average is 8.1). This report investigates scope to grow nature based tourism in the North East.

The region has a small number of high quality nature based tourism experiences but there is a lack of quality infrastructure and co-ordination, including in marketing, to support these.

A development priority action plan splits the region into 7 clusters groups with main anchor sites in each cluster who will drive nature based tourism in that area. The clusters are based on broad landscape areas and are sub-divided into smaller nature hubs which can also accommodate and attract visits.

The Durham coast, with the Durham Wildlife Trust as lead partner, forms the main cluster for the LLP area. As a cluster, the DWT will:

- provide at least one highlight 'nature watching' opportunity: magnesian limestone flora, and interpretation including the National Trust visitor centre at Seaham
- promote supporting experiences, including seabird watching, coast and seascapes
- promote a wildlife watching calendar – what can be seen, when and where
- provide imaginative interpretation, including new technology
- provide guided nature watching experiences
- organise nature based events
- develop self-guided nature walks
- encourage tourism providers to be part of the Green Business Tourism scheme
- undertake training with tourism businesses to raise awareness of nature based tourism products
- monitor visitor numbers
- encourage visitors to experience other nature based sites
- work closely with ATPs and public transport operators to develop car free nature experiences

Project sites of nature conservation importance that are developed as part of the LLP scheme should be considered as part of the supporting sites for this cluster, particularly in terms of those inland from the coast that disperse people from Seaham inland.

## **1.7 A Tourism Strategy for County Durham to 2010**

The county benefits from a broad variety of visitor attractions including Durham Cathedral and Castle and Beamish. Locomotion is a major new addition to the tourism product developing the railway heritage offer of the North East. There is potential for the LLP to involve these major attractions in specific projects to broaden access to activities for visitors as well as locals.



The overarching strategic aims for the strategy are to:

- Develop a tourism experience which matches the quality of the built heritage and natural environment
- Effectively communicate this product to the visitor
- Increase tourism economic activity
- Disperse tourism activity across the County
- Maximise employment opportunities
- Ensure the sector is developed in a way that provides for long term social, economic and environmental sustainability
- Increase awareness of the offer in key markets

The LLP can tie in with this agenda through providing opportunities for increasing access to the built heritage and natural environment, including through providing more volunteering and training opportunities as well as quality new tourism experiences. The LLP can also contribute to the development of marketing materials and destination management, encouraging people to visit areas of East Durham that few people currently visit or appreciate, such as unusual rock formations at former quarry sites. The LLP will contribute to the sustainability of the county's tourism offer through planning projects that will have long term benefits and management regimes in place, often delivered by local people in local interest groups.

The LLP projects can therefore directly and indirectly contribute to all of the strategic objectives identified for the strategy

- Increase tourist numbers, encouraging repeat visits and first time visits
- Increase the volume of day visitors
- Increase average length of stay
- Increase expenditure
- Develop the quality of the experience for increasingly discerning visitors
- Maximise the spread of the economic impact of tourism across the County
- Extend the season
- Improve performance of existing tourism businesses
- Improve the profile of the sector as a career of choice
- Improve the skills of the workforce

### **Natural assets**

The county benefits from beautiful scenery including the AONB and Durham Heritage Coast - which provide excellent arena for walking and cycling. The facilities to go with this are needed, and many of the LLP projects can support such enhancements.

### **Events**

The strategy recommends the implementation of a county wide events programme considering indigenous and peripatetic events. Rock festivals, roadshows and other events suggested to celebrate the magnesian limestone character of East Durham can help build a distinctive offer for Durham.

### **Infrastructure**

The strategy identifies the need for:

- Clean and tidy public realm free of litter and graffiti
- Planned approach to signage and interpretation
- Quality arrival points



- Safe paths for walking and cycling

The LLP's projects will deliver area based improvements in all of the above suggestions.

### **Business and workforce development**

To achieve the vision of a quality experience the County must work with:

- Managers of tourism businesses
- Employees in service delivery
- Formal education providers who will produce the managers of tomorrow

The LLP has the potential to involve tourism business managers as partners in specific projects as well as provide training for employees in areas which also meet the needs of LLP projects.

## **1.8 A Landscape Strategy for County Durham (2004)**

This plan sets out objectives for the conservation and enhancement of the varied landscapes within the County. The three main aims are to:

1. Maintain and enhance the character and diversity of the Durham landscape
2. Make development and land management more sustainable through respecting landscape character and contributing to wider environmental objectives
3. Supporting and complementing other environmental strategies to promote co-ordinated action

The Strategy for the East Durham Plateau landscape character area is to:

- Enhance the area where most affected by industrial development
- Conserve and restore local landscapes that contribute most to its quality and distinctiveness – the coast, denes, escarpment spurs and vales, older meadows and pastures on the plateau
- To maintain and increase access to the countryside around towns and villages, particularly circular neighbourhood walks and long distance paths
- Create new greenways between towns and villages for pedestrians, cyclists and horse riders





## 1.9 A health and wellbeing Local Area Agreement for County Durham

Of direct relevance to this LACE Plan, the LAA will:

- Encourage more people to take up exercise and feel better about their overall health and wellbeing
- Tackle obesity in primary age school children
- Help people with mental health problems play a full role in society
- Support and protect vulnerable and older people and help them achieve and maintain independent lives
- Maintain a focus on developing a co-ordinated approach to reducing obesity rates by increasing physical activity in the population

## 1.10 The Rights of Way Improvement Plan for County Durham 2007-2011

The Plan shows that public footpaths are spaces fairly evenly across the county and that there is a modest and disjointed bridleway network. The fragmentation of this network means that individual routes are less usable than they could be. The network of railway paths offered across Durham provides wide, flat, accessible and traffic-free path options for walkers, cyclists and horseriders and are well valued by local communities for providing safe and alternative access to roads.

Promoted walking routes in the area include Durham's Coastal Path, an 11 mile route from Seaham to Crimdon. The Great North Forest Trail also provides a circular route through some of the LLP area from Causey Arch around the Great North Forest area.

The Countryside Access survey of users used to inform the ROWIP showed that:

- The main reasons people use paths are for exercise / health; relaxation and to exercise an animal
- The two things users were the most dissatisfied with were crossing points at main roads and vegetation clearance
- The top three areas for improvement were vegetation clearance, condition of stiles and waymarking
- Barriers included fear of getting lost / trespassing; physical barriers such as locked gates and poor information and promotion on routes
- Respondents asked for more circular routes, routes across open countryside and surfaced routes

Key actions to be undertaken include:

- The development and promotion of more short circular walks from urban areas
- Encourage residents to undertake physical activity
- Engage communities in walking and walking promotion
- Improve access for cyclists on traffic free routes
- Link the disjointed bridleway network
- Establish all railway paths as multi-user routes
- Target promotion to engage potential users
- Investigate opportunities to engage Countryside with Confidence courses
- Identify and prioritise opportunities for easy access projects
- Increase the number of routes available for people with mobility, sight and other impairments and disability





- Work in partnership to develop projects which promote the use of the access and rights of way network for health
- Improve network links with existing leisure and recreation facilities
- Increase participation in physical activity and use of the Rights of Way
- Increase staff resource to work with tourism providers to produce promotional materials
- Increase use of the network for sustainable tourism
- Engage schools with the Access and Rights of Way network
- Improve the promotion of guided and self guided walks
- Promote the network to a more diverse community

### **1.11 Durham Growth Point Access Prioritisation Study: A study of access priorities in Spennymoor and Easington (March 2010)**

The commission was to undertake studies of the access network in two of the Growth Point communities where Area Action Plans are being prepared (Spennymoor and Peterlee / Easington). These studies will help determine access needs, quality of routes, access demands and priorities for improvements.

*“The correlation between deprivation, lack of physical activity and ill-health is already well established, and significant parts of East Durham have documented high rates of ill health that can be attributed in no small part to poor diet and lack of exercise.” (page 4)*

For the purposes of the LACE Plan, this reading focuses on the Easington study for an area that includes Hawthorn Dene and Hawthorn village.

Some barriers to access encountered included:

- Dog fouling
- Paths get churned up during wet weather and can be slippery
- A need for improved signage and interpretation of key features of interest such as Beacon Hill
- A need for benches along the routes e.g. at pleasant viewpoints
- Pedestrian crossing of the railway
- Littering and fly tipping on urban fringe routes
- Gradients
- The A19 hindering the movement of pedestrians and cyclists east to west – no safe crossing points
- Lack of designation for many informal paths used in the area
- Misuse of motorbikes and quad bikes on paths

There is potential to upgrade some stretches of path surface for pushchairs and to introduce a small car park in Hawthorn village. There is also potential to improve footpath and cycle links to the coast, including through the upgrading of some rights of way to bridleways.

There is a requirement for improved interpretation, promotion and publicity in relation to access and Rights of Way for example, promotion of the ‘three denes’ in Easington/ Peterlee. Routes need better mapping and co-ordination to show availability to the different types of user. Up-to-date leaflets and other materials are needed.



More guided walks are also needed to introduce new users to local Rights of Way networks. There is a need for more easy access routes for disabled walkers and wheelchair users and for less able walkers. The study also highlights that work should also be done to promote interest amongst young people, for example through work with schools.

There is potential for more circular walks and more cycle links to the National Cycle network. Improved and effectively managed access to the coast is needed, particularly for equestrian users.

### **1.12 Easington Equestrian Study (2006)**

A consultation exercise was carried out amongst equestrian users in Easington, proving the high levels of equestrian activity in the District but that the lack of bridleways and obstructed bridleways make riding in the area difficult, with most riders predominantly using the roads or public footpaths.

The study found that off road links to and from the main equestrian centres should be developed and that improvement works be carried out on well used sections of road. In addition a map of Easington Equestrian routes was produced.

There are opportunities for delivering guided rides across the County, linking up networks and enabling people with disabilities to get involved.

### **1.13 Destination Plan for Seaham – Market Town Welcome**

This study sets out priorities for developing and promoting Seaham as a destination. It aims to:

- Develop the tourism potential of Seaham
- Provide a rationale for development in Seaham
- Identify priorities
- Clarify how partners can work together to deliver the plan

The vision for Seaham highlight's the popular appeal of its beaches, seaside and dynamic 21<sup>st</sup> century offer with marina, heritage centre, cafes, restaurants and shops. Amongst the heritage to be promoted at Seaham is its mining heritage and unique flora and fauna. Events, targeted at nearby populations, will be encouraged and local artistic talent will be developed, incorporated into activities, interpretation and promotion. The aspiration is for Seaham to have a sustainable, year round economy generating repeat visits.

Visitor surveys highlight that visitors to Seaham are:

- Functionals – lower spending and thrifty, enjoying traditional values, heritage and rural holidays
- Traditionals – mainstream visitors who tend to be older and enjoy repeat visits
- Day visitors, especially family groups and people with special interests e.g. in heritage, wildlife or walking

In the longer term Seaham would like to attract Discovers, who are independent and enjoy investigation new places and interests.



### 1.14 County Durham's Sustainable Community Strategy 2009-2023 by the County Durham Partnership (incorporates County Durham Local Area Agreement 2008-2011)

The County Durham Partnership is the countywide Local Strategic Partnership (LSP). The partnership was formed in 2007 following the merger between the County Durham Strategic Partnership and the County Durham Local Area Agreement Board. It brings together key organisations from the public, private sectors and voluntary and community sectors – all aiming to improve the quality of life for people in County Durham.

The Vision for the strategy:

*A County where strong economic growth is matched with a community that believes in itself and aims high, with pride in our past and confidence in our future. A place where everyone can achieve to their potential and enjoy a high quality of life, without compromising the environment or future sustainability of communities.*

The seven key themes are indicated in the table below, together with goals and outcomes for each that particularly align with the LLP scheme:

Theme	Long term goals and outcomes
A thriving economy	<ul style="list-style-type: none"> <li>improved employability and skills of the workforce – improve skills and reduce worklessness</li> </ul>
Everyone achieves their potential	<ul style="list-style-type: none"> <li>improved attainment in education and work for people of all ages</li> <li>more young people involved in employment, education or training</li> <li>support and encourage 16-18 year olds to participate in learning</li> <li>increase the number of employment opportunities with planned training</li> <li>increased levels of adult education and skills</li> <li>support more adults to achieve a Level 3 qualification or higher</li> <li>more opportunities for adults to participate in learning, further education and training</li> </ul>
A high quality and sustainable environment	<ul style="list-style-type: none"> <li>achieving a high quality, green, attractive and accessible environment</li> <li>develop and sustain healthy ecosystems</li> <li>make the County's countryside accessible to all</li> <li>conserve and enhance the County's landscape, biodiversity and geodiversity</li> <li>high quality local built and historic environment that meets the needs of communities</li> <li>enhance the centres of our towns and villages</li> <li>conserve and enhance the historic environment</li> <li>reduced impact on climate change</li> <li>conservation of natural resources</li> <li>reduced greenhouse gas emissions</li> <li>adapt to the impacts of climate change</li> </ul>



All residents lead long and healthy lives	<ul style="list-style-type: none"> <li>• increase opportunities for communities to live healthily</li> <li>• reduce levels of obesity</li> <li>• improve mental health and wellbeing</li> <li>• ensure that we support and protect vulnerable people</li> </ul>
Everyone is safe and feels safe	<ul style="list-style-type: none"> <li>• improve public reassurance</li> <li>• ensure we have safer roads</li> </ul>
People enjoy life	<ul style="list-style-type: none"> <li>• culture, leisure and sporting opportunities to meet the needs and aspirations of the community</li> <li>• more residents engage in leisure activities, culture and sporting opportunities</li> <li>• people have a sense of pride in their culture and heritage and high aspirations for the future</li> <li>• encourage volunteering in relation to heritage conservation</li> <li>• encourage visits to local heritage sites, especially for disadvantaged groups</li> <li>• support and further develop programmes which broaden participation and contribute to learning, self belief and aspirations, community pride and cohesion</li> <li>• more residents value, enjoy and make positive use of the County's historic environment and heritage</li> <li>• arts heritage and cultural activities are fully used in creating sustainable communities</li> </ul>
Everyone can make a positive contribution	<ul style="list-style-type: none"> <li>• a vibrant and sustainable voluntary and community sector</li> <li>• strong, cohesive communities</li> <li>• individuals are able to make a positive contribution to their local community</li> </ul>

The Strategy notes that the County's people "*have a strong sense of identity with the County and with their town /village, and there is a distinctive local culture and sense of community, particularly in the smaller settlements.*" Therefore activities that aim to broaden access to a the heritage of the wider landscape character area will have to be aware of the possibility of people feeling an enhanced local sense of identity.

The strategy also makes the following point about the challenges of rural isolation: "*Due to the settlement patterns in the County there are many communities that experience problems of remoteness and this highlights the importance of effective communication and transportation systems.*" Low levels of car ownership, particularly in deprived areas, makes accessible public transport a high priority. Since increased car use impacts heavily on carbon dioxide emissions, use of the private car to travel to participation events and projects established by the LLP should be reduced where possible. Projects will need to plan to include rurally isolated groups through location choice where possible to ensure that all communities have a chance of participation.



The Strategy notes that it is likely that the County's economy is being amongst the worst affected by the current economic downturn, even compared to the rest of the region – due to dominance of construction and manufacturing industries in the County, which have been amongst the worst hit, together with the legacy of the decline of previous industries. Unemployment is rising in Durham at a faster pace than rest of region and the County is likely to be affected harder and for longer. Therefore LLP projects should consider targeting the unemployed and NEETs that have been most affected by the economic climate to offer training and volunteering opportunities to improve their prospects as the economy picks up.

The County has a low skilled workforce in comparison to the rest of the region and to England, with at least 50,000 adults lacking in basic literary or numeracy skills and no formal qualifications. *“The development of a culture of achievement and aspiration must occur side by side with economic growth”* pp 27

The Strategy notes that the county needs to move to a higher productivity and knowledge based economy to close the gap in economic performance. A lack of aspiration has developed in some communities. The LLP needs to consider training opportunities that help meet the shortfall in the knowledge based economy, changing perceptions about what people individually can achieve through accessing education and training such as apprenticeship schemes.

The overall health of the population is poor compared with the national picture and inequalities in health across the County remain persistent and pervasive. The LLP's activities can be designed to promote healthy living and activities, as well as learning about healthy lifestyles.

The Strategy notes that participation in the arts, culture, leisure and sport provides opportunities for personal and social development, which in turn supports learning and feelings of self worth and inclusion, as well as being enjoyable for those taking part, an important benefit the LLP can strive for.

Children and young people in particular need access to high quality sport, culture and play opportunities if they are to achieve their full potential, both in learning and in personal and social development. Again this is an area where LLP schemes can be tailored to the needs of this audience, answering in part the call for 'more things to do for young people' regularly highlighted by local research.

Involvement in sports, cultural and leisure experiences can also increase individuals' skills and confidence, supporting first steps to learning for those who have experienced barriers in accessing traditional education. LLP schemes can facilitate engagement through these cultural experiences for those that have few formal skills or qualifications.

A wide range of successful opportunities for young people are already being developed by the County Durham partnership to help these groups access cultural, sports and leisure opportunities in support of learning, help them develop their talents and enjoy the benefits of participation. For instance the Cultural Hubs Durham pilot, linking young people, through their schools, into cultural 'treasures' of the region such as the BALTIC centre for Contemporary Art, the Beamish Museum and Dance City enabling them to experience and create diverse aspects of the arts, culture and heritage (County Durham Interim Sustainable Community Strategy pp. 47)



## Appendix B

### Market review: research for the Landscape Partnership Area

#### 1.1 Introduction

The following market appraisal broadly reviews the market context for the landscape partnership scheme to help identify possible audiences, partners and participants across the project area. The research falls into the following three categories of relevance to the LACE Plan:

1. the local demographic
2. tourism markets
3. education and training markets

For the purposes of data collection and analysis across the landscape partnership area, the following regional, sub regional and local authority data was used:

- North East region
- Tyne and Wear District
- Tees Valley Unitary Authority
- Durham County Council
- Hartlepool Borough Council
- Darlington Borough Council
- Sedgefield District Council
- Durham Non Metropolitan District (NMD)
- Easington District Council
- Sunderland City Council
- South Tyneside Council

Although County Durham is now a Unitary Authority, it has been helpful for the purposes of the landscape partnership scheme to consider existing data for the former districts of Sedgefield, Easington and Durham NMD.

#### 1.2 Regional overview: the north east demographic

The following market information was drawn from the State of the Region report (2008) by the North East Regional Information Partnership.

##### 1.2.1 Population

The report shows that, in terms of population:

- the North East is the only English region with a decreasing population in recent decades
- however, there has been an increase in the number of migrants over recent years, especially from Eastern Europe
- there has also been a rise in the regional birthrate – so with the increased immigration the ONS has predicted that the future may bring a modest increase in population in the region up to 2029



- the population of the region is ageing
- the region's population has low numbers of people from BME groups, with the majority of these groups being Asian. Concentrations of BME groups are in Newcastle and Middlesbrough

Therefore the LACE Plan will need to take into account the needs of older audiences and minority groups, including those that have recently migrated to the region from Eastern Europe.

### **1.2.2 Economic activity**

In terms of economic activity in the North East:

- 71% of working age people in the region were in employment in 2007
- the region has growing rates of employment but still relatively high rates of economic inactivity across the region, especially amongst the over 50s. Higher rates of economic inactivity can be found in the Tees Valley, Tyne and Wear and County Durham
- employment rates in the region have fluctuated in recent years. Levels differ at district level with 9% unemployment in South Tyneside compared to 4% in the city of Durham (based on 2007 figures)
- Middlesbrough, Hartlepool and South Tyneside all have an employment rate of below 67%, whilst Darlington, Derwentside and Durham City all have an employment rate in excess of 76%
- long term unemployment remains below the UK average
- however, the region has the second highest proportion of workless households out of all the UK regions. However, the gap with the rest of the UK is closing as this rate reduces
- the region has the lowest rate of self employment of all the British countries or regions (8% compared to 12% nationally)
- the North East is a lower earning region than the other English regions, with fewer people working in high skills and knowledge groups

### **1.2.3 Skills and learning**

In relation to skills and learning in the region:

- there are lower levels of adults with qualifications in the region than the national average, however, the number of adults with qualifications is increasing for the region faster than the national rate
- there is a need to attract more qualified people to work in skills-intensive jobs in the region





The LACE Plan will need to support growing employment prospects in the region, including amongst older age groups across the landscape partnership area. There is a clear opportunity for the scheme to support entrepreneurial activity and self employment prospects and aspirations. The LACE Plan can also provide access to training in the Knowledge Industry to help support the local economy and increased earnings and prospects locally.

#### **1.2.4 Single person households**

The North East also has an increasing number of single person households. The region has an average of 2.36 persons per household, which is the lowest in the UK. LACE Plan recommendations will need to consider attracting local people to undertake events within their local community, to help combat social isolation and loneliness.

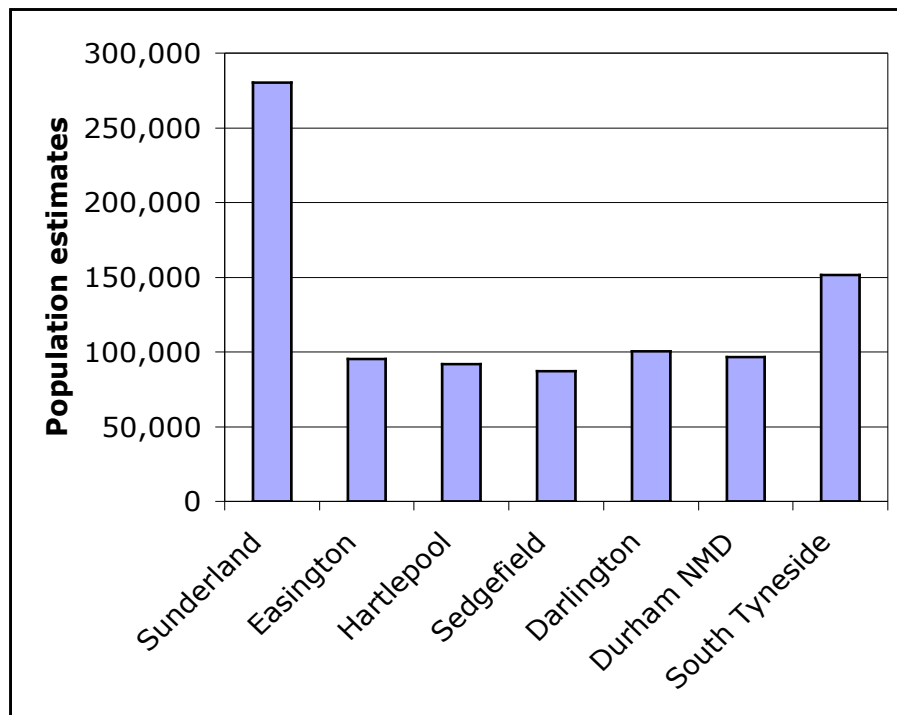
#### **1.2.5 Health**

People in the region have poorer health compared to those in other regions. However people are getting healthier. The LACE Plan can help promote opportunities for healthier living.

### **1.3 Population at district level**

#### **1.3.1 Size of population**

Graph to show population estimates at local authority level across the landscape partnership area, mid 2008





<b>Local authority area</b>	<b>Population</b>	<b>Population as % of regional population</b>
Sunderland	280,300	11%
Easington	95,400	4%
Hartlepool	91,700	4%
Sedgefield	87,300	3%
Darlington	100,500	4%
Durham NMD	96,400	4%
South Tyneside	151,600	6%
North East	2,575,500	100%

*Source: Office of National Statistics (ONS)*

Sunderland contains the largest portion of the LCA's resident population, followed by South Tyneside, testimony to the largely urban nature of both local authority areas, which have the highest density of population of the local authority areas. Sedgefield is the least densely populated district, with only 1 person per hectare, compared to South Tyneside (24 people per hectare).

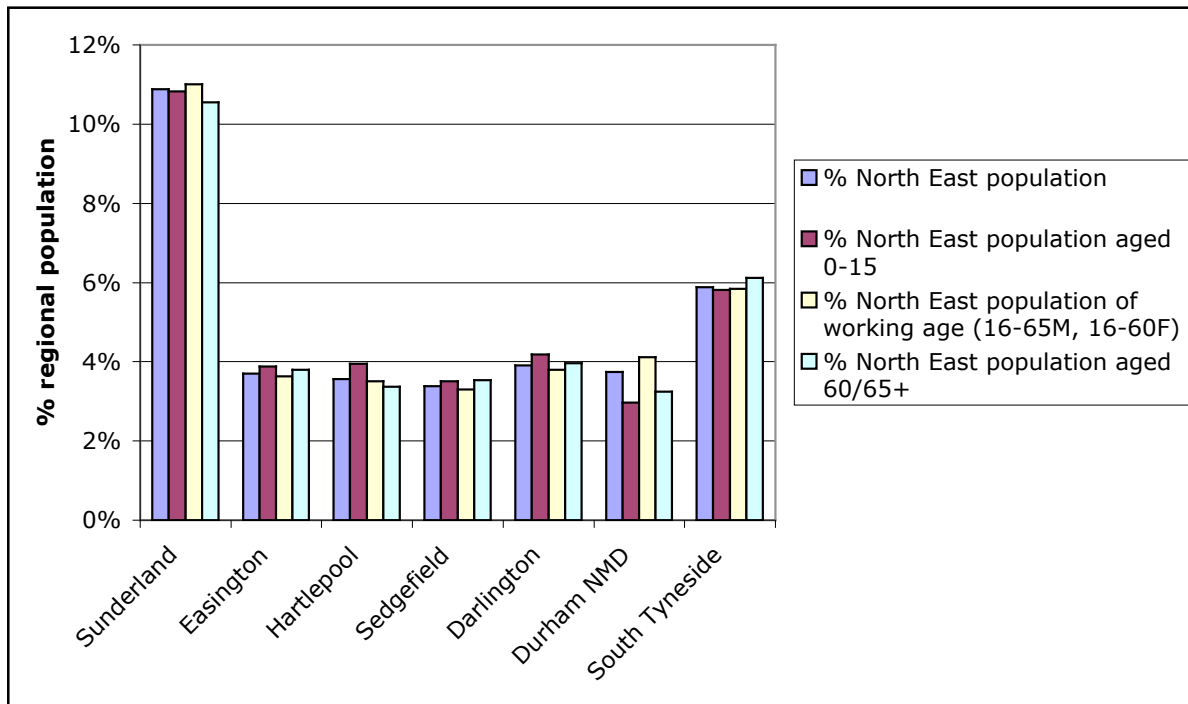
The population estimates show that there is a catchment population of 900,000 people in or close by the landscape partnership scheme area. This is without taking into account the densely populated conurbations of Newcastle and Gateshead to the north and Teeside to the south.

However, sub-national population projections show that for some areas, the population is shrinking, including in South Tyneside, Tyne and Wear and Sunderland, a trend which it is estimated will slowly reverse over the next 20 years.



### 1.3.2 Age of population

Graph to show estimated local authority populations (2008) for selected age groups



	% North East population	% North East population aged 0-15	% North East population of working age (16-65M, 16-60F)	% North East population aged 60/65+
Sunderland	11%	11%	11%	11%
Easington	4%	4%	4%	4%
Hartlepool	4%	4%	4%	3%
Sedgefield	3%	4%	3%	4%
Darlington	4%	4%	4%	4%
Durham NMD	4%	3%	4%	3%
South Tyneside	6%	6%	6%	6%

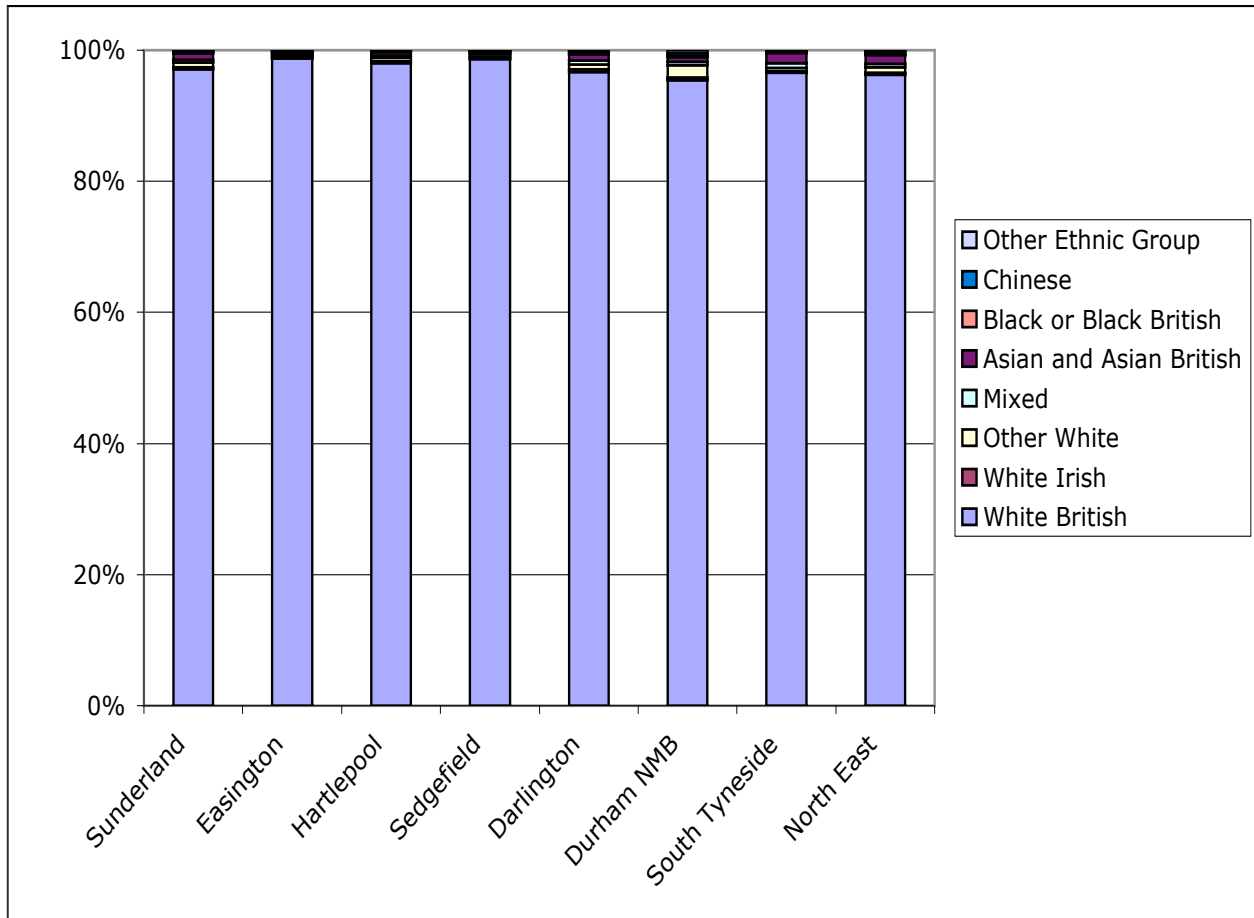
Source: Office of National Statistics (ONS)

The age breakdown estimates for the local authority areas across the landscape partnership area show that the breakdown of age category is relatively even for all areas. Children form a significant age group across all areas apart from Durham Non Metropolitan District. South Tyneside has a higher proportion of population in the older age bracket than across the rest of the area. Therefore there is plenty of scope to consider the needs of these audiences when as part of community engagement efforts with the landscape partnership scheme.



### 1.3.3 Ethnicity

Graph to show relative proportions of ethnic groupings at local authority level (from 2001 census)





	White British	White Irish	Other White	Mixed	Asian and Asian British	Black or Black British	Chinese	Other Ethnic Group	All groups
Sunderland	272721	805	2045	1090	2810	362	653	321	280807
Easington	92863	126	284	224	344	18	85	48	93992
Hartlepool	86874	235	460	311	492	70	110	59	88611
Sedgefield	86062	229	346	235	154	54	83	43	87206
Darlington	94549	450	742	598	906	223	240	130	97838
Durham NMB	83696	340	1638	481	649	191	323	391	87707
South Tyneside	147466	365	807	1047	2419	261	185	235	152785
North East	2425592	8682	21142	12228	33582	3953	10263	4215	3E+06

Source: ONS

As the graph illustrates, in 2001 the population of the landscape partnership area was predominantly white British, including when compared to regional population ethnicity. Sunderland, South Tyneside, Durham and Darlington were more ethnically diverse than the populations of Easington, Hartlepool and Sedgefield.

Experimental statistics from 2007 show that Indian and Bangladeshi are the largest ethnic groups in Sunderland.

Whilst County Durham may only have 1% of its population composed of BME groups, this figure will have increased in recent years due to the arrival of migrant workers from Eastern Europe – primarily Poland, Latvia and Lithuania, comprising an addition estimated 2% of the population of the county. However there is some evidence from the last 12 months that this figure is starting to decline again as migrants return to their home country.

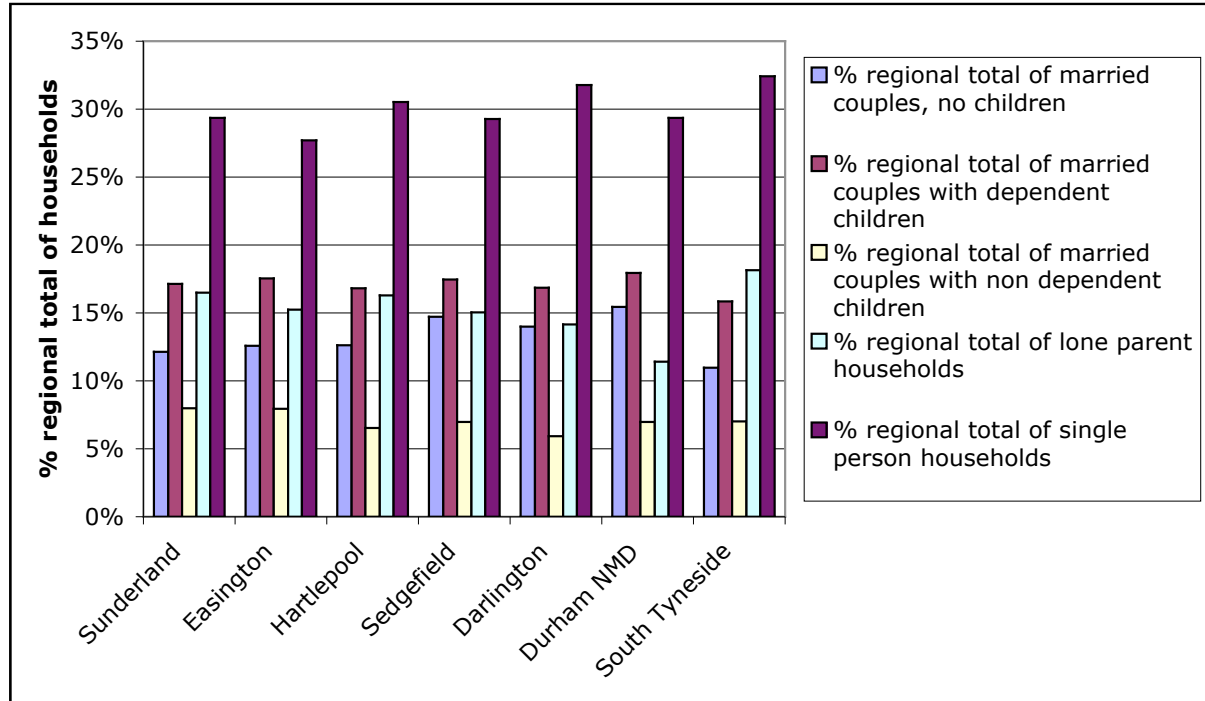
Source: County Durham's Sustainable Community Strategy 2009-2023 by the County Durham Partnership

There is potential for the landscape partnership scheme to target activities to minority ethnic groups in urban areas such as Sunderland to ensure these groups know about and have access to the scheme.



### 1.3.4 Household composition

Graph to show household composition for local authority areas (based on 2001 census data)



	% regional total of married couples, no children	% regional total of married couples with dependent children	% regional total of married couples with non dependent children	% regional total of lone parent households	% regional total of single person households
Sunderland	12%	17%	8%	16%	29%
Easington	13%	18%	8%	15%	28%
Hartlepool	13%	17%	7%	16%	31%
Sedgefield	15%	17%	7%	15%	29%
Darlington	14%	17%	6%	14%	32%
Durham NMD	15%	18%	7%	11%	29%
South Tyneside	11%	16%	7%	18%	32%

Source: Office of National Statistics (ONS)

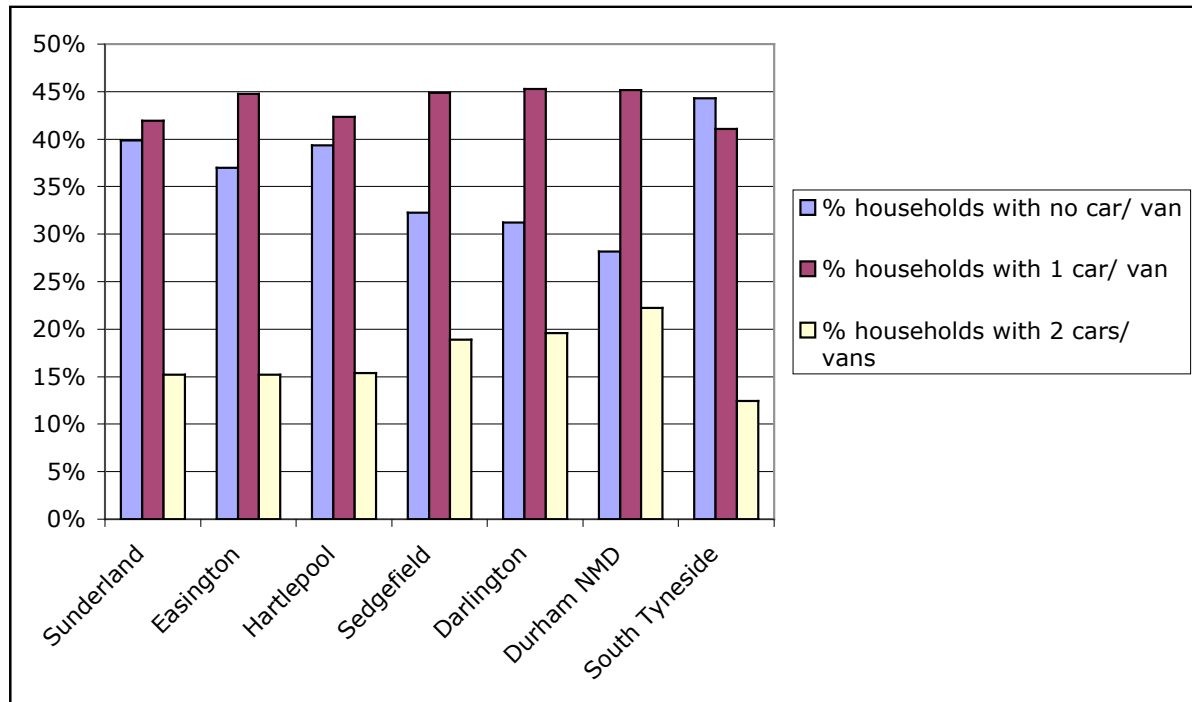
Although likely to be out of date, this data from the 2001 census does indicate some clear commonalities across the landscape partnership area in terms of household composition. For each local authority, the majority of households are single person households. There were higher proportions of lone parent households in the more urban boroughs of the partnership area (South Tyneside and Sunderland).



We know from more recent regional and national data that the trend in rising numbers of lone parent and single person households will have continued apace since the last census, an important consideration for providing access to learning opportunities, projects and events.

### 1.3.5 Ownership of private transport

Graph to show % households owning private transport (2001 census data)



	All households	No car/ van	%	1 car/ van	%	2 cars/ vans	%
Sunderland	116356	46386	40%	48808	42%	17708	15%
Easington	38789	14348	37%	17354	45%	5909	15%
Hartlepool	37386	14701	39%	15833	42%	5752	15%
Sedgefield	37515	12093	32%	16841	45%	7097	19%
Darlington	42308	13217	31%	19149	45%	8296	20%
Durham NMD	34846	9809	28%	15746	45%	7738	22%
South Tyneside	66096	29293	44%	27131	41%	8218	12%
North East	1066292	383219	36%	459288	43%	186519	17%

Source: Office of National Statistics (ONS)

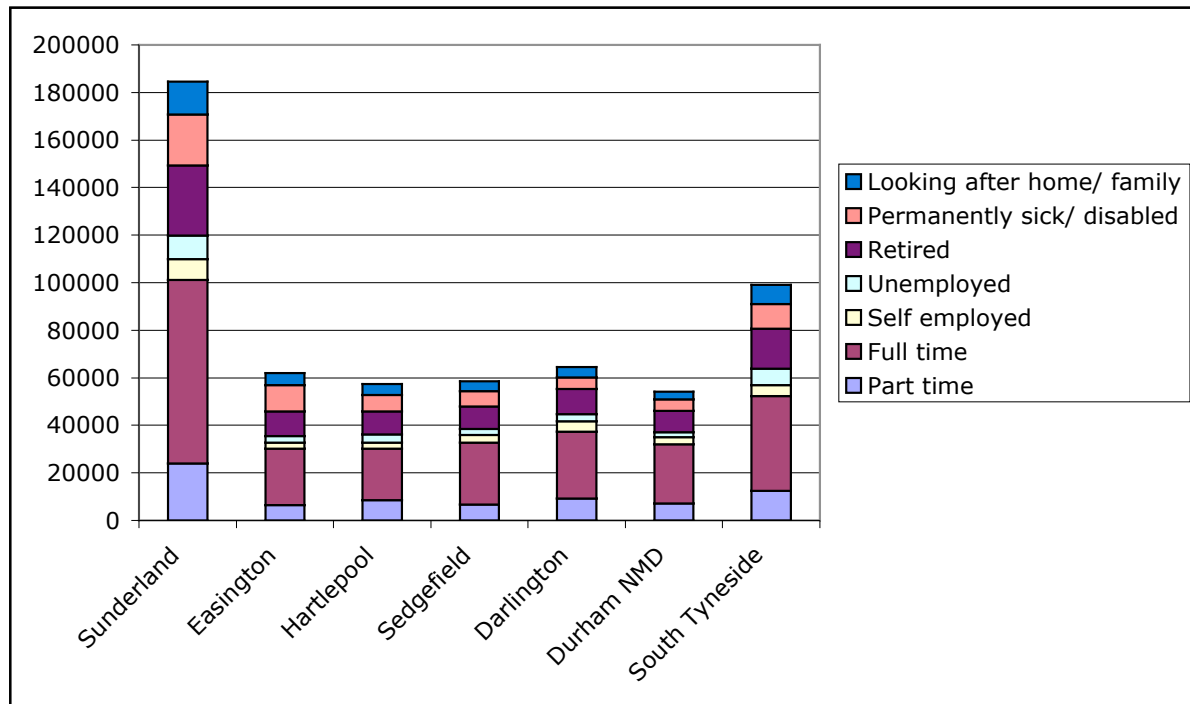
Car ownership is higher in County Durham districts, perhaps as these tend to be more rural which therefore places a greater reliance on having access to private transport. The lack of car ownership amongst households in South Tyneside, Sunderland, Hartlepool and Easington will be an important consideration for audience engagement with rural projects, for example by ensuring that projects can be accessed by those without cars.



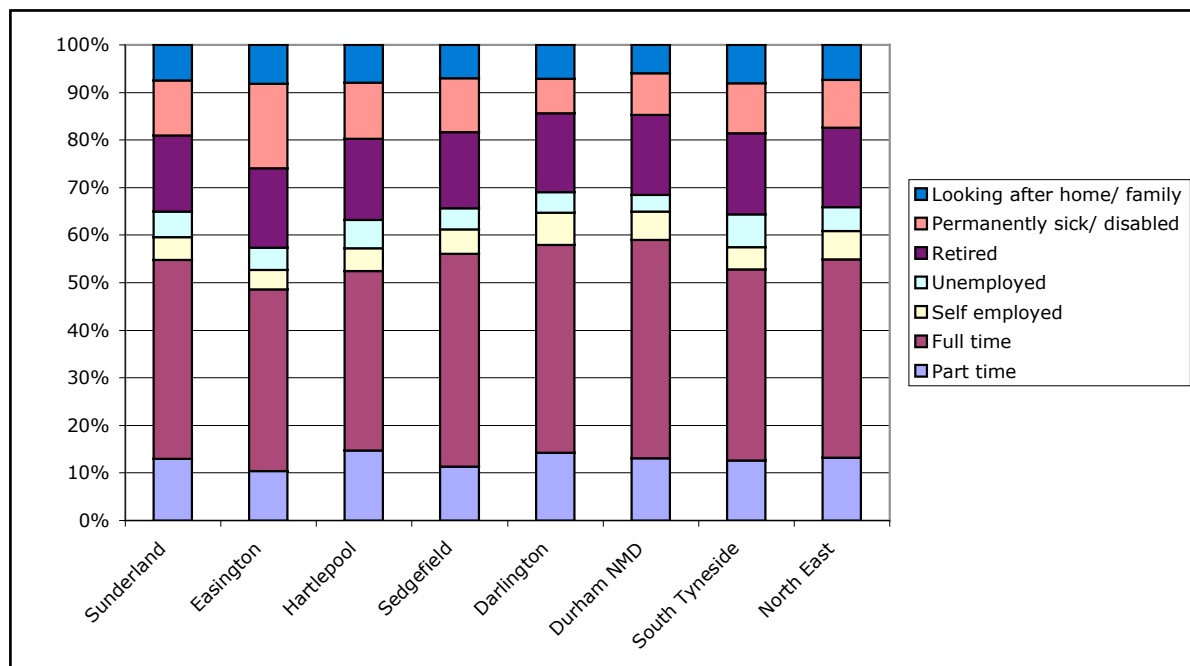


### 1.3.6 Economic activity

Graph to show economic activity amongst 16-74 year olds in each local authority area (2001 census)



Graph to show relative proportions of economic activity group amongst 16-74 year olds across each local authority area (2001 census)





	<b>Part time</b>	<b>Full time</b>	<b>Self employed</b>	<b>Unemployed</b>	<b>Retired</b>	<b>Permanently sick/ disabled</b>	<b>Looking after home/ family</b>
Sunderland	23999	77162	8782	9914	29534	21371	13759
Easington	6417	23705	2496	2882	10379	11015	5029
Hartlepool	8429	21641	2712	3459	9705	6800	4544
Sedgefield	6650	26149	3046	2564	9411	6629	4100
Darlington	9214	28209	4389	2790	10692	4738	4575
Durham NMD	7068	24849	3166	1901	9143	4716	3209
South Tyneside	12553	39753	4685	6834	16861	10426	7989
North East	217455	684414	96482	82987	274985	164313	120428

Source: ONS

The above data shows the relative size of working age populations in the landscape partnership areas, with Sunderland's working age population dwarfing the rest.

Unemployment rates in 2001 were highest in South Tyneside out of all the areas, but on a par with wider regional unemployment rates at that time. The graph below shows employment and unemployment rates for 2007 based on estimates by the ONS from amongst the economically active. It shows that the former Durham NMD area and Darlington have slightly higher employment rates and that Easington, Sedgefield and Hartlepool have rates lower than at regional level. Unemployment is estimated to be highest in Hartlepool in 2007 with nearly 10%. Due to the recent economic downturn, it is likely that unemployment rates will have increased across all areas.

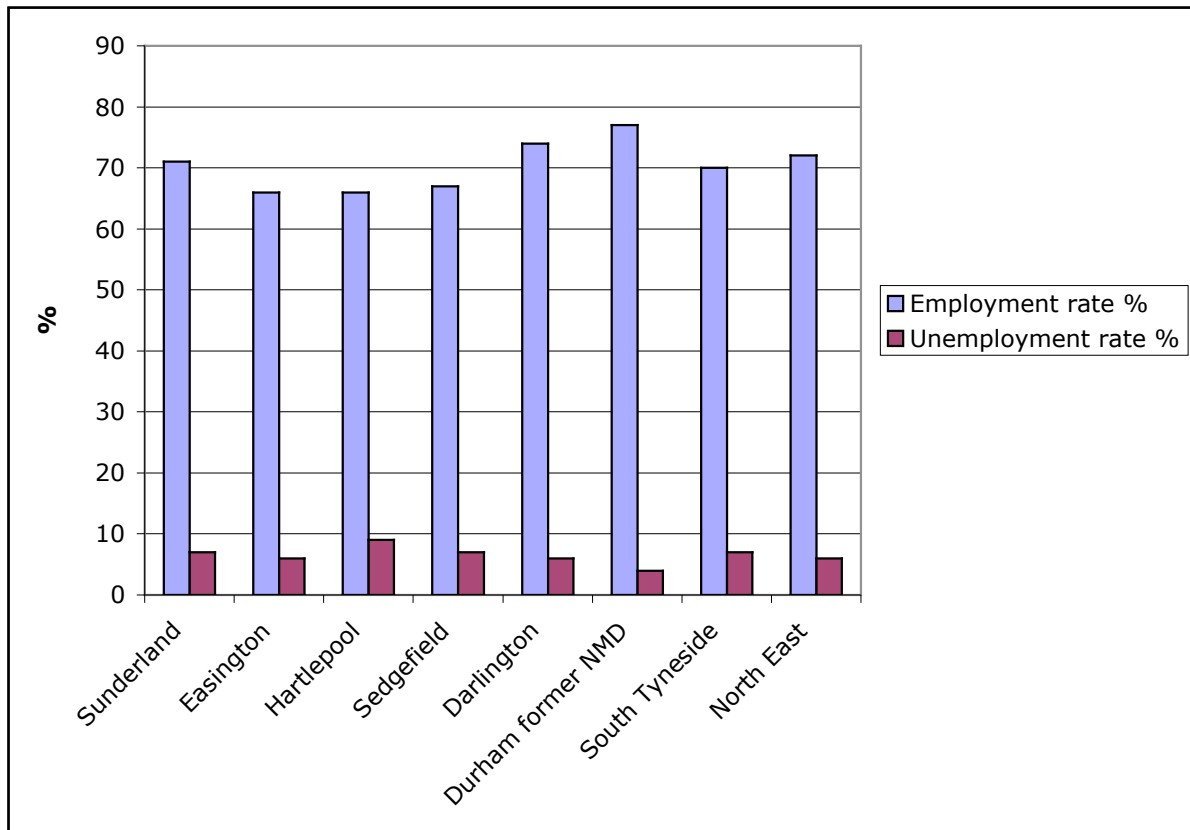
Darlington had a slightly higher proportion of self employed people of working age than other areas, again close to the regional rate which overall is lower than other English regions.

Overall, ONS data from the last census indicates that Easington, Durham and Hartlepool all had a lower proportion of economically active people amongst their working age populations than the regional average.

The landscape partnership scheme can potentially boost employment prospects for people in the area, particular in areas like Easington, Sedgefield and Hartlepool. Self employment is another area that could have the potential to grow in the region.



**Graph to show percentage of people of working age in employment and estimated numbers of people who are economically active but unemployed (2007)**



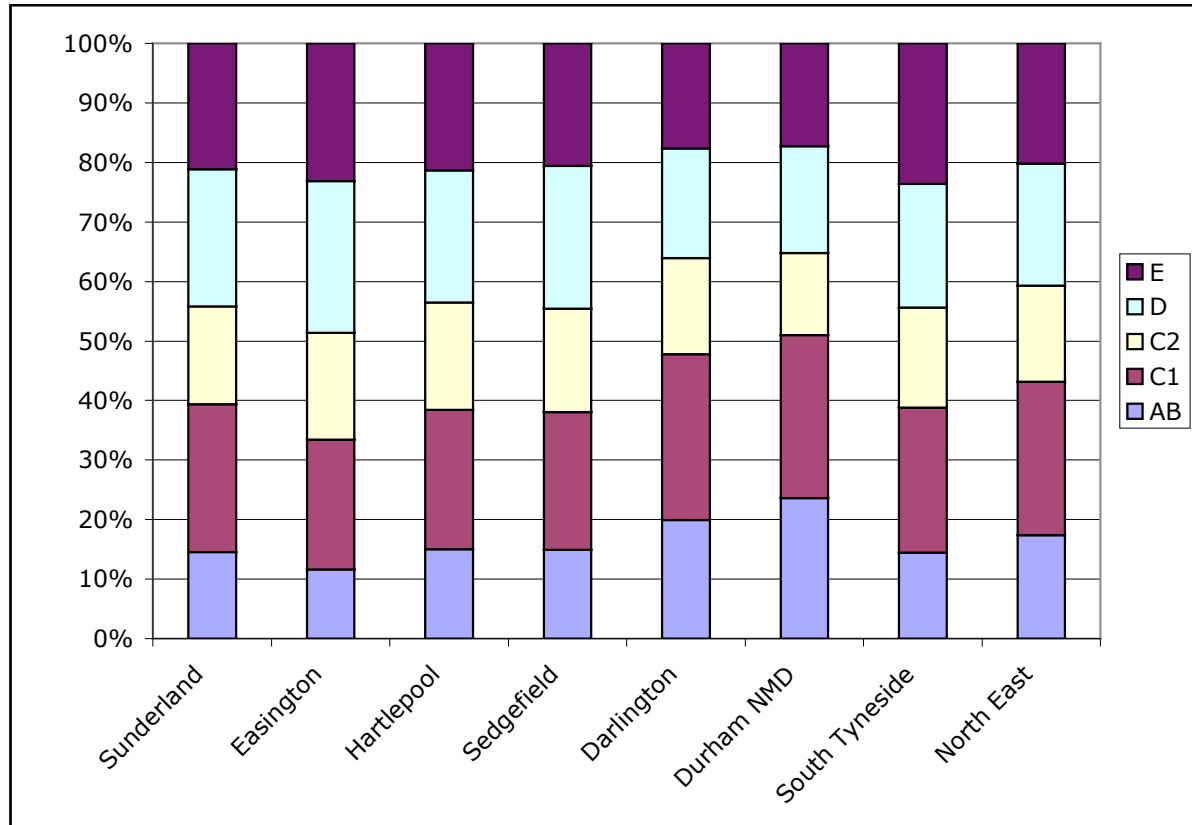
	Employment rate %	Unemployment rate %
Sunderland	71	7
Easington	66	6
Hartlepool	66	9
Sedgefield	67	7
Darlington	74	6
Durham former NMD	77	4
South Tyneside	70	7
North East	72	6

Source: Annual population survey and ONS



### 1.3.7 Socio Economic status

Graph to show social grade (A-E) relative proportions amongst all people aged 16 to 74 who were usually resident in the area at the time of the 2001 census across the local authorities



	AB	C1	C2	D	E
Sunderland	31910	54450	36110	50660	46322
Easington	8575	15987	13213	18724	17032
Hartlepool	10283	16036	12365	15164	14633
Sedgefield	10307	15960	12061	16537	14242
Darlington	15186	21295	12338	14086	13484
Durham NMD	15706	18215	9125	11936	11489
South Tyneside	17388	29196	20162	24997	28348
North East	342810	510120	319546	403874	399918

#### Grades:

- AB Higher and intermediate managerial/ administrative professional
- C1 Supervisory clerical, junior managerial / administrative / professional
- C2 Skilled manual workers
- D Semi skilled and unskilled manual workers
- E On state benefit, unemployed, lowest grade workers

Source: ONS



The relative prosperity of Durham NMD and Darlington compared to other areas in the landscape partnership area at the time of the last census can be seen in the above graph. Both areas have well above the regional average levels of ABs in the population. Easington has the lowest AB proportion of the population out of all areas.

South Tyneside has the highest proportion of E grade people of working age and Easington and Sedgefield both have larger proportions of D grade workers than the regional average. Again interventions by the landscape partnership scheme can help target people in these areas who would benefit from training to improve their employment and earning prospects.

### **1.3.8 Deprivation**

The Indices of Deprivation provide authoritative and comprehensive information about the nature and extent of poverty. They are measured across 6 domains at Super Output Area level across England: income, employment, health and disability, education, skills and training, housing and geographical access to services. A ward index brings together this data from the six domains into one overall Index of Multiple Deprivation (IMD). District level summaries allow local authority districts to be ranked.

Local authorities across the landscape were ranked as follows in 2007:

	<b>Ranking out of 354 authorities</b>
Sunderland	35th most deprived
Easington	7th most deprived
Hartlepool	23rd most deprived
Sedgefield	54th most deprived
Darlington	95th most deprived
Durham NMD	180th most deprived
South Tyneside	38th most deprived

*Source: Communities and Local Government at ONS*

Easington, Hartlepool, Sunderland and South Tyneside are the most deprived. Durham NMD is the least deprived.

To put this into national context, 29% of the population of England lived in the 20% most deprived wards in England in 2000. Over one third of people living in these wards rely on benefits. Areas most likely to suffer deprivation are urban areas, traditional manufacturing centres and former coalfield areas.

In 2000, the North East region had the highest proportion of its wards in the 20% most deprived wards in England. In 2007 over 30% of County Durham's population live in wards that are amongst the 10% most deprived in England. County Durham is the most deprived of England's 'Shire' counties. The greatest deprivation is in the former coalfield areas of east and west Durham, while the central corridor of Chester-le-Street, Durham City and Darlington is less disadvantaged.

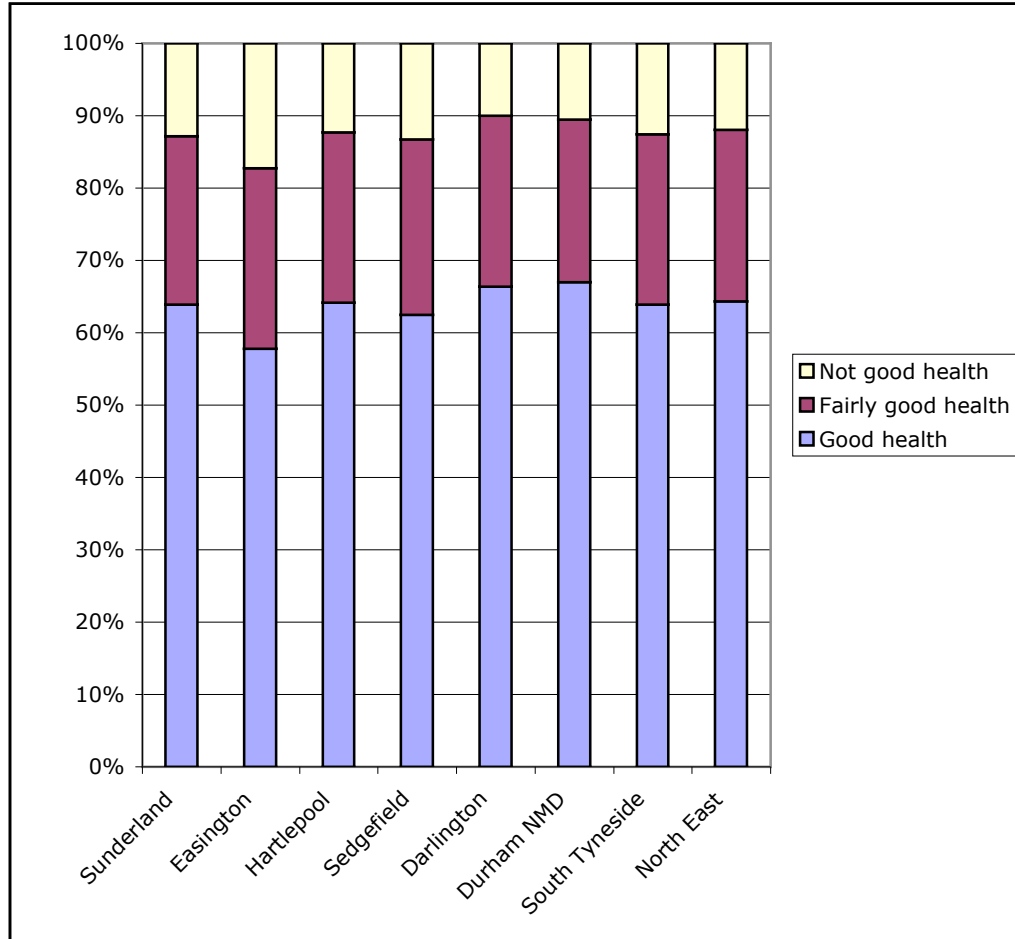
*Source: Regeneration Research Summary Number 37, 2000 and The County Durham Foundation*

The landscape partnership scheme is ideally placed to bring improved prospects and outlooks for the former coalfields of east Durham.



### 1.3.9 Health of population

Graph to show relative health of population across different local authority areas (from 2001 census)



	Good health	Fairly good health	Not good health
Sunderland	64%	23%	13%
Easington	58%	25%	17%
Hartlepool	64%	24%	12%
Sedgfield	62%	24%	13%
Darlington	66%	24%	10%
Durham NMD	67%	22%	11%
South Tyneside	64%	24%	13%
North East	64%	24%	12%

Source: ONS

The graph highlights the lower levels of good health recorded in the district of Easington particularly. The populations of Darlington and Durham NMD would appear to have been in better health than the regional average at the time of census.



Census data on limiting long term illness underlines this pattern, with higher levels of limiting long term illness in Easington and Sedgefield, Hartlepool, South Tyneside and Sunderland than across the region as a whole.

There is huge potential for the landscape partnership scheme to develop initiatives that can contribute to improved health, in terms of lifestyle change and physical and mental wellbeing.





## 1.4 Tourism Markets

### 1.4.1 Regional Tourism<sup>1</sup>

- Tourism brings £3.8 billion to the regional economy, directly employing 51,000 people
- There were 8.3 million overnight visitors to the region in 2008 with a further 72 million people making day visits
- 2009 saw the region's tourism industry benefit from the 'staycation' phenomenon with an increase in room occupancy across the region
- The region's attractions also benefited from increased visitors in 2009 compared to 2008
- National and regional data also suggests 2010 will see a continued staycation trend with 75% of domestic consumers expected to take a break in the UK
- Events are playing their part with hotels in Tees Valley seeing 35% of their rooms booked for Saturday 7<sup>th</sup> August, the 1<sup>st</sup> night of Tall Ships in Hartlepool; properties in County Durham appear to also be benefiting with 72% of rooms booked for the same night, illustrating the importance of major events in attracting visitors to the region

### 1.4.2 Sub regional comparisons (STEAM 2007 data)

**Table to show sub regional performance for areas of the north east pertinent to the Limestone Landscapes Project**

	County Durham	Tees Valley	Tyne and Wear
<b>Total number of overnight visitors (thousands)</b>	<b>1,523</b>	<b>2,201</b>	<b>3,320</b>
% staying in serviced accommodation	26%	34%	43%
% staying in non serviced accommodation	17%	2%	24%
% staying with friends and relatives	57%	64%	54%
<b>Total number of day visitors (thousands)</b>	<b>16,452</b>	<b>12,847</b>	<b>37,120</b>
<b>Average length of stay (nights by overnight visitors)</b>	<b>2.9</b>	<b>2.2</b>	<b>2.3</b>
Average spend per trip (overnight visitors, direct spend only)	£129.12	£67.53	£106.90
Average spend per trip (day visitors, direct spend only)	£13.37	£15.25	£24.90
<b>Total direct spend (thousands)</b>	<b>£416,874</b>	<b>£344,673</b>	<b>£1,279,251</b>

Source: STEAM data 2007

<sup>1</sup> Source: Tourism Intelligence Network February 2010 – One North East



The tourism data collected by the STEAM economic model underlines the relative importance of Tyne and Wear, which has 37% of the region's overnight tourism visitors and generates much higher direct spend than other sub regions. The data shows the relative lack of overnight visitors attracted to County Durham and the limited amount of spending by its day visitors compared to its small overnight visitor market.

### 1.4.3 North East Visitor Surveys – County Durham

Visitor surveys for County Durham undertaken in 2007 found that:

- Durham has more holidaying visitors than those specifically visiting for activities/ events
- The Durham visitor profile was the oldest out of all the sub regions within the NE – 30% of visitors were aged over 55
- Visitors were mainly from the NW and Yorkshire regions
- Visitors were mainly in couples visiting together
- Staying visitors tended to stay 3 nights or less (shorter than the regional average)
- Hotels were the most popular place to stay
- Businesses in the County cited day visitors as being particularly important to business
- Activities undertaken by visitors included:
  - Visiting the beach
  - VFR
  - Business
  - Sightseeing
  - Walking
  - History
  - Geology
  - Bird watching
  - Biking
  - Shopping
  - Boating
  - Angling
  - Photography

County Durham's survey of visitors using the national ARK Leisure visitor segmentation scheme from 2007-8 revealed that the following four segments were most likely to visit:

- **Functionals (the majority: over 40%)** – lower spending, like heritage, culture, rural holidays, attractions, self catering and traditional values
- **Traditionals** – mainstream with traditional tastes, tend to be older and repeat visit
- **Discoverers** – independent, enjoy investigating new things and places
- **Cosmopolitans** – individual, confident, like city breaks, outdoor activities. Spend a lot of money and take lots of trips. Younger age groups.

The Area Tourism Partnership for Durham aims to adapt the Durham tourism offer to attract more Discoverers, Traditionals and Cosmopolitans. At the same time Functionals will be encouraged to stay longer and spend more.

Data from the Durham Area Tourism Partnership<sup>2</sup> revealed that:

- 92% of visitors to the County are day visitors and over 16 million day visits are made  
However, day visitors only generate 53% tourism revenue
- 48% of all the money spent by visitors in Durham was on food and drink
- In 2008 serviced room occupancy levels were at 34%

<sup>2</sup> Area Tourism Management Plan (Sept 2009)



- Non serviced room occupancy was at 55%
- Key attractions in the county include Durham Cathedral, Beamish, Hamsterley Forest, the Bowes Museum, Barnard Castle and Killhope Lead Mining Museum

#### **1.4.4 Summary of tourism markets**

There is potential for the LLP to tap into visitors to Durham City and South Tyneside and attract them into the area through events and related promotion, for example targeting the hotel sector and people on short breaks in the area. Day visitors are also a huge potential market, mainly coming from within the region and the neighbouring areas of Yorkshire and the North West.

There is a clear match between the activities visitors to the area already do and those that could potentially be offered through LLP projects, including experiencing rural attractions with wildlife, historical and geological interest.

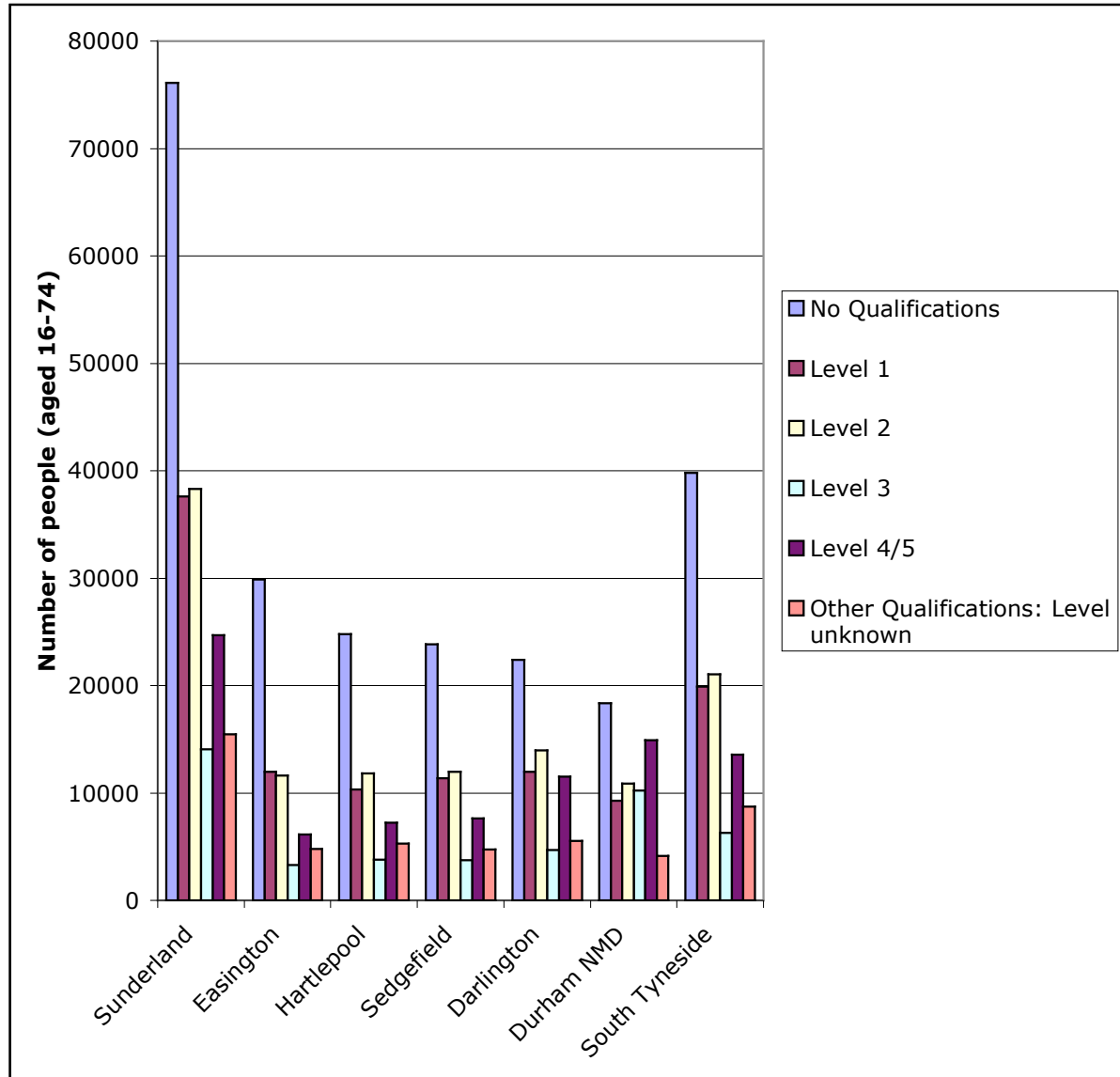
The visitor segmentation findings for Durham indicate the partnership is attracting 'mainstream' visitor audiences who all represent a potential audience 'fit' with the projects potentially on offer through the LLP scheme, including experiencing new places, culture, heritage and outdoor activities.

The LLP can also potentially capitalise on its proximity to key visitor attractions within the region including Locomotion (which is in the project area), Beamish and Durham World Heritage Site.



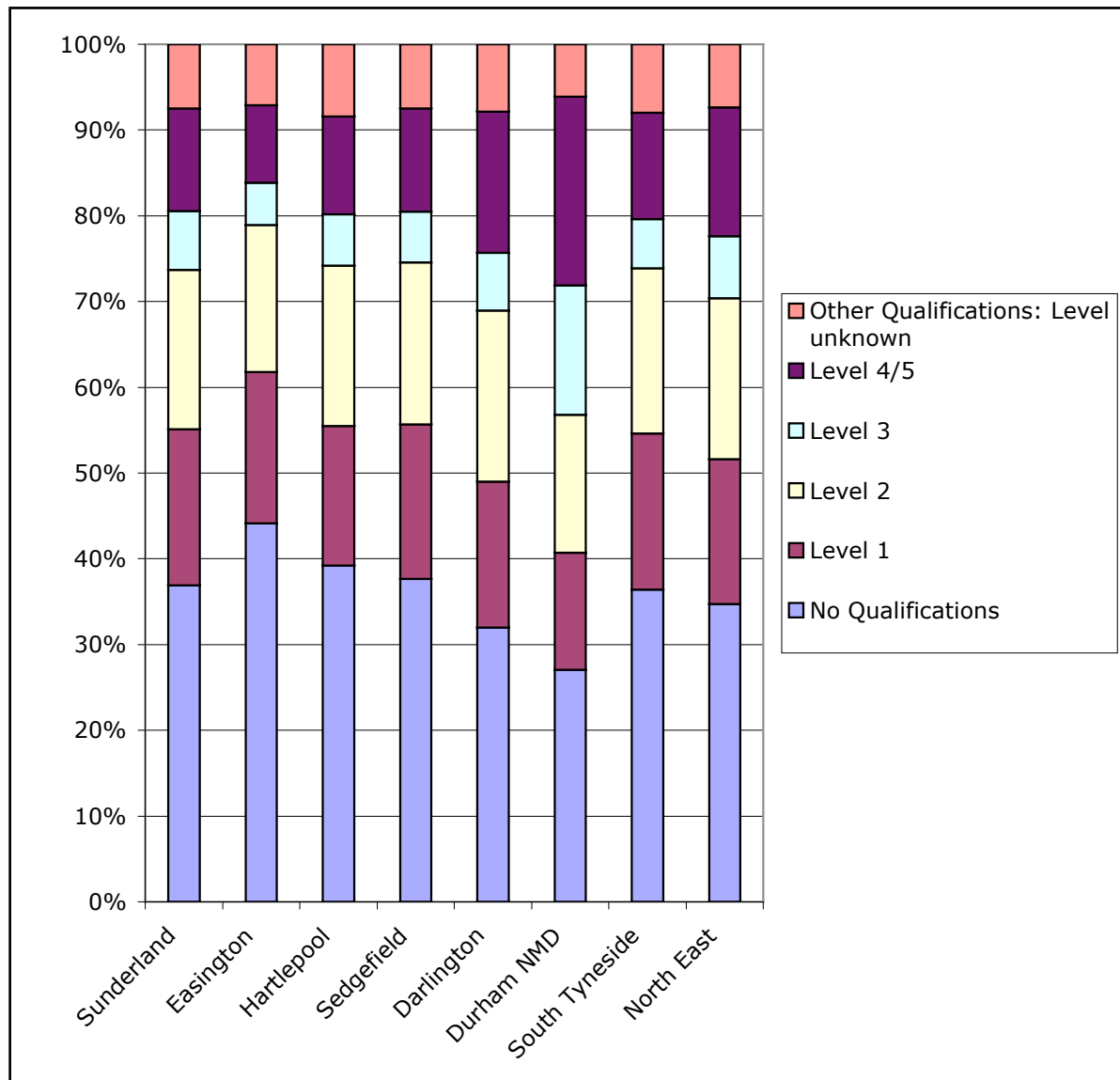
## 1.5 Education and Training markets

Graph to show qualifications levels of working age population across local authority areas (2001 census)





**Graph to show relative qualifications levels of working age populations across different local authority areas (2001 census)**





	<b>No Qualifications</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4/5</b>	<b>Other Qualifications: Level unknown</b>
Sunderland	76096	37611	38302	14042	24695	15482
Easington	29889	11963	11619	3315	6135	4810
Hartlepool	24793	10304	11807	3798	7211	5306
Sedgefield	23846	11387	11960	3764	7623	4732
Darlington	22402	11946	13968	4713	11533	5520
Durham NMD	18344	9257	10876	10223	14923	4140
South Tyneside	39819	19876	21067	6261	13559	8726
North East	635896	309385	343909	132694	274205	135265

#### **Level 1 qualifications:**

1+'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; or Foundation level GNVQ

#### **Level 2 qualifications:**

5+'O' level passes; 5+ CSE (grade 1's); 5+GCSEs (grades A-C); School Certificate; 1+'A' levels/'AS' levels; NVQ level 2; or Intermediate GNVQ.

#### **Level 3 qualifications:**

2+ 'A' levels; 4+ 'AS' levels; Higher School Certificate; NVQ level 3; or Advanced GNVQ.

#### **Level 4/5 qualifications:**

First Degree, Higher Degree, NVQ levels 4 and 5; HNC; HND; Qualified Teacher Status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; or Health Visitor.

*Source: ONS*

The data on qualifications shows the high proportion of working age population across the landscape partnership area with no qualifications at the time of the last census: up to one third of the working population (16-74 year olds) for many local authority areas. The situation in Easington is particularly bad (44% with no qualifications).

Durham, Darlington and Sunderland had slightly higher proportions of people with the highest qualifications in 2001, in part representative of the University presence at Durham and Sunderland. Durham also had a larger proportion of population with Level 3 qualifications than other local authorities and across the region as a whole.

The landscape partnership scheme can directly contribute to improving levels of qualification attainment across the area as well as raising people's aspirations in this respect.

#### **1.5.1 Schools provision**

The table below shows the number of schools (primary, secondary and special educational needs) in local authorities across the landscape partnership area, to give an indication of the size of the potential market:



	Primary Schools	Secondary Schools	Special Educational Needs Schools
Sunderland City Council (2005)	83	17	7
Easington (2004)	43	6	1
Hartlepool (2007)	31	6	2
Sedgefield (2004)	38	7	5
Darlington (2008)	30	6	2
Durham NMD (2004)	40	6	2
South Tyneside (2008)	38	9	6

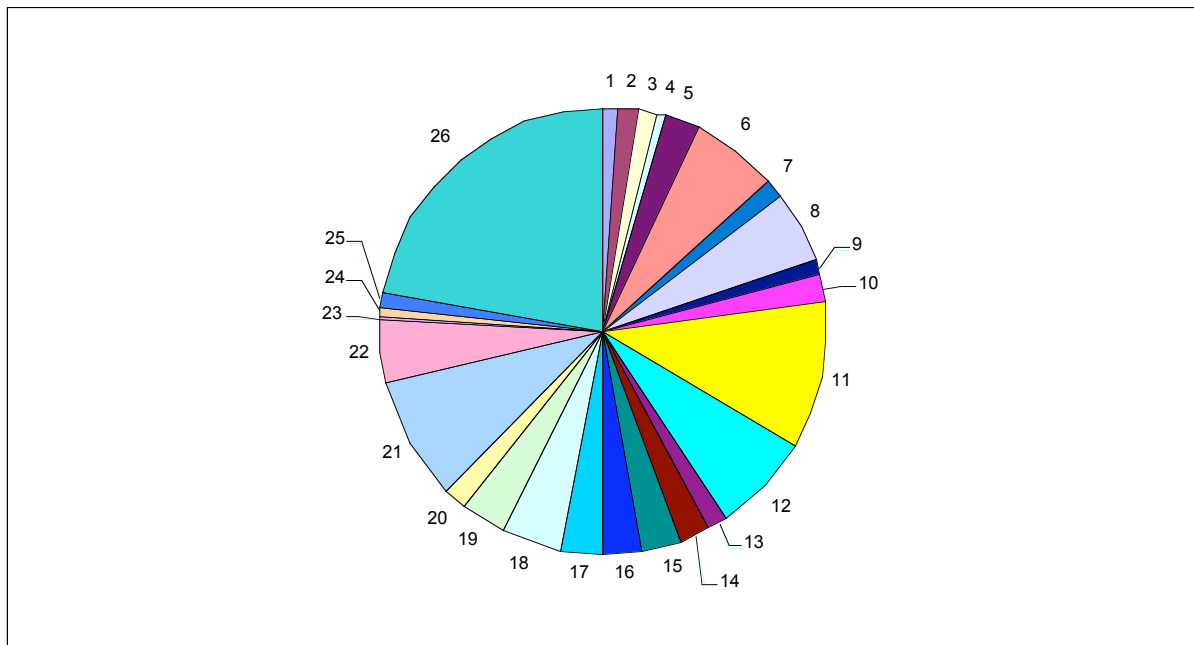
*Source: The data was gathered from a variety of Local Authority sources including Schools Lists and Performance data, with the most recent data was used where possible, which means the figures are indicative only and cannot be directly compared.*

As the table suggests, urban areas with larger populations, such as Sunderland and South Tyneside, tend to have a larger supply of schools. There is potential for the landscape partnership scheme to involve schools from all areas of the study.

### **Sector Skills needs in the North East: a Summary Matrix (2008)**

The summary matrix Sector Skills Needs in the North East presents key statistics to illustrate the nature and scale of skills needs in the North East region by sector and occupation.

### **Pie diagram to show share of employee jobs across the North East region**



*Source: Learning and Skills Council*



The legend numbering links to the following sectors of employment:

1. Environmental and land based industries
2. Mining, quarrying, manufacture
3. Food and drink manufacture
4. Clothing and textiles
5. Chemicals, oils, gas, petroleum, polymers
6. Science, engineering, manufacturing technologies
7. Electricity, gas, waste management, water
8. Construction
9. Building services and engineering
10. Retail motor industry
11. Retail
12. Hospitality, leisure, travel, tourism
13. Passenger transport
14. Freight Logistics
15. Financial Services
16. Property, housing, cleaning, facilities, management
17. IT, telecommunications, contact centres
18. Further education, higher education, library and information services
19. Public administration, defence, social security
20. Custodial care, community justice, police
21. NHS, independent and voluntary health organisations
22. Social care
23. Broadcast film, video, interactive media, photo imaging
24. Arts, museums and galleries, heritage, crafts, design
25. Active leisure and learning
26. Primary sector wholesale, business services, primary / secondary education

The data shows that the primary employer sectors for the region in 2008 were:

- primary sector wholesale and business services, primary and secondary education
- retail
- hospitality, leisure, tourism
- NHS and health organisations
- social care

Sectors with greater numbers of higher level occupation<sup>3</sup> employees were environmental and land based industries, construction, property and facilities management, Further Education and Higher Education and information services, public administration, custodial care, the NHS and health, Social care, arts and heritage and primary sector wholesale, business services and education.

Sectors with lower levels<sup>4</sup> include mining / quarrying and manufacture, food and drink manufacture, chemicals and oils, manufacturing technologies, electricity, gas and waste management, hospitality, travel and tourism, passenger transport and freight logistics. The projected employment change up to 2017 is for negative employment growth in the first four sectors of this list.

<sup>3</sup> includes Managers & Senior Officials, Professional occupations and Associate Professional & Technical occupations. Often require skills at a level broadly equivalent to NVQ Level 4 or above

<sup>4</sup> includes Process, Plant & Machine Operatives and Elementary occupations. Often require skills at a level broadly equivalent to NVQ Level 2





The density of skills gaps across all sectors increase for lower level occupations and craft level occupations, especially within the electricity, gas, waste management sector and, for craft level occupations, in the Higher Education and Further Education, library and information services sector.

The matrix also shows that sectors with establishments providing comparatively less funding for (or arranging) training for employees include environmental and land based industries, clothing and textiles and the broadcast, film, video and interactive media sector.

## Appendix C – Comparator study

### 1.1 Wren's Nest, West Midlands

Wren's Nest is an island of green in the heart of urban Dudley, a 'lost kingdom' containing fossils from the heart of the Silurian period (400 million years ago) as well as a wealth of industrial heritage. It is the unique Wenlock limestone geology of the period that explains the importance of the Black Country to post-industrial society. The site comprises NNR, SSI and Scheduled Monument in an otherwise urban landscape, including two neighbouring housing estates that are amongst the worse deprived in the country.

The site is dominated by the remnants of disused quarries and spectacular mining galleries from the open mine system. It is a showpiece for geological conservation and learning. It has an established geological trail and warden, and if the galleries can be safely supported and re-opened, the potential to become a major visitor attraction and support the regeneration of this post industrial area of the Black Country.



Local communities view Wren's Nest as their recreational space and both appreciate and abuse this amenity. Links with Dudley Museum and Art Gallery, one mile distant, are important to realising the community and educational potential of the site.

Key findings from Wren's Nest:

- **The Wrosne Project** at Wren's Nest SSSI used the unique geology and fossils of the area to address social and community issues of disadvantaged and disaffected youths from the local area. The geological and mining heritage of the area was used to undertake skills development and life coaching for 14-19 year olds, as part of which personal development programmes were generated for these youths combining creative work and performing arts. This culminated in a series of spectacular underground performances in the underground limestone caverns. Outcomes included a reduction in crime and anti social behaviour in the locality. This is an example of a youth engagement project that the LLP could consider adapting for parts of the partnership area, such as youth engagement in Sunderland.



- **Ripples through time** was an HLF project at Wren's Nest that improved access around the NNR including paths, provided viewing platforms for the scheduled monument, site-wide interpretation, learning resources and outreach, including online resources, guided walks, talks and events. A Learning and Community Development Officer was also appointed to develop the volunteer involvement and education programme. This HLF bid shares many characteristics with the LLP's aspirations. The idea of including viewpoints as 'highlights' on a walk and natural pause points is very valuable; as is the appointment of a Learning and Community Development officer to keep up the momentum of engagement and outreach, co-ordinate activity and provide a single point of contact for the scheme.
- An **oral history project** collecting people's recollections of living and using the area was undertaken in 2006 and helped form the Ripples Through Time project. A lot of oral history records already exist in the LLP area but there is continued interest in helping new and existing generations understand and articulate their local history and the rapid change that many have seen in the landscape in their lifetime.

Expected benefits of the project in terms of learning, access and community engagement will include:

- the potential for audiences to have a deeper understanding of the importance of Wrens' Nest
- increased participation in conservation activities
- a reduction in anti-social behaviour on the site
- an increased number of visitors to Dudley
- a raised interest in earth science and geo science as a career subject, linked to specialist courses at Imperial College London
- a transformation in people's perceptions about Dudley and the Black Country

## 1.2 Lee Quarry Mountain Bike Centre, Rossendale, Lancashire

Forming part of Lancashire Adrenaline Gateway, Lee Quarry is a regeneration project that has adapted a disused stone quarry into a centre for mountain bikes. The trails have been designed to help riders develop their skills and learn new ones, through a graded trails system. The site has a trials area of sufficient quality to host competitions and demonstration events.



The trails were funded by Natural England through DEFRA's Aggregates Levy Sustainability Fund and the County Council.

Due to the size of the site, the three purpose built trails are not particularly long when compared to Forestry Commission trail centres, for example. The Red Route is approximately 4.5km long. The nature of the site means that the trails are very rocky and require technical riding skills in places, particularly on the black graded trail.

*“The area is already used by several organised groups for skills training and the plan is to have regular skills development workshops up in the quarry open to the general public.”* (Singletrack website <http://www.singletrackworld.com/trailguide/uk/north-west/lee-quarry/> - site consulted May 2010)

*“They shall be investigating the possibility of building additional mountain bike trails in Lee Quarry and expanding out over the Moors with a link up to Rooley Mood Road and the wider bridleway network. They are also exploring a number of other quarries in the area (owned by Lancashire County Council) with a view to constructing some mountain bike trails in these. This has the potential to provide us with a network of 4 or 5 sites each with quality mountain bike trails linked by an expanded bridleway network. This would then offer a huge range of riding possibilities with good quality routes from 4km in length up to 40km.”* (ibid)

The quarry was one of a series of quarries on the hillsides around Britannia, Bacup and Stacksteads, quarried for Rossendale stone, a widely used building material. The quarries were at their most active in the later Victorian period and declined during the first half of the 20<sup>th</sup> century.

The development has been well received to date with good reviews in the mountain biking press. However, there is no café or shop on the site to buy refreshments and no official car park or bike shop (Rawtenstall being the nearest town for a bike shop). The idea is that the quarry will be one part of a much larger network to be developed that will attract visitors to Pennine Lancashire for lifestyle sports and events, including hill walking, climbing and horse riding.

*“To be successful, the Adrenaline Gateway needs to build on existing strengths. You need hills, open country, interesting morphology (lumps and bumps), spare capacity and easy access for lots of people.”* (Adrenaline Gateway newsletter, February 2008)

The initiative has been supported by numerous health and tourism agendas and will be a major visitor destination development initiative for Pennine Lancashire.





#### Key Findings from Lee Quarry:

- Quarry sites can provide a venue for more 'extreme' outdoor recreational activity alongside other activities
- Marketing of the offer in the right channels can prove very effective e.g. getting the word out with the local mountain biking scene. Use by local recreational clubs who have almost a sense of ownership for a good quality cycle venue supports sustained use
- Quarry recreational redevelopment can be linked to bridleways as well as footpaths to build the offer, potentially linking chains of quarry sites
- At some of the disused quarry sites in the LLP area e.g. Fulwell Quarry, makeshift BMX/mtb routes have already been made in the quarry sites. There is potential to harness this interest and involve these recreational users in trail planning and building.

### 1.3 Chalk East

Chalk East is a project about valuing Chalk landscape and geodiversity in the East of England and raising awareness of the importance of Chalk geodiversity to the landscape and economy, including its links with wildlife. The project has been supported by Natural England as part of UK implementation of the European Landscape Convention of the Council of Europe.

Chalk East is being run by the Geo-East partnership. Geo-East is a partnership of organisations active in conserving and promoting Earth heritage in the six counties of the region.

The chalk in the East of England is in fact typically a white or grey limestone. It contains a wide range of beautiful fossil remains, including molluscs, bivalves, foraminifera, echinoderms, sponges, and vertebrates such as fish. A band of this chalk runs through Norfolk, Sussex and Essex. Chalk is the region's major source of drinking water; it is also a source of lime and building stone, which has left a legacy of pits and quarries across the landscape. Chalk areas are home to a distinctive chalkland biodiversity including chalk grassland, chalk heath, beech woodland and chalk stream habitats. It has been settled by humans for many thousands of years, leaving a legacy of field monuments such as burial mounds, banked enclosures and linear earthworks. Chalkland areas have also been used as an artistic resource for making turf-cut figures.

The partnership is seeking creative ways to interpret the Chalk to a new audience through partnership working. Key interpretive messages about this special landscape include:

- The Chalk provides most of the Regions' water supply
- It has been quarried and tunnelled for centuries to produce lime for building and farming
- Chalk grassland and chalk streams have a special, rich biodiversity
- The Chalk landscape has been home to human settlement and farming since Neolithic times
- Chalk landscape has a special range of landform features such as dry valleys and disappearing streams
- Chalk fossils tell the story of life in the Cretaceous seas over 65 million years ago
- Chalk is part of our folk art through turf-cut figures and chalk carvings

The 'Chalk belt' of the East of England comprises a wide range of localities and communities, including rural villages and market towns; medium-sized towns; industrial conurbations with areas of economic deprivation; university towns. To realise its aims, the project will engage as wide a cross-section of this population as possible.





Chalk East has been inviting inputs from community groups and other organisations for interpretation project ideas, to which they could then offer support through:

- Inspiration and expertise - advice from Geo-East specialists in chalk geodiversity
- Funding - channeling funds to support project work
- Graphic identity - an attractive and distinctive badge for the project 'umbrella'
- Web presence - the facilities of this website, including the Geo-East discussion forum
- Co-ordination - the services of a paid co-ordinator to help support project delivery

Much as a Landscape Partnerships scheme, the project will be a campaign 'umbrella', facilitating and publicising the activities / projects of partner organisations which support its aims.

The project has two phases:

**Phase 1** – 2008/2009: project preparation: drafting and agreeing costed project plans by partners; researching sources of funding; expenditure on setting up project.

**Phase 2** – 2009 and beyond: implementing project plans by partners.

Phase 2 is currently being delivered by a range of local partners, who may include:

- geological interest groups, e.g. county RIGS groups;
- museums;
- water and mineral extraction companies;
- local authority parks and countryside departments and AONB teams;
- local history and archaeological organisations;
- schools, colleges and universities;
- wildlife organisations, nature reserves and field centres;
- farmers and landowners (e.g. National Trust, Forestry Commission);
- government agencies;
- enthusiastic individuals and specialists

Project ideas include:

- *Chalk Fossil Detectives* – participation in a national programme supporting local community groups or youth groups or schools to take part in events as part of the BBC / O.U. Fossil Detectives programme. This may involve production of home-made videos which can be posted on YouTube.
- *Old as the Hills* – a Chalk geodiversity leaflet interpreting publicly-accessible Chalk geodiversity through an attractive colour leaflet in big A2 format, explaining how the Chalk landscape developed and advertising publicly accessible sites
- *Turf Art* – working with the artistic qualities of chalkland turf e.g. producing a mediaeval turf labyrinth on Saffron Walden Common. Interpretation could involve commissioning a community arts worker to work with schools and community groups to develop turf carving as an environmental art and history project.
- *Quick Lime, Slow Burn* – demonstrating production of lime for mortar by building and firing a homemade kiln to produce quick lime and then slaked lime for building purposes. Possible educational day school.

A distinctive graphic identity for Chalk East has been designed, and will be visible on project publications and publicity.

The Project has a strong web presence through the Geo-East website:  
[www.geo-east.org.uk](http://www.geo-east.org.uk).



Key findings from Chalk East:

- Promotion of the partnership is important to its success, including a strong online presence and other promotional material to let people know where they can go to find 'highlight' sites
- The value of establishing clear interpretive themes for partners to use
- Potential of using new media in interpretation and engagement projects
- Potential to undertake demonstrations of local crafts and industries as part of projects, involving target groups in the process e.g. lime burning linked to an investigation of land management and building construction today
- Potential to use art projects as part of delivering the scheme, inspiring audiences to think about the educational / interpretive messages and respond in different ways



## Appendix D – Consultees

The following list of consultees were agreed with the Learning, Access and Community Engagement Steering Group as key people to speak to on a one to one basis about the LACE Plan.

Interviews were undertaken (usually by telephone) between February and June 2010. Each person was asked if they had any involvement with the LLP. They were then asked general questions relating to audiences, barriers and opportunities for specific projects from the list in section 4 that were described to them in the course of each interview. The projects each consultee was asked about depended on their specific interest area or location within the LLP area.

Those consulted include:

1. Mike Syer, Chairman, Bowburn Local History Society
2. Mandy France, Product Development Co-ordinator, One North East
3. Becks Lippe, Sports Co-ordinator for Easington
4. Jim Nutt, Walking the Way to Health
5. Sarah Richards, staff for Jenny Chapman MP, former Councillor of Cockerton East
6. Andy Watmough, Regional Manager, British Trust for Conservation Volunteers
7. Rebecca Hilton, Haswell History Group
8. Emma Beattie, Community Arts, Sherburn
9. Elsie Ronald, Friends of Mowbray Park, Secretary
10. Mr Jones, Headteacher Coxhoe Primary School
11. Councillor Cooke, Bishop Middleham Parish
12. Louise Elliot, Visit County Durham
13. Niall Hammond, Historic Environment Consultant
14. David Lawrence, Geodiversity Consultant
15. Paul Greator, Durham Growth Point Access Prioritisation Project

Correspondence was also attempted by email and/ or phone with the following, with no success to date:

1. Shealagh Pearce, East Durham AAP Co-ordinator Community Development
2. Jenny Chapman, Councillor for Cockerton West
3. Kathleen Young, Shotton Colliery History Group
4. Gloria Hird, Chief Officer, Wheatley Hill Community Association
5. Clare Hird, Learning outside the Classroom, West Cornforth Primary School
6. George Shotton, Parish Councillor, Coxhoe Parish
7. The Ludworth Community Association
8. Allan White, Tunstall Hills Protection Group
9. Elaine Harold, Blackhall Community Centre

Follow up phone calls were also attempted with two of those who attended the education and training workshop:

- Sarah Tierney, Conservation, Environment and Educational Department (CEED) and BTCV
- Derek Watson, Sunderland University

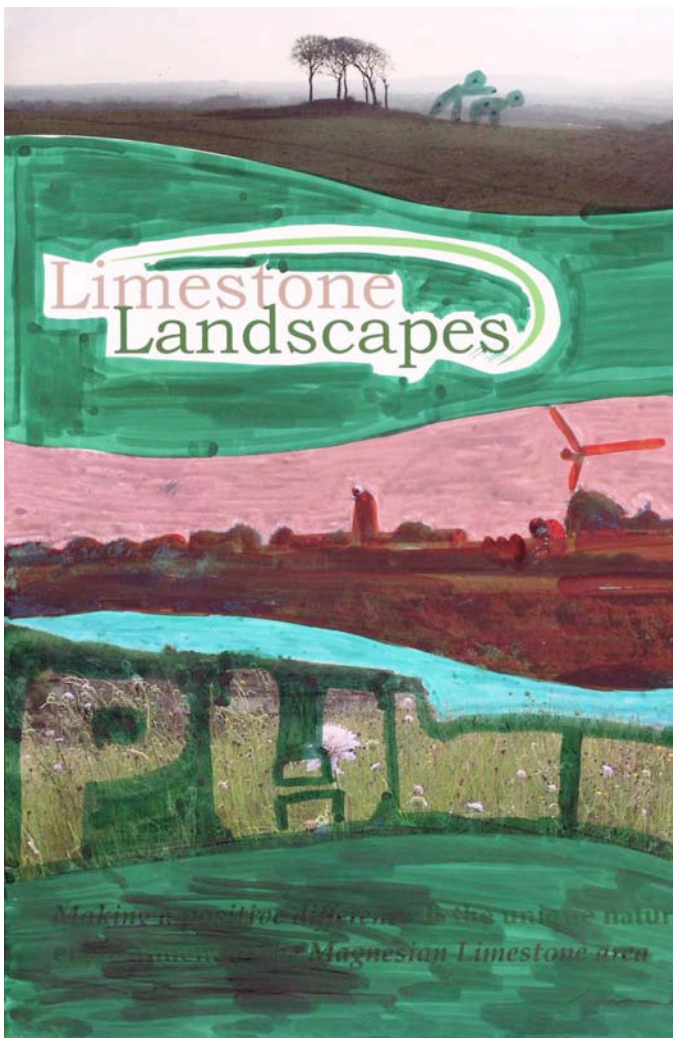


## Appendix E

### Youth Consultation Report – Sunderland

3Ps: people promoting participation, for PLB Consulting

May 2010



## **Executive Summary**

The workshop displayed a real willingness amongst young people to become involved and to offer helpful suggestions and new ideas. The projects that were met with a more favourable response included those that created employment and brought tourism into the area. The group clearly prioritised projects that could provide an income for the local area.

There was a genuine desire to make projects youth friendly, particularly the Festival, (for a possible youth involvement) Kingdom of Quarries (tourism potential) and Heritage Skills (for employment creation).

It was perhaps a surprise that the local Tunstall Hills and Mowbray Park (Trails and Tribulations) projects were not so well received. A key barrier for both projects was a perception of anti-social behaviour, particularly drinking related. The group struggled to find a 'youth angle' for these projects.

Overall, the perception of many young people was that there is 'nothing to do in the countryside' and that it is 'boring'. Other key limiting factors include a lack of disposable income and transport. For a project to succeed with this age group it must provide something useful, affordable, accessible and sufficiently exciting. Excellent examples of the types of activities and idealised projects were offered.

Many young people displayed a cynicism about decisions 'being made outside their control' and that 'nothing ever really happens.' However, most were pleased to have been consulted, were willing to be involved in planning projects and to become more engaged in any future 'youth proofing'.

## Main Aims

This document summarises the results from a community consultation in the Wheatley Hill area for the Limestone Landscapes Learning, Access and Community Engagement (LACE) Action Plan on behalf of the Limestone Landscape Partnership as part of a submission to the Heritage Lottery Fund (HLF). The main aim of the workshop was to seek advice for the LLP on how best to engage young people, current visiting patterns and barriers to visiting. The workshop also aimed to 'youth-proof' a selection of relevant projects, to explore details to see how they could be improved and encourage young people's ideas for future projects.

## Groups Consulted

The workshop was held on 6<sup>th</sup> May 2010 with a mixed group of 12 participants aged 15-16 from the Catholic Youth Centre, Upper Sans Street, in Sunderland. The group met during school time one day per week and contained some 'harder to reach' young people.

## Methodology

The participants were consulted using Participatory Appraisal tools. Participatory Appraisal (PA) is a community-based approach to consultation, using interactive research methods that enable people from all backgrounds and with varying abilities to be involved. It allows everyone to have their say, not only the most vocal, and lets the participants focus on specific issues while also allowing for flexibility so they can voice their opinions freely. The techniques also mean that while comments are anonymous, other participants can see or read them, encouraging debate and discussion. Further information about PA can be found in the Appendix 2.

This consultation made use of a variety of PA tools to generate and encourage discussion and ideas:

### Drawings

Drawings can be used as a fun way to convey understanding and awareness of, or opinions on, an issue. Once the drawing is completed it can be 'interviewed', that is the creators of the drawing can explain the drawing to the facilitator, with the focus of attention on the drawing.

**Mapping** - can be used as an engaging and fun way to convey understanding and awareness of an area. Once the map is completed the creators of the map can explain the key features and issues raised to the facilitator, with the focus of attention on the drawing.

**Graffiti Wall** - allows individuals to write or draw their comments and suggestions; these are then displayed to generate group discussion and can be clustered into themes.

**Spider diagram** - encourages participants to consider a central issue and to suggest different aspects of that issue, or relevant ideas concerning the issue. The tool can then be used to analyse barriers to the achievement of these aspects or ideas, or consider solutions to the different issues that have arisen.

**Scoring** - prioritises suggestions and comments made by the group. Each participant uses a specific number of dots to vote for their priorities from a list generated from their previous comments.

**H-form** - participants consider the positive and negative aspects of an issue and propose solutions or improvements, giving an overall score.

## **Findings**

### **1. Mapping Areas of the countryside within the Partnership area that participants currently visit for recreation.**

#### **Group 1 (pears) 2 young men and 2 young women plus a youth worker**

This group listed activity based trips including; “Camp craft” (outward bounds) at Frenchman’s Bay (South Shields) / Whitburn Bay /Tunstall Hill /Cox Green (including orienteering). The group also listed “indoor climbing” near Sunderland and at Houghton-le-Spring (including raft building). Scuba diving was listed as an activity near Roker. Other more general sports included; Raich Carter Sports Centre and football. Leisure pursuits included Wet n’ Wild in North Shields, and paint balling near Seaham.





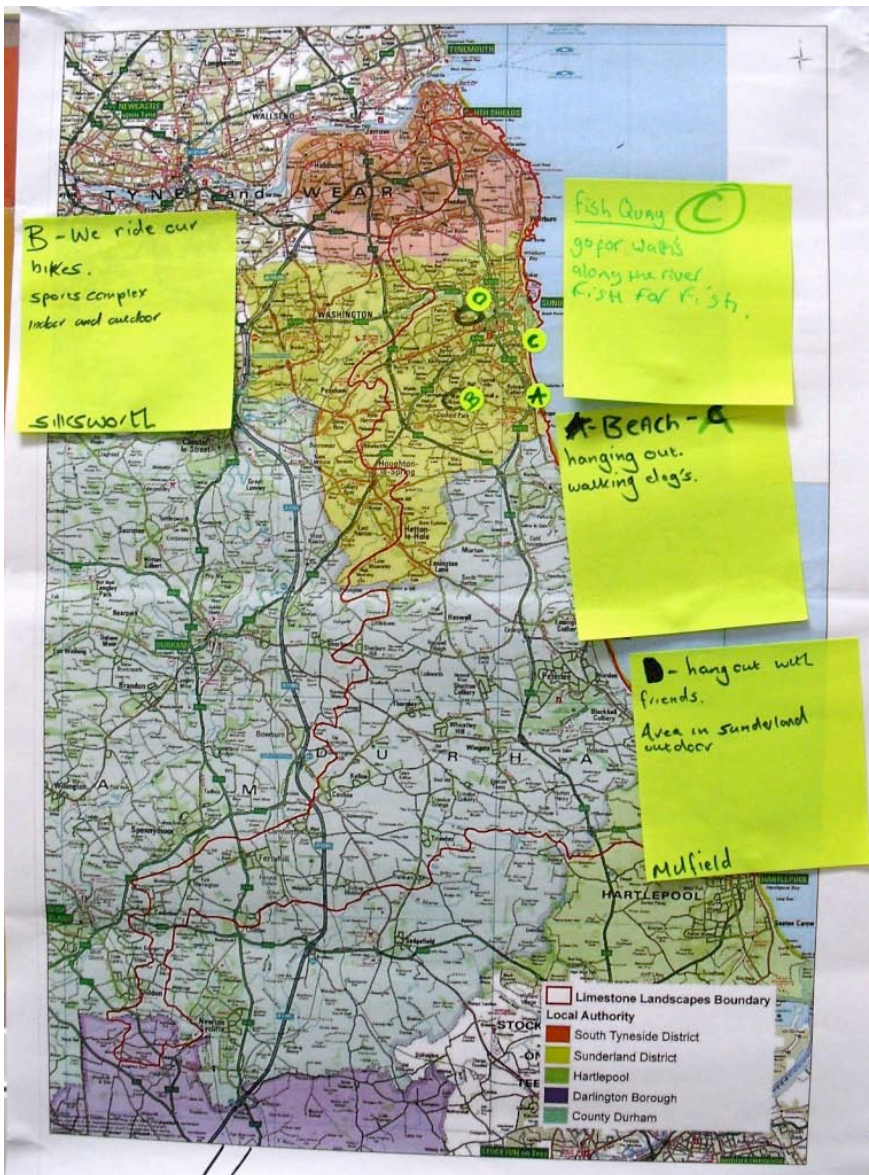
### **Group 2 (bananas) 3 young men 1 young woman plus a youth work volunteer**

The young woman in the group lived outside of Sunderland near to Cox Green, she often walks at Herrington Country Park and to the Penshaw Monument, Fatfield, and at Cox Green. She also goes scuba diving near Sunderland at Whitburn bay. The two young men “hang around in town on bikes” and sometimes cycle to Silksworth where there is a “dry ski slope” and a “skate park with jumps and ramps”. They also went “drinking on the beach”.

### **Group 3 (apples) 4 young men and 1 young woman**

This group went to 4 main locations:

“...Hanging out on the beach (down as far as Ryhope) and walking dogs”; “...we ride our bikes, sometimes around the sports complex, indoor and outdoor and go to Silksworth”; “...we go to the fish quay; going for walks along the river and fishing” and “...hang out with friends around Sunderland outdoors and in Milfield.”



## 2. Barriers to visiting the countryside in the LLP area

### Group 1 (2 young men and 2 young women plus a youth worker)

- **“Street cred - it’s for the older people”**, but “it might be an idea to take a group of young people away to get the feel of it”. (8 votes)
- **“Nothing to do when you get there”** (6 votes), but we might go “if there were more fun things like kayaking, canoeing, white water rafting”, etc.
- **“Funding**; it is expensive for young people to go camping.” (6 votes)
- **“Transport**; there should be free transport.” (4 votes)



- “Young people get bored easily.” (1 vote)



### Group 2 (3 young men 1 young woman plus a youth work volunteer)

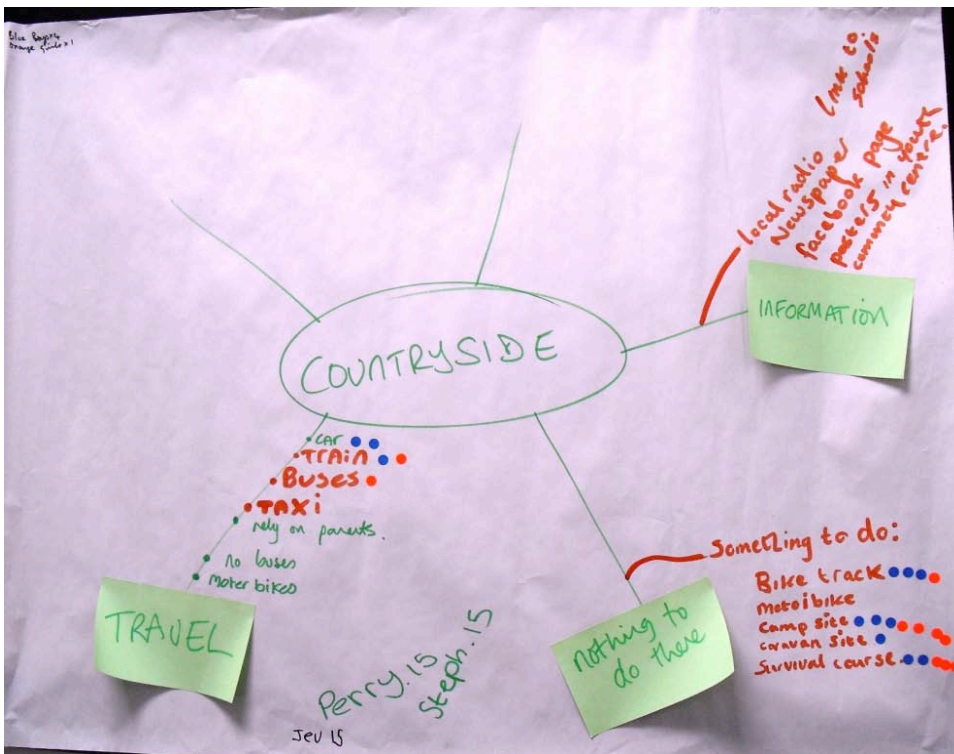
- “Money to travel and transport; hard to get there” (8 votes)
- “Alcohol abuse; drinking ban, police presence to enforce rules” (6 votes)
- “It’s boring” (4 votes)
- “Anti-Social Behaviour” (3 votes)
- Not enough attractions for a full day! (2 votes)
- **Smelly Chav!** “There are Chavs on the beach on a sunny day, outside the Police Station and at Herrington Country Park”. The Chavs “are in gangs and it stops us going to those areas.”



### Group 3 (4 young men and 1 young woman)

- **"Nothing to do there"**; some things to do would be; "a bike track"; "campsite"; "caravan site"; "survival course" and "motorbike".
- **"Travel"**; some travel by "car, train and bus" (although "no buses" was also written) or "taxi" (although no one indicated that they used taxi's), and motorbike (although no one indicated that they used a motorbike. Others "rely on parents".
- **"Information"**; more is needed through "local radio, newspaper, a facebook page, posters in youth community centre and links to schools."





### 3. What would make you want to come to the countryside?

outward bounds	assault course open to all
	bunk barns
	army boot camp
	good play park
	camping
	survival courses
	duke of ed
	camping
	wild camp
	boot camp
more activities	amazing parks
	activities
	sports activities
	quad biking
	paintballing
	go karting
	skiing
	bird watching
	paintballing
	sports
	canoeing
	kayaking
	tractor riding

	lazer wazer
	climbing
	dog walking
	canoeing
	kayaking
	space 2 dance
	maze
	car boot sale
	cinema
	hide and seek
	swimming pool
	walking
	BMX bike track
	kite flying
	doom buggies
	cycle track
	maths camp
	caravaning
	Forbidden corner (near Ripon)
	seeing animals
	hunting
transport	easy access
	access to transport
Cost	low cost
	free
	good cost deals
good facilities	toilets
	somewhere to stay
	nice pubs
	good food



of money as if it is already getting vandalised, won't this continue?" and "Barnes Park has just been done up, but it will go back to how it was...it will be ok for a few months" and "...young people won't respect something unless it was interesting and had their involvement."

At the moment the area "doesn't get used" it's "a young people's hang out"; "young people (aged 11 to 18) go drinking there so it puts you off going (youth volunteer) and "dog walking in the day and drinking at night." The fear among some in the group was that the project will be "turning a place for young people into a place of adults."

One individual commented that there was "not enough lighting" on the site at present.

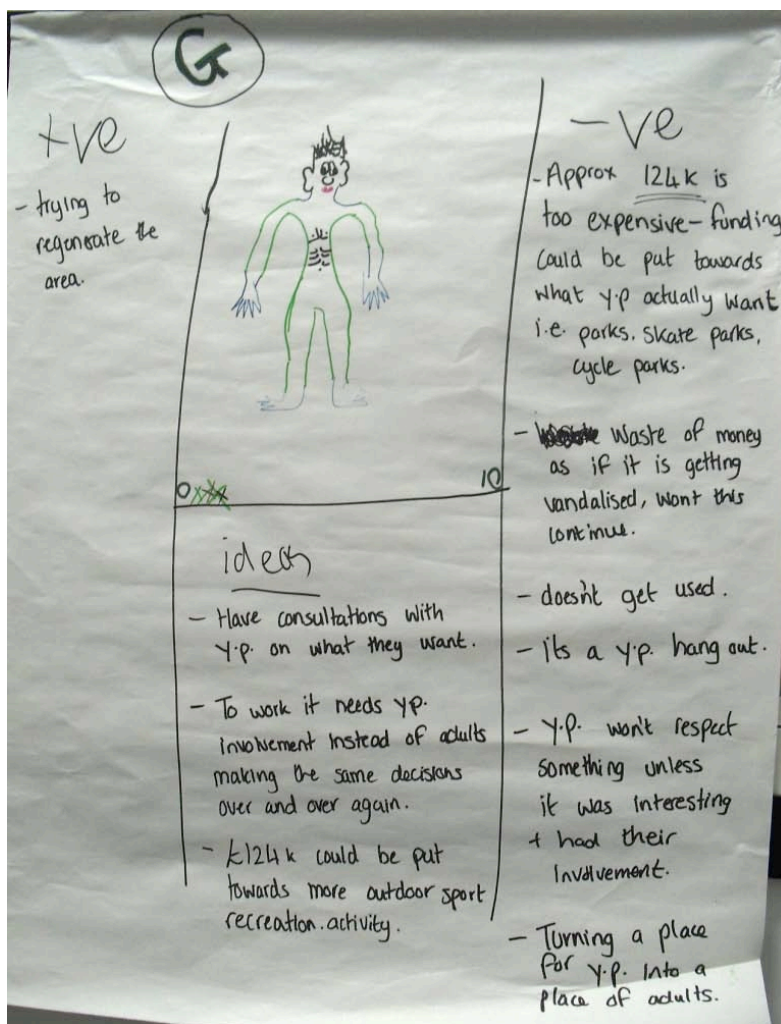
### Ideas and Suggestions

The group felt that it would be good to "have a consultation with young people on what they want" and that "to work it needs young people's involvement instead of adults making the same decisions over and over again."

There was a suggestion of creating "light trails" and that the project could "improve access."

### Overall score

5 participants gave a score of zero.



- **Kingdom of Quarries**

### **Positive factors**

A positive aspect of the project was that it could create a "tourist destination" which would be "bringing more money when tourists are coming to visit which could be used to keep the up keep." The project could provide "employment", put more "money in the city" and "increase the economy..."

There is existing public transport that could be used; "X8 campus bus to the Clatchy rock."

### **Negative factors**

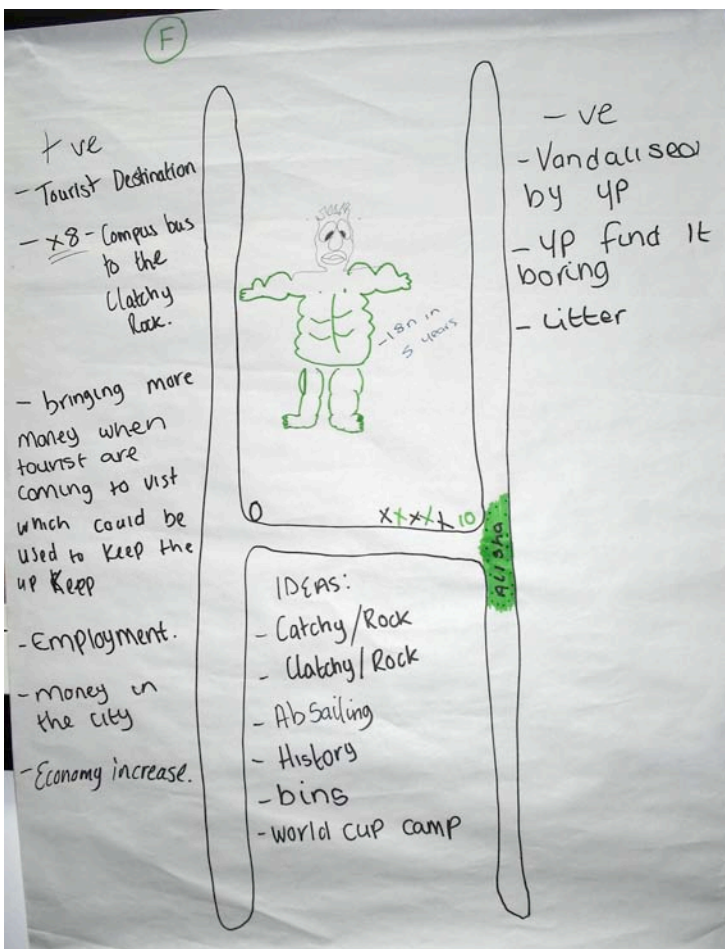
The key problems with the project were seen as being "vandalism", "young people find it boring" and "litter."

### **Ideas and Suggestions**

Suggestions included; greater use of the "Clatchy rock" which is a well known local landmark. The project could include activities such as "abseiling" and a "World cup camp." It could include information on "history". It should also have adequate facilities to cope with visitors including "bins."

### **Overall score**

5 scores ranged between 7 and 9.





- **Limestone Festival**

**Positive factors**

This project was seen by young people as “making an input to the place” and “good for under 18’s to go to”; with “bands and music”, and opportunities for “socialising.”

Some welcomed the chance to “learn about the origin of the stones” and had ideas including; “golf buggy with a verbal tour” and a “virtual tour.”

**Negative factors**

Potential problems included; “rain on event” and “riot /trouble.” Barriers to attending the event included; “cost” and “having to travel.” It was felt by the group that “the name is not exciting enough” and that “...limestone doesn’t mean much to us...”

**Ideas and Suggestions**

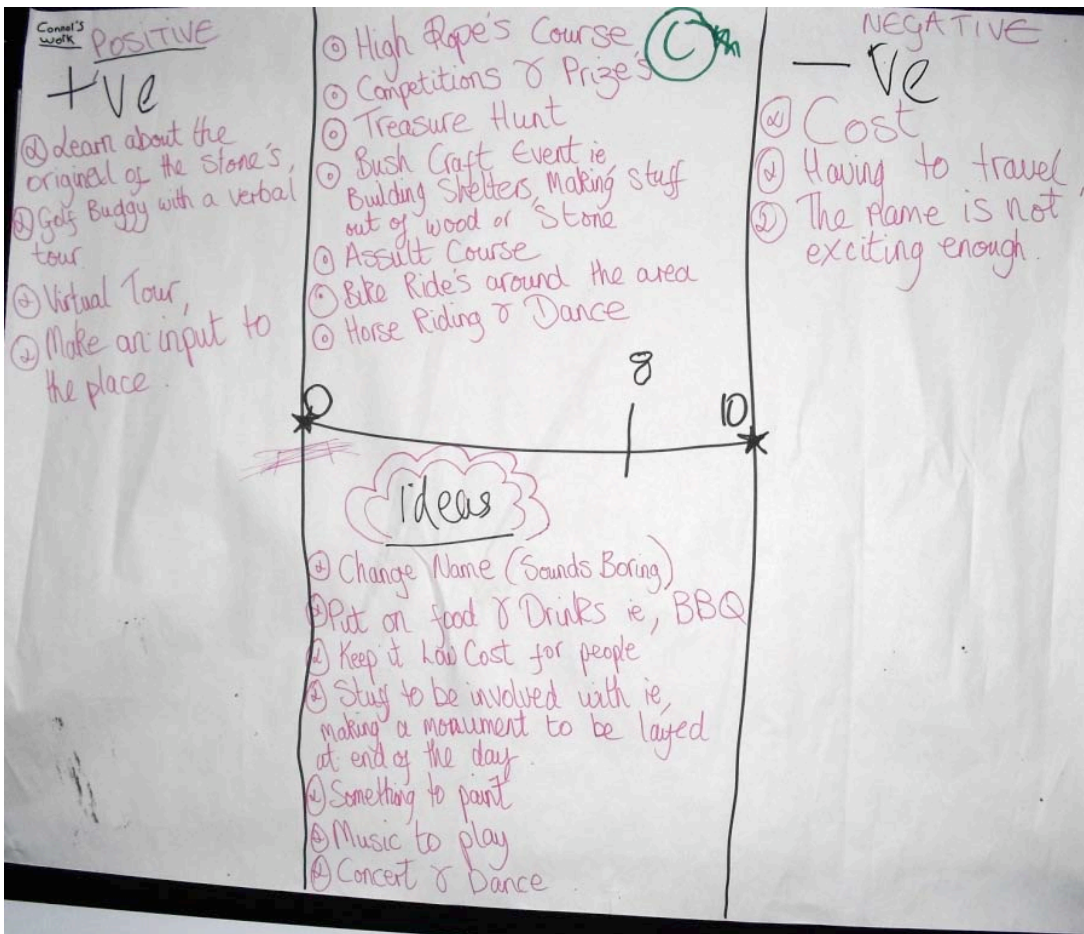
The group had lots of suggestions intended to make the event more attractive to young people, including;

- Put on food and drinks, i.e. barbeque
- Keep it low cost for people (£1 for kids and parents £5 as long as you get something out of it)
- Stuff to be involved with i.e. making a monument to be laid at the end of the day
- Something to paint
- Music to play
- Concert and dance
- High ropes course
- Competitions and prizes
- Treasure hunt
- Bush craft event i.e. building shelters, making stuff out of wood or stone, like spoons or whistles from materials in the land
- Mould making or carving a plaque with our name on
- Assault course
- Bike rides around the area
- Horse riding
- Dance
- Music and performance
- Friendship Festival
- Kite festival
- Have coaches with pick up points and take people free of charge

The young people began to wonder where the festival could be held and thought of local areas; “it could be sighted near dogs stadium near Seaham”, this led the thought that young people could have a “positive part and an input; have more involvement...”

**Overall score**

5 scores were spread between 1, 2, 5, 7, 7 and 8.



## • Heritage skills

### Positive factors

The key positive factors for young people were the chance to gain employment; "employability", "new skills", "good chance of apprenticeship /employment" and "increase economy of the North East".

The project was also seen as being important to "retain cultural heritage", "local knowledge" and in "attracting tourists."

### Negative factors

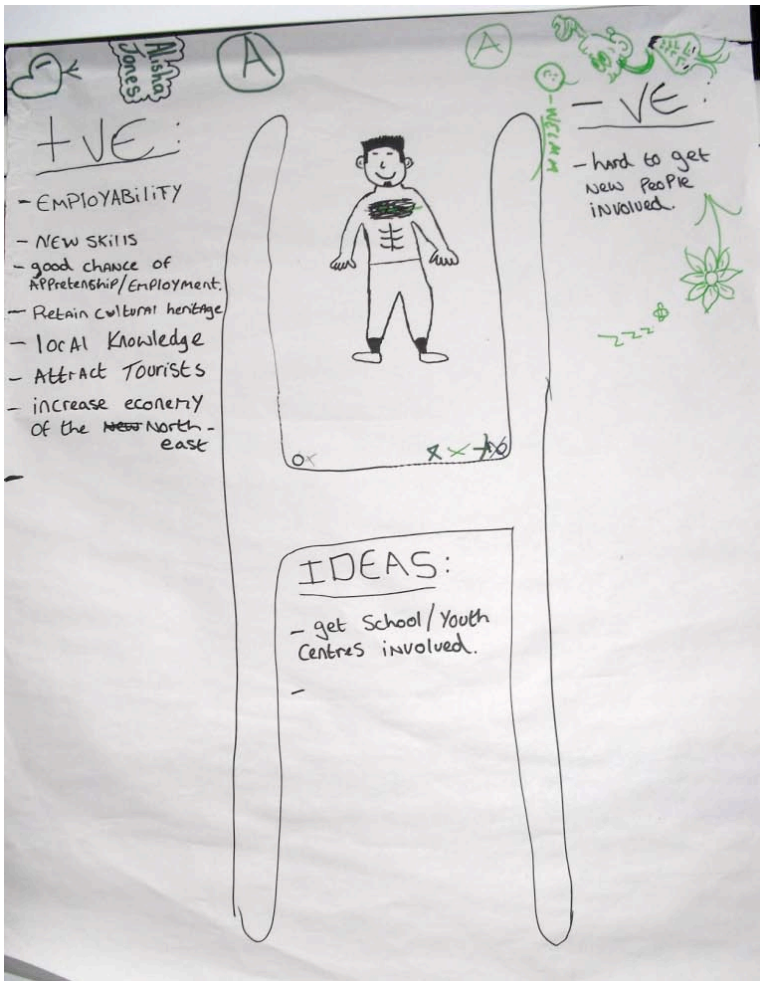
The group felt that it would be "hard to get new people involved."

### Ideas and Suggestions

It would be good to "get schools and youth centres involved."

### Overall score

5 scores ranging from 0 to 7, 8, 9, and 10.



- **Trails and tribulations (with a focus on Mowbray Park)**

### **Positive factors**

The project was seen as being “good 4 kids (under 10s)” and as “an educational tool for primary schools only.” It was good to be “trying to introduce MP3’s” but “should use more modern equipment.” Other key positives included “providing for the disabled” and “hands on / good experience”, a direct link was possible “with our allotment team.”

### **Negative factors**

Safety was a key limiting factor as the park was perceived by the young people as being “next 2 a big group of youths...YMCA hang around outside the entrance to the park all day...they are quite intimidating; you just avoid them.” An example of this was that for one individual “during the ice skating <in the Park> the gangs put me off going.” The group also thought that the park was “sometimes unsafe 4 kids (needles / broken glass)” and “there are ponds; dangerous for kids.”

There was a fear that the new installations would “more than likely to get vandalised” and that there is “loads there already (Mowbray Park).” The project “would not be appealing to older young people; Rocks?” and would be “providing seats for young people really.”

Some of the young people did not think that it would really happen; “people always say they’ll make things happen and it never does.”



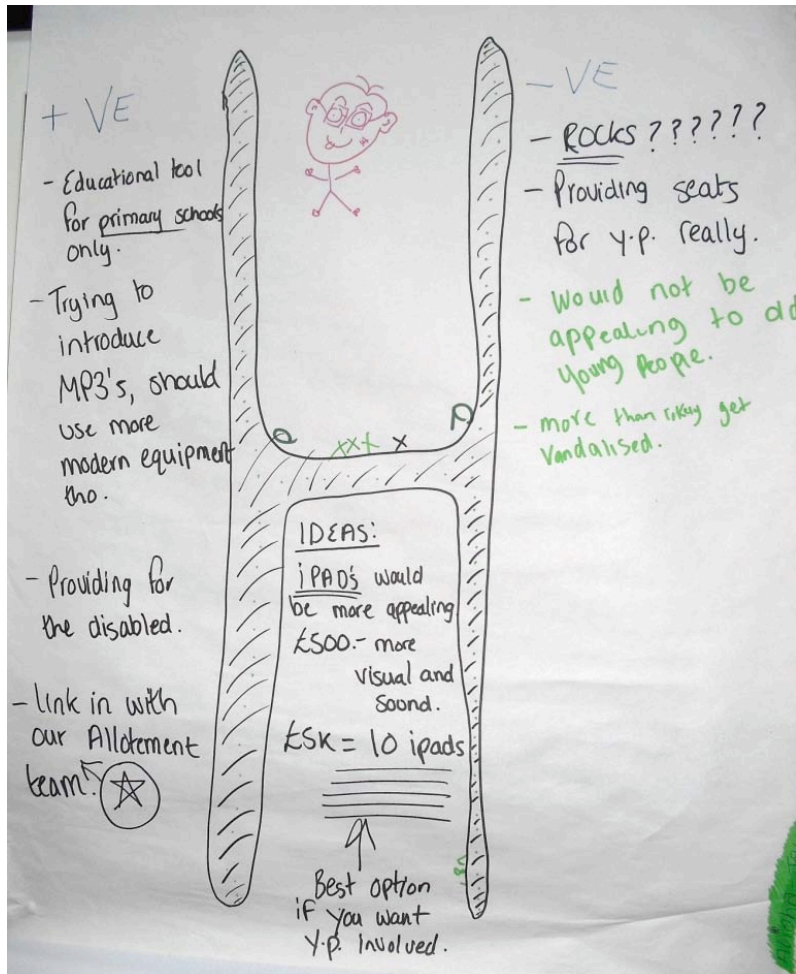
## Ideas and Suggestions

It was felt that "i-pads would be more appealing...£500 more visual and sound...£5K= 10 for i-pads" and "i-pads are the best option if you want young people involved." The project would need to provide "more lighting" and "more security." The group thought that a "sensory garden" would be a good idea

Overall it was felt by some in the group that they "generally want more skate parks" potential to be provided in a disused quarry?

## Overall score

10 scores ranging from 2, 2, 2, 2, 2, 3, 4, 5, 6 and 7.



## • Green Exercise

### Positive factors

This project was seen as promoting being "healthy", was offering people "somewhere to go" and "new experiences."

### Negative factors

Many in the group felt that it would be “boring”, “the name is boring.” Barriers to access included the fear that it “might be expensive” and that it would be “too far away...and people would have travel problems.”

### Ideas and Suggestions

The main ideas to make this more attractive to young people included:

- Boot camp (cheap/ subsidised)
- Short survival course
- Next level survival course
- Outdoor BMX trail

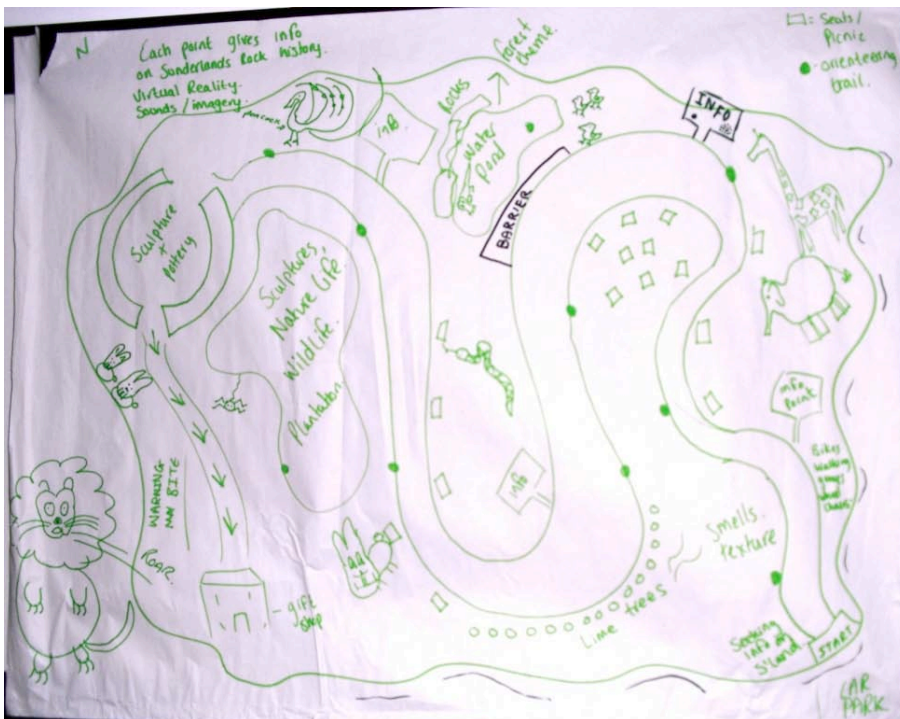
### Overall score

This score is based on the ideas being implemented; 3, 3, 3, 8, 10.

### Drawings of an idealised project

#### Drawing 1

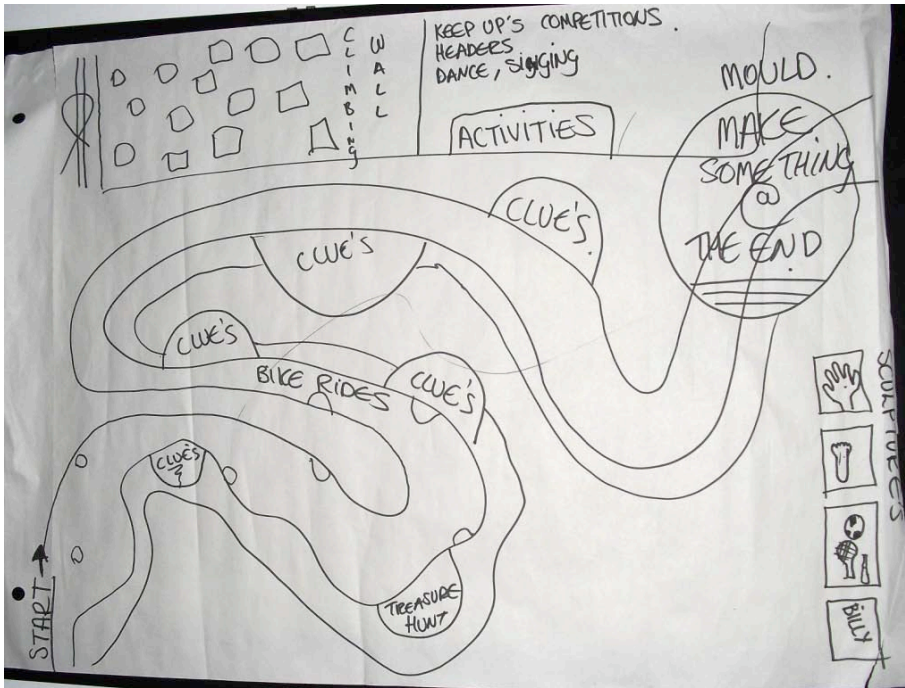
A trail incorporating sculpture and pottery, farm animals, a pond, forest theme, rocks, lime trees, exotic animals, smells and texture. The route would be suitable for bikes, walking groups and wheelchairs, with information points and an orienteering trail. It would also have a car park, gift shop, ‘cash point’ that gives information on Sunderland’s rock history with virtual reality, sounds and imagery.



#### Drawing 2

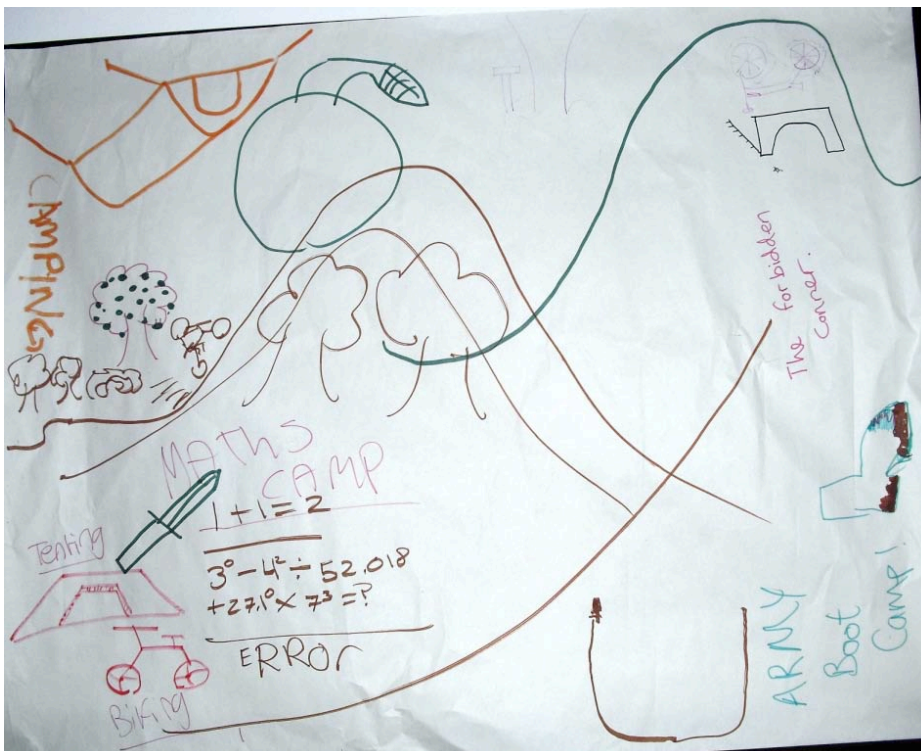
This drawing was of a Treasure Hunt, “like the Forbidden Corner” with information along a trail and mountain biking track around the outside. People on the treasure hunt put together a puzzle to find the answers. There is an activities park, with a climbing wall, competitions like “keep-ups” and “headers”, and dancing /singing. There would be an opportunity to make sculptures in a mould, or

plaster of paris, you can make a hand or foot mould or your name, etc. There is also “graffiti chiselling” into limestone.



### Drawing 3

This drawing includes “tenting” and a “maths camp” with cycling outdoors up and down hills and a “half pipe” for skating and BMX biking. There is also an army boot camp and a mention of “The Forbidden Corner”.



## Appendix 1

LLP Youth Consultation 06/05/10				
Time		Mins	Activity	Comments
10.30		30	Trainers arrive to set up room	
11.05		05	Housekeeping (toilets /fire and mobiles /timings and food) and ground rules: <ul style="list-style-type: none"> <li>• Don't talk over each other</li> <li>• Respect people's opinions</li> <li>• No insulting language</li> </ul>	
11.10		10	Brief presentation about LLP using leaflets as handouts. Aims of the session.	
11.20		20	Split into 3 groups:  Use maps to identify any areas of the countryside within the Partnership area that participants currently visit for recreation and list their activities.	Are any of the sites areas where LLP activity is planned?  Code responses from each participant.
11.40		40	Spider diagram to detail the main problems /barriers to visiting the countryside.  Prioritise these barriers using voting (sticky dots 3-2-1)  Propose solutions to the key barriers	Are there any specific barriers on: <ul style="list-style-type: none"> <li>• Getting to the sites/ countryside?</li> <li>• Knowing what there is/ what there is to do?</li> <li>• Safety</li> <li>• Range of things to do?</li> <li>• Knowing where you are going?</li> <li>• Physical access?</li> <li>• Knowing about who owns and manages these rural areas?</li> </ul>
12.20		15	Feedback key barriers and solutions to the main group – one barrier and solution at a time.	
12.35		30	LUNCH	

13.05		20	How could LLP engage young people better? Graffiti Wall of ideas Clustered by the group	
13.25		15	Feedback of key ideas	Video the feedback.
13.40		45	Each group looks in detail at 2 or 3 project proposals.  For each proposal construct an H-form of likes/dislikes and suggestions  Give an overall score for each project.	Consider possible levels of youth engagement for each project.  How can youth engagement be improved?
14.25		15	Feedback on each proposal with key suggestions	Video the feedback
14.40		25	What would your own project be? come up with an idea for LLP	
15.05		15	Feedback project ideas	Video the feedback
15.20		5	Thank you and concluding remarks	
15.25			END	

## Appendix 2

Further Information on Participatory Appraisal;

- **What is participatory appraisal?**

Participatory appraisal is a community-based approach to consultation that gives precedence to the views and attitudes of local people as experts within their own communities. Through PA, local people can explore and share their knowledge of life and local conditions, as well make decisions, plan and carry out actions to effect change within their communities. The PA approach transcends more conventional research methods by using visual and flexible tools such as maps, spider diagrams and charts. The process is interactive rather than extractive, enabling people from all backgrounds and with varying abilities to be involved in the research, education and collective action. The use of this approach allows all to have their say, rather than only a few which is often the case in public meetings. It allows those that are shy or from traditionally 'hard to reach' groups to voice their views.

- **How does PA work?**

PA comprises of 3 elements: research, education and collective action.

- **Research**

A key aspect of PA concerns the involvement of local people within the research process, not as objects of research, but as experts in the situation - as people who 'know how things really are'. PA is particularly effective in group situations as the potential for discussion is increased, with issues being debated. The type of information obtained through participatory appraisal is usually qualitative and in-depth; often providing an effective complement to data derived from other sources, and is specific and relevant to the local community. Data reliability is constantly checked and verified through triangulation (by using different 'tools and techniques' to ask the same



question), with all information being carefully and systematically recorded so that comparisons can be made throughout the process.

- **Education**

Collective education occurs when people participate in a group discussion on an issue that is important to them. This education happens at many levels, through self education (where someone reflects upon their own issues and solutions), educating other local people (others involved in the research process may have already identified potential solutions to a problem), and educating service providers and policy makers (for example via a group discussion between local people and service providers).

- **Collective Action**

On one level the participatory nature of this approach enables respondents to be more involved with decision-making processes by actively contributing their knowledge of local needs, suggesting appropriate solutions, and having their views widely (and transparently) documented. The research process of PA can act as a catalyst for identifying and stimulating individuals/groups/organisations that may be well placed strategically for moving from ideas/solutions on paper to actionable initiatives and strategies that are both locally-grounded and owned, and sustainable beyond the short term.

- **Where did PA come from and how can it be applied?**

Participatory appraisal has been widely used in the southern hemisphere in the context of working with rural communities in developing countries. However, in recent years the principles of participation and action-oriented research have been increasingly drawn upon in the northern hemisphere (including the UK) to identify and find solutions to a range of issues within local communities.

**For more information go to:**

[www.3Ps.org.uk](http://www.3Ps.org.uk)

[http://northumbria.ac.uk/sd/academic/sas/sas\\_research/pa/](http://northumbria.ac.uk/sd/academic/sas/sas_research/pa/)

[www.ids.ac.uk/ids/particip/index.html](http://www.ids.ac.uk/ids/particip/index.html)

[www.oxfamgb.org/ukpp/sid/index.htm](http://www.oxfamgb.org/ukpp/sid/index.htm)

**Or contact:**

**3Ps: people promoting participation**

**Roger Newton**  
**21 Hob Moor Terrace**  
**York**  
**YO24 1EY**  
**tel: 01904 703929**  
**mob: 07875 124590**  
**email: roger@3Ps.org.uk**

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## **Appendix F**

### **Limestone Landscape Training and Education project consultation report**

#### **Countryside Training Partnership and 3Ps: people promoting participation, for PLB Consulting**

##### **Introduction**

This document summarises the method and results of a consultation exercise on the training and education elements of the Limestone Landscapes Learning, Access and Community Engagement (LACE) Action Plan as part of the development of the landscape conservation action plan for the Limestone Landscape Partnership Scheme. From the project brief the principal tasks for the training and education element of the LACE plan were to produce recommendations for projects and initiatives that will lead to:

- An increase in community participation in local heritage
- An increase in access to and learning about the landscape and its heritage
- An increase in training opportunities in local heritage skills

The final recommendation of projects will be worked up and taken forward as part of a phase two landscape partnership scheme submission to the Heritage Lottery Fund (HLF). These projects will need to fit with the HLF's programme areas and look at ways in which to restore and conserve the built and natural features that create the historic landscape character.

##### **Method**

20 stakeholders from within the Durham Magnesian Limestone National Character Area representing training and education interests were invited to a participatory workshop to discuss the proposed education and training projects identified within phase 1 of the development of the landscape partnership scheme. The participants were chosen from a list of existing contacts within the partnership and wider research to ensure that all training and education interests could be represented. The objectives for the workshop were to give participants:

- An overview of the work of the proposed Limestone Landscape Partnership scheme
- An opportunity to review and gain consultees input on the proposed education and training projects that have been generated to date
- A chance to add to the list of the proposed projects based on their perspective of education and training activity in the North East

A full programme and list of invitees and participants is shown in Annex 1.

It was agreed at an initial project meeting on the development of the LACE action plan that the purpose of the training and education consultation workshop was to verify the initial project programme as identified within the original landscape partnership bid. A long list of projects were generated from individual studies looking at geo-diversity, historic environment, biodiversity and historic buildings and these were provided by the partnership during February 2010 to give the basis for consultation. A look at the long list of projects gave a final list of 20 projects relating to training and education, which were given unique letters A to T.

To give participants an opportunity to review the proposed education and training projects generated within phase 1 an impact achievability matrix was devised where each of 20 projects was discussed and placed in the relevant square. The projects were summarised on cards with each card containing information giving a brief summary of what it was intended to achieve and an indicative cost. There was an opportunity within the process to seek clarification if it was felt that there was insufficient information on each card. The results from the three groups (colour coded blue, yellow and pink) can be seen in Annex 2.

Having become familiar with the type and nature of the projects and considering the results contained within the matrix, each group was asked to prioritise their top projects as shown by the ticks in the table below:

Name of project as consulted	Group impact rating			Group priority rating		
	Blue	Yellow	Pink	Blue	Yellow	Pink
<b>A ~ Biodiversity:</b> Field Boundary Training in Species Identification	Low	Med	Low			
<b>B ~ Biodiversity:</b> 3 Butterfly survey training events	Low	Med	Low			
<b>C ~ Biodiversity:</b> Webcam links to 3 schools	High	Med	Med		✓	
<b>D ~ Biodiversity:</b> 35 themed day school events	Med	High	Med			
<b>E ~ Geo-diversity:</b> Work with schools to prepare 6 trails	Med	High	Med		✓	✓
<b>F ~ Geo-diversity:</b> 35 themed day school events	Low	High	Med			
<b>G ~ Historic Environment:</b> 10 themed Day School Events	Low	Low	Med			
<b>H ~ Geo-diversity:</b> Develop 6 trails using traditional and modern techniques	High	High	Med	✓		✓
<b>I ~ Geo-diversity:</b> 8 Training courses for Heritage bodies and volunteers in geo-diversity of the area	High	High	High	✓		
<b>J ~ Geo-diversity:</b> Science outreach from Durham University with 30 school visits	Med	Med	Med			
<b>K ~ Historic Environment:</b> 12 training courses for restoring buildings	High	High	High	✓	✓	✓
<b>L ~ Historic Environment:</b> 24 Heritage Skills - 1 day taster training courses	Low	High	Med		✓	✓
<b>M ~ Historic Environment:</b> 24 workshops in Heritage Skills	Low	High	Med	✓	✓	✓
<b>N ~ Learning:</b> Forest schools programme development and running costs - 100 school visits	Low	Low	High	✓		
<b>O ~ Learning:</b> Specialist training for staff in outdoor learning	Low	Med	High	✓		✓
<b>P ~ Learning:</b> 22 tasks with links to 14-18 diploma placements	High	Med	High	✓		✓
<b>Q ~ Learning:</b> Running costs / transport for other school visits - 80 school visits	Low	High	High		✓	✓
<b>R ~ Volunteering:</b> 12 training courses in practical conservation tasks	Med	High	Low	✓	✓	✓
<b>S ~ Volunteering:</b> 6 farmland bird training courses for farmers	Med	Med	Low			
<b>T ~ Volunteering:</b> 3 events and materials for Farmland birds training	High	Med	Low			

A look at the priorities generated by the three groups shows an emerging agreement with “global” project groupings relating to geo-diversity, historic environment and learning.

### Other possible projects generated

As well as reviewing the projects generated within phase 1, consultees were asked to identify other possible projects that could contribute to the training and education programme. The following projects were identified as part of the prioritisation exercise and should be considered when developing the final project proposals for the phase 2 submission.

- Awareness raising workshops on the project and what the limestone landscape is ~ *could be factored into the learning programme*
- Multi user path with interpretation panels around the designated area ~ *tackled by other elements of the project that participants were not aware of*
- Historic Environment Heritage Skills Fair ~ *integrated into heritage skills training programme*



- Historic building training for contractors ~ *integrated into heritage skills training programme*
- Archaeological excavation with schools input ~ 3 year programme covering different periods to show how human occupation of the limestone landscape has changed over time ~ *a new project area that has not been identified before*

### Identifying potential partners and audiences

When looking at the prioritised list of projects generated by the three groups, the emerging project groupings relating to geo-diversity, historic environment and learning were chosen to be worked on in more detail with potential partners, audiences and possible funding sources identified. In addition the volunteering training programme was worked up as this had been identified as a priority area amongst all three groups.

Potential Project	Potential Partners	Potential Audiences
<b>E ~ Geo-diversity:</b> Work with schools to prepare 6 trails	Involve any schools within the Limestone Landscapes area	Primary 14 to 19 Diplomas ~ Environment and Land Based, Engineering, Construction and the Built Environment Learning difficulties and disabilities Adults ~ trails
<b>H ~ Geo-diversity:</b> Develop 6 trails using traditional and modern techniques	Science Learning Centre ~ Roger Dixon Durham University Schools Liaison ~ Dougal Jerram Specialist Skills and Academies Trust  Partnership with Quarry Hill and Midridge Quarry to provide Marl Slate  Links into 14-19 partnership through Durham (Margaret Bell <a href="mailto:mbell@durham.gov.uk">mbell@durham.gov.uk</a> ) and Sunderland (Brian Walton <a href="mailto:brian.walton@pallioncentre.co.uk">brian.walton@pallioncentre.co.uk</a> )  Trail partners could involve: BTCV, Wildlife Trust, Land based colleges, Groundwork, National Trust and Sustrans	<b>Match Funding could be available from:</b> CITB ~ Max Hamps Tarmac ~ Michael Young ~ <a href="mailto:michael.young@tarmac.co.uk">michael.young@tarmac.co.uk</a> Aggregate Levy, Landfill tax Sector Skills Council
<b>K ~ Historic Environment:</b> 12 training courses for restoring buildings	Andie Harries NECT to act as a co-ordinator. 700 on mailing list including membership of Society for Protection of Ancient Buildings, Institute for Historic Building Conservation, RICS and RIBA to disseminate information	BTCV Groundwork Wildlife Trust Local authority direct labour and specialist professionals like surveyors, architects, planners and conservation officers Contractors ~ list available through NECT Professional ~ list available through NECT
<b>M ~ Historic Environment:</b> 24 workshops in Heritage Skills	National Trust ~ Nev Kirby, Steve Hume English Heritage ~ Ray Stockdale and Drystone Wall Association Learning and Skills Council ~ Sally Gardner  Northumbria University ~ School of Built Environment Professionals Colleges ~ City of Sunderland, New College Durham, Hartlepool and Newcastle to provide NVQ level 3 training in Heritage Skills  Link into National Heritage Training Group and Construction Skills Sector Skills Council for accreditation	<b>Match Funding could be available from:</b> English Heritage ~ building specific or Capacity Building Fund National Trust ~ funding in kind if on their properties LSC (Adult Skills Funding) / Business Link ~ specialist non accredited money for training Other trusts and foundations ~ Esmée Fairburn, Barbour, Northern Rock Foundation
<b>O ~ Learning:</b> Specialist training for staff in outdoor learning	Groundwork and OASES (County Durham's Outdoor and Sustainability Education Service) are a good place to start  Outdoor education centres could be possible providers	Teachers Youth leaders Community leaders Volunteers Possible links into farmers and land managers as part of HLS agreements

Potential Project	Potential Partners	Potential Audiences
	<p>Outdoor education adviser (e-mail from David) could provide links into 14-19 partnerships, diploma consortia and school/ college delivery staff</p> <p>Institute of Outdoor Learning could provide accreditation</p>	<p><b>Match Funding could be available from:</b> In working with secondary school children try foundation learning or 14-19 diplomas</p>
<p><b>Q ~ Learning:</b> Running costs / transport for other school visits - 80 school visits</p>	<p>School visits to Cassop Centre with structured programme using natural resources</p> <p>Durham Wildlife Trust ~ jessemeredith@durhambiodiversity.org.uk Cassop Primary School ~ j.mcmanners100@durhamlearning.net David Ellerage EWE centre, Eshwarring</p>	<p>Primary and secondary schools ~ within the project area</p> <p><b>Match Funding could be available from:</b> In working with secondary school children try foundation learning or 14-19 diplomas</p>
<p><b>R ~ Volunteering:</b> 12 training courses in practical conservation tasks</p>	<p>Partners could involve: BTCV, Wildlife Trust, National Trust, Land based colleges, Groundwork, Natural England and Local Authorities</p>	<p>Training professionals and volunteers engaged in the field</p> <p><b>Match Funding could be available from:</b> LANTRA, LSC (Skills Funding Agency for ages 19+ and Young Peoples Learning Agency age 16 to 19), Education Business Partnership</p>

### Recommendations for developing the emerging education and training projects...

As a result of holding the consultation workshop it is recommended that the following projects are developed in more detail for the landscape conservation action plan

- **E ~ Geo-diversity:** Work with schools to prepare 6 trails
- **H ~ Geo-diversity:** Develop 6 trails using traditional and modern techniques
- **K ~ Historic Environment:** 12 training courses for restoring buildings
- **L ~ Historic Environment:** 24 Heritage Skills - 1 day taster training courses
- **M ~ Historic Environment:** 24 workshops in Heritage Skills
- **N ~ Learning:** Forest schools programme development and running costs - 100 school visits
- **O ~ Learning:** Specialist training for staff in outdoor learning
- **P ~ Learning:** 22 tasks with links to 14-18 diploma placements
- **Q ~ Learning:** Running costs / transport for other school visits - 80 school visits
- **R ~ Volunteering:** 12 training courses in practical conservation tasks

When looking at this list of recommended projects it should be noted that they fall into 3 main areas; education, training and interpretation and are discussed in more detail below.

**Education** ~ A learning education programme needs to be developed offering training for staff in outdoor learning, support with school visits, links into 14-19 diplomas all underpinned by a forest schools programme that can work with target schools in the project area.

Name of project as consulted	Priority rating			Indicative costs
	Blue	Yellow	Pink	
<b>N ~ Learning:</b> Forest schools programme development and running costs - 100 school visits	✓			£40,000
<b>O ~ Learning:</b> Specialist training for staff in outdoor learning	✓		✓	£15,000
<b>P ~ Learning:</b> 22 tasks with links to 14-18 diploma placements	✓		✓	£20,000
<b>Q ~ Learning:</b> Running costs / transport for other school visits - 80 school visits		✓	✓	£30,000

The indicative costs give an education programme delivery of just under £100,000. To deliver this programme thought needs to be given to project management. Resource needs to be allocated within the core Limestone Landscapes team or within a partner organisation to ensure programmes are co-ordinated and delivered to time. Feedback from the consultation event indicated that of those people consulted, David Etheridge, Learning Outside the Classroom Adviser would be well placed to work on the specialist training for outdoor learning and Jan Richardson-Wilde, Lesley Renwick and Kevin Patrick have links with the 14-19 diplomas.

Of the other possible projects generated during the consultation the awareness raising workshops of the project and what the limestone landscape is should be factored into this learning programme with the necessary resource identified accordingly.

**Training** ~ A historic environment training programme should be developed that looks at the development of heritage skills but dropping the specific schools programme as they are picked up above. Training in practical conservation is a small programme that could be delivered as part of this and is prioritised higher than proposed agri-environment training programmes.

Name of project as consulted	Priority rating			Indicative costs
	Blue	Yellow	Pink	
<b>K ~ Historic Environment:</b> 12 training courses for restoring buildings	✓	✓	✓	£20,000
<b>L ~ Historic Environment:</b> 24 Heritage Skills - 1 day taster training courses		✓	✓	£30,000
<b>M ~ Historic Environment:</b> 24 workshops in Heritage Skills	✓	✓	✓	£30,000
<b>R ~ Volunteering:</b> 12 training courses in practical conservation tasks	✓	✓	✓	£20,000

As with the education programme the indicative cost of delivering the training programme is around £100,000. Unlike the education programme, Andie Harris, Heritage Skills Co-ordinator of the North East Civic Trust seems the best placed partner to be involved with the development and co-ordination of the training programme. The British Trust for Conservation Volunteers (Sarah Tierney) would be well placed to be involved in the practical conservation training programme.

Of the other possible projects generated during the consultation, the Historic Environment Heritage Skills Fair and Historic building training for contractors should be integrated into this heritage skills training programme with the necessary resource identified to deliver a suitable programme.

**Interpretation** ~ The third emerging area involves a geo-diversity education programme that could tie in with the access work by working with all sections of the community to develop and interpret 6 trails within the project area. Depending on how this is developed and resourced there is an opportunity here to look at potential art projects as a mechanism for engaging potential audiences.

Name of project as consulted	Priority rating			Indicative costs
	Blue	Yellow	Pink	
<b>E ~ Geo-diversity:</b> Work with schools to prepare 6 trails		✓	✓	£15,000
<b>H ~ Geo-diversity:</b> Develop 6 trails using traditional and modern techniques	✓		✓	£16,000

It was indicated during the workshop that the indicative costs of £31,000 seem low (working out at just over £5,000 per trail) for an education and interpretation programme, so these figures would have to be reviewed when working with potential partners on developing the projects. The project management resource for this interpretive programme could be built in as part of the access work. Of those stakeholders attending Jim McManners from Cassop School would be a possible schools partner and Aaron Mazel from the International Centre for Cultural and

Heritage Studies could be a potential partner for providing material for the interpretive programme.

Of the other possible projects generated during the consultation the archaeological excavation with schools input could be part of the geo-diversity programme although as this is a new project area that has not been identified before it may be too ambitious to incorporate into the phase 2 proposal.

## **Annex 1**

### **Education and Training Project Development Workshop**

**Friday 26<sup>th</sup> February 2009**

***Seaton Holme, Roseberry Lane, Easington Village***

Limestone Landscapes is a partnership made up of a broad range of public, voluntary and private sector organisations. Through coordinating activities and resources, the partnership is committed to making a positive difference to local communities and the unique natural environment of the East Durham Limestone Plateau.

The partnership has recently been awarded a grant by the Heritage Lottery Fund to develop a wide range of projects. The development work and £2.9 million project delivery, due to start later in 2010, will restore and enhance the Magnesian Limestone Plateau as a unique landscape with multiple benefits for the people who live, work and visit.

We are holding this interactive workshop to discuss the proposed education and training projects bringing together a group of people that could be interested in become delivery partners of the education and training programme.

Our objectives for the afternoon are to give you:

- An overview of the work of the proposed Limestone Landscape Partnership scheme
- An opportunity to review and gain your input on the proposed education and training projects that have been generated to date
- A chance to add to the list of the proposed projects based on your perspective of education and training activity in the North East

#### **Provisional Programme**

12.30p.m.	Arrive and lunch
13.00p.m.	<b>Introductions to workshop</b> Overview of Heritage Lottery Fund Landscape Partnership Schemes Overview of the Limestone Landscapes Partnership and work completed to date
13.20p.m.	<b>Review of proposed Education and Training Projects</b> Developing an impact and achievability matrix
14.00p.m.	<b>Where have we got to?</b> What are the similarities and differences?
14.30p.m.	Break
14.45p.m.	<b>Who needs to be involved?</b> Identify possible partners and audiences for the proposed projects
15.30p.m.	<b>What have we missed?</b> What are the possible gaps and links to other initiatives that we need to be aware of in developing the Limestone Landscape Scheme
16.15p.m.	Wrap up and close

## Identified stakeholders:

### A. Primary/Secondary Schools

Cassop Primary School 'the first wind powered school in the UK, Esh Winning Eco Centre and Primary School, Forest Schools Practitioners, Durham Outdoor and Sustainability Education Service and Learning Outside the Classroom Advisers, Durham County Council

### B. University Education

University of Sunderland, University of Durham, Teeside University and Newcastle University International Centre for Cultural and Heritage Studies

### C. Higher and Further Education

Sunderland Partnership, East Durham College, South Tyneside College, Durham Environmental and Land based Consortium

### D. Statutory Agencies and Voluntary Organisations

Tyne and Wear Museums, Sunderland Winter Gardens and Museum, The National Trust, BTCV, Durham Wildlife Trust, LANTRA, Groundwork, Heritage Skills Initiative

#### Attendees:

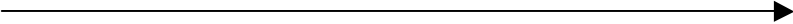

Jim McManners	Headteacher	Cassop School
David Etheridge	Learning Outside the Classroom Adviser	Durham OASES
Dr Aaron Mazel	International Centre for Cultural and Heritage Studies	Newcastle University
Jan Richardson-Wilde	Consultant	JSW Education and Training Consultancy Ltd
Peter Whitfield	Land Based resources Co-ordinator	East Durham College
Lesley Renwick		
Lee Stephenson	Senior Horticulturalist	Sunderland Museum and Winter Gardens
Sarah Tierney	Senior Field Project Officer	BTCV
Jesse Meredith	Veteran Trees Officer	Durham Wildlife Trust
Kevin Patrick	Regional Partnership Manager, North East	LANTRA
Andie Harris	Heritage Skills Co-ordinator	North of England Civic Trust
Derek Watson	Integra Training and Consulting	University of Sunderland
Claire Goodfellow	Tunstall Hills Protection Group	

#### Apologies:

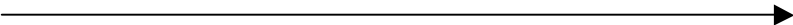

Joanne Appleby	Forest School Practitioner	Durham OASES
Nick Dolan	Property Manager	National Trust
Jennifer Morrison	Tyne and Wear Archaeology Officer	T & W Archaeology

## Annex 2 ~ REVIEW of PROPOSED EDUCATION & TRAINING PROJECTS

### Limestone Landscapes ~ Pink Group

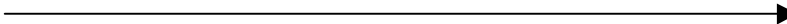

		Achievability 		
Impact 		Easy	Medium	Hard
	Low	<b>A ~ Biodiversity:</b> Field Boundary Training in Species Identification <b>B ~ Biodiversity:</b> 3 Butterfly survey training events <b>R ~ Volunteering:</b> 12 training courses in practical conservation tasks <b>S ~ Volunteering:</b> 6 farmland bird training courses for farmers <b>T ~ Volunteering:</b> 3 events and materials for Farmland birds training		
	Medium	<b>E ~ Geo-diversity:</b> Work with schools to prepare 6 trails <b>H ~ Geo-diversity:</b> Develop 6 trails using traditional and modern techniques <b>J ~ Geo-diversity:</b> Science outreach from Durham University with 30 school visits	<b>C ~ Biodiversity:</b> Webcam links to 3 schools <b>D ~ Biodiversity:</b> 35 themed day school events <b>F ~ Geo-diversity:</b> 35 themed day school events <b>G ~ Historic Environment:</b> 10 themed Day School Events <b>L ~ Historic Environment:</b> 24 Heritage Skills - 1 day taster training courses <b>M ~ Historic Environment:</b> 24 workshops in Heritage Skills	
	High	<b>P ~ Learning:</b> 22 tasks with links to 14-18 diploma placements <b>Q ~ Learning:</b> Running costs / transport for other school visits - 80 school visits	<b>I ~ Geo-diversity:</b> 8 Training courses for Heritage bodies and volunteers in geo-diversity of the area <b>K ~ Historic Environment:</b> 12 training courses for restoring buildings <b>O ~ Learning:</b> Specialist training for staff in outdoor learning	<b>N ~ Learning:</b> Forest schools programme development and running costs - 100 school visits

## Limestone Landscapes ~ Yellow Group

		Achievability 		
Impact 		Easy	Medium	Hard
	Low	<b>G ~ Historic Environment:</b> 10 themed Day School Events		<b>N ~ Learning:</b> Forest schools programme development and running costs - 100 school visits
	Medium	<b>A ~ Biodiversity:</b> Field Boundary Training in Species Identification <b>B ~ Biodiversity:</b> 3 Butterfly survey training events <b>O ~ Learning:</b> Specialist training for staff in outdoor learning <b>P ~ Learning:</b> 22 tasks with links to 14-18 diploma placements	<b>C ~ Biodiversity:</b> Webcam links to 3 schools <b>S ~ Volunteering:</b> 6 farmland bird training courses for farmers <b>T ~ Volunteering:</b> 3 events and materials for Farmland birds training	<b>J ~ Geo-diversity:</b> Science outreach from Durham University with 30 school visits
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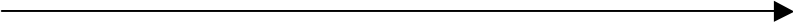



## Limestone Landscapes ~ Blue Group

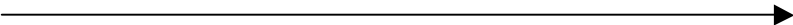

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## Annex 2 ~ REVIEW of PROPOSED EDUCATION & TRAINING PROJECTS

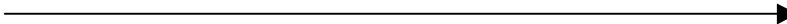

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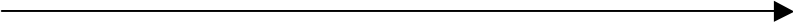

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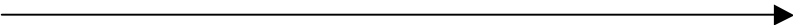

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### Limestone Landscapes ~ Pink Group



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## **Appendix G**

### **Community Consultation Report – Wheatley Hill**

**3Ps: people promoting participation, for PLB Consulting**

**April 2010**

## Executive Summary

This report highlights the benefits of consulting a local community. It discovered a well organised voluntary and community infrastructure with expertise in fundraising and running projects, a wealth of local contacts, existing community based projects and potential future project collaborations with the Limestone Landscape Partnership. There was a real enthusiasm from local people to become more engaged with the Partnership and to develop stronger local links both with the Partnership and with the other communities across the region.

Key local contacts include the Community Centre, Heritage Centre, Parish Council, Fishing Club, Youth Club, Mother's Club and History Club each with different areas of expertise ranging from fundraising and childcare to website design and volunteer recruitment. One example of a future possible project includes the "Hilly Howly" and "Gassy Gutter" area improvement around a pond with landscaping and a new picnic area. An important current issue for the community is youth involvement and projects which foster greater involvement of teenagers would be particularly welcome.

Visits outside the immediate area appeared to be restricted to seaside trips for most people, the exception to this were the members of the local PCT Walking for Health Group who tended to ramble further afield. However, participants who were not part of the walking club tended not to visit inland beauty spots outside of the immediate area. One of the key reasons for this was a lack of information and in this regard the walking club has been great success, most of the members had very limited knowledge of the surrounding area before they joined and many now act as walk leaders. A lack of car ownership is another key factor restricting access for some and many people in the area lack disposable income. Physical access was a significant problem for the 'active elderly'; a mile or so along a route people will often need to sit down for a rest or to use a toilet and opportunities such as this make a particular route much more attractive, especially where there is a link to community based art and heritage.

A key message coming from the consultation is that any new projects must link to existing local community projects around education, childcare and heritage. 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; the community organisations need to work over longer time scales to maintain interest, momentum and trust between themselves and the wider community that they serve.

# Community Consultation Report – Wheatley Hill

## Main Aims

This document summarises the results from a community consultation in the Wheatley Hill area for the Limestone Landscapes Learning, Access and Community Engagement (LACE) Action Plan on behalf of the Limestone Landscape Partnership as part of a submission to the Heritage Lottery Fund (HLF). The main aim of the workshop was to seek advice for the LLP on how best to engage the local community, current visiting patterns and barriers to visiting. The workshop also aimed to ‘community proof’ a selection of relevant projects, to explore details to see how they could be improved and encourage community based ideas for future projects.

## Groups Consulted

The workshop was held on 28<sup>th</sup> April 2010 with the following 11 participants;

- |                  |  |
|------------------|--|
| • Evelyn Robson  | Wheatley Hill Community Association    |
| • Ray Jackson    | Retired but been in many organisations |
| • Derek Metcalfe | Wheatley Hill Old Scouts               |
| • Diane Metcalfe | Church                                 |
| • Mable Thornton | Resident                               |
| • Maureen Oswald | Mothers Club                           |
| • Pauline Peters | Mothers Club                           |
| • Freda Coxon    | Wheatley Hill Community Association    |
| • Eileen Cave    | Disabled Club                          |
| • Cath Stogdale  | Walking Club                           |
| • Brian Maddison | Workingmen’s Club                      |

## Methodology

The participants were consulted using Participatory Appraisal tools. Participatory Appraisal (PA) is a community-based approach to consultation, using interactive research methods that enable people from all backgrounds and with varying abilities to be involved. It allows everyone to have their say, not only the most vocal, and lets the participants focus on specific issues while also allowing for flexibility so they can voice their opinions freely. The techniques also mean that while comments are anonymous, other participants can see or read them, encouraging debate and discussion. Further information about PA can be found in the Appendix 2.

This consultation made use of a variety of PA tools to generate and encourage discussion and ideas:

**Mapping** - can be used as an engaging and fun way to convey understanding and awareness of an area. Once the map is completed the creators of the map can explain the key features and issues raised to the facilitator, with the focus of attention on the drawing.

**Opinion Line** - participants can give a score to their opinion about an issue, usually on a line with the extremes of 1 and 10. Comments can be added to explain why they have given that particular score.

**Graffiti Wall** - allows individuals to write or draw their comments and suggestions; these are then displayed to generate group discussion.

**Spider diagram** - encourages participants to consider a central issue and to suggest different aspects of that issue, or relevant ideas concerning the issue. The tool can then be used to analyse barriers to the achievement of these aspects or ideas, or consider solutions to the different issues that have arisen.

**Scoring** - prioritises suggestions and comments made by the group. Each participant uses a specific number of dots to vote for their priorities from a list generated from their previous comments.

**H-form** - participants consider the positive and negative aspects of an issue and propose solutions or improvements, giving an overall score.

## Findings

### Group 1 – 4 females aged 50+

#### 1. How involved are the community in the LLP currently?

All 4 participants placed their mark on 'not very involved at all', but felt that this could be improved to 'more involved' point. The level of involvement envisaged was to act as "a source of information" to "help get the message out" in the Community Centre (all ages), Heritage Centre (mainly 50+ ages), History Club (some younger people in their 30's), Wheatley House (a residential home for the elderly – 80+) and the Mother's Club (aged 60+).

The LLP needs to "go out to people and connect; if you get local people involved it spins off to other areas."

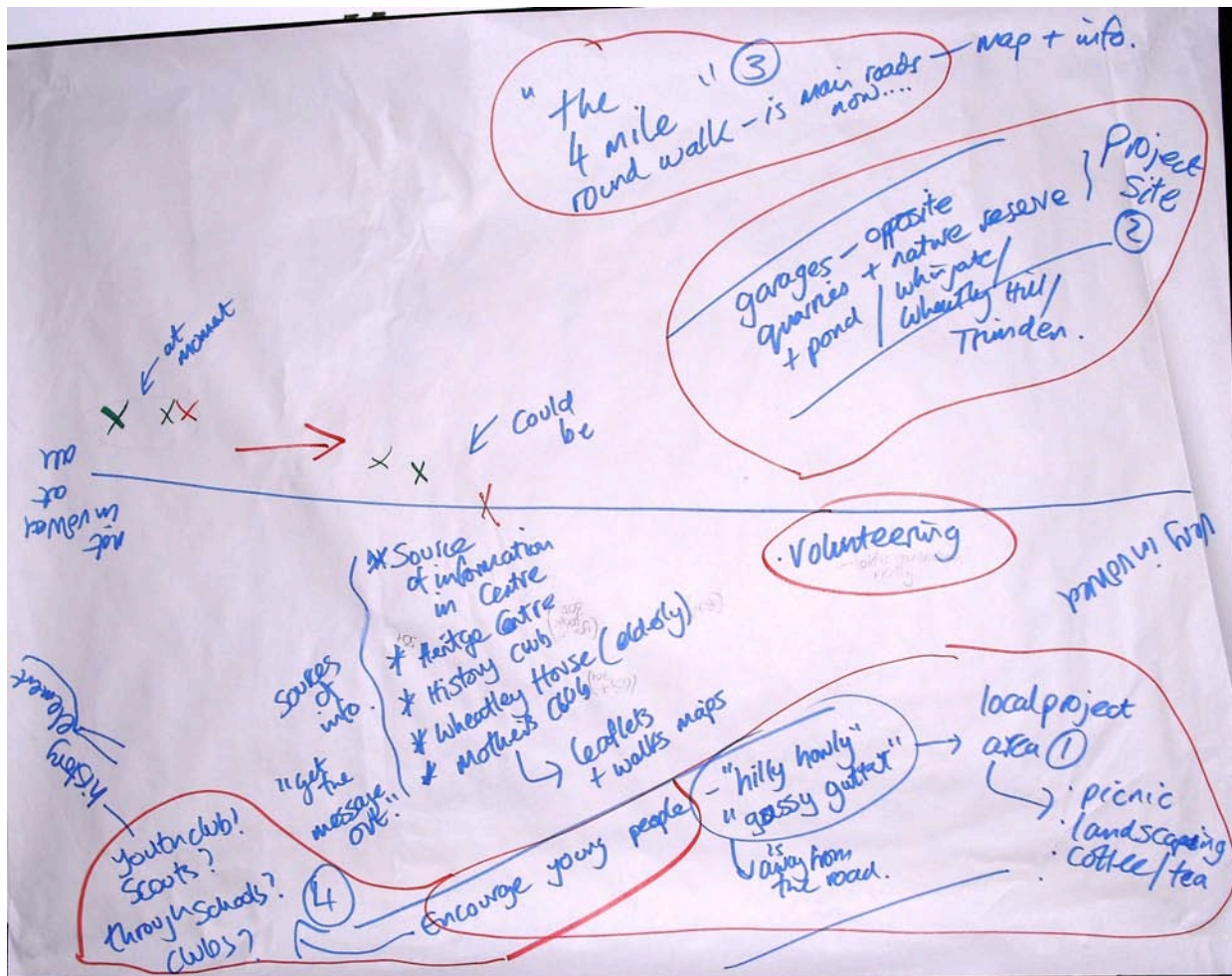
A way of involving people was through volunteering and it was noted that this is mainly done by older people, so a project that involves younger people would be a big benefit to the community. The group identified 4 possible local community based projects:

A. The "Hilly Howly" and the "Gassy Gutter" is a beauty spot with a pond which is very popular with local people. It could benefit from landscaping and picnic facilities. It could even have a tea /coffee facility.

B. Quarry site; opposite the garages there is a quarry and a nature reserve with a pond. It could link Wingate /Wheatley Hill and Trimden.

C. The four mile walk; a round walk on main roads around the village. One participant can still manage sections of this route despite being 97 years old and on a mobility scooter! There could be a map with information.

D. Youth Project; encourage young people to volunteer to improve and maintain access and amenity in the local area through schools, youth club, scouts and cubs. There would also be a local history element to the project to connect young people to their heritage.



## 2. Areas of the countryside within the Partnership area that participants currently visit for recreation.

All the participants used local routes to access the “Hilly Howly” and “Gassy Gutter” site and other local villages. Another popular route is the 4 mile route mentioned above (project 3.) There is a route to Thornley and another 4 mile walk to Shotton and Haswell. It was noted that leaflets with local walks and maps would be very useful and popular with local people and visitors: “could do with more leaflets of these local routes to pick up.”

The more adventurous walkers were members of the walk for health club; “...you get to know the local routes by joining a local walking group; you wouldn’t know where to go if you weren’t in a group...we had a trip to Holy Island with the PCT Walks for Health and the club started with a paid worker to guide us. The PCT group is still going, but there will be a lot of people who don’t know about the PCT or Age Concern.”

These participants tended to go further afield; to a nature reserve at Trimden, which is a 4 mile route with “nice walks” surrounding it; Peterlee and Crimdon. One walked along the old railway line to Seaham.



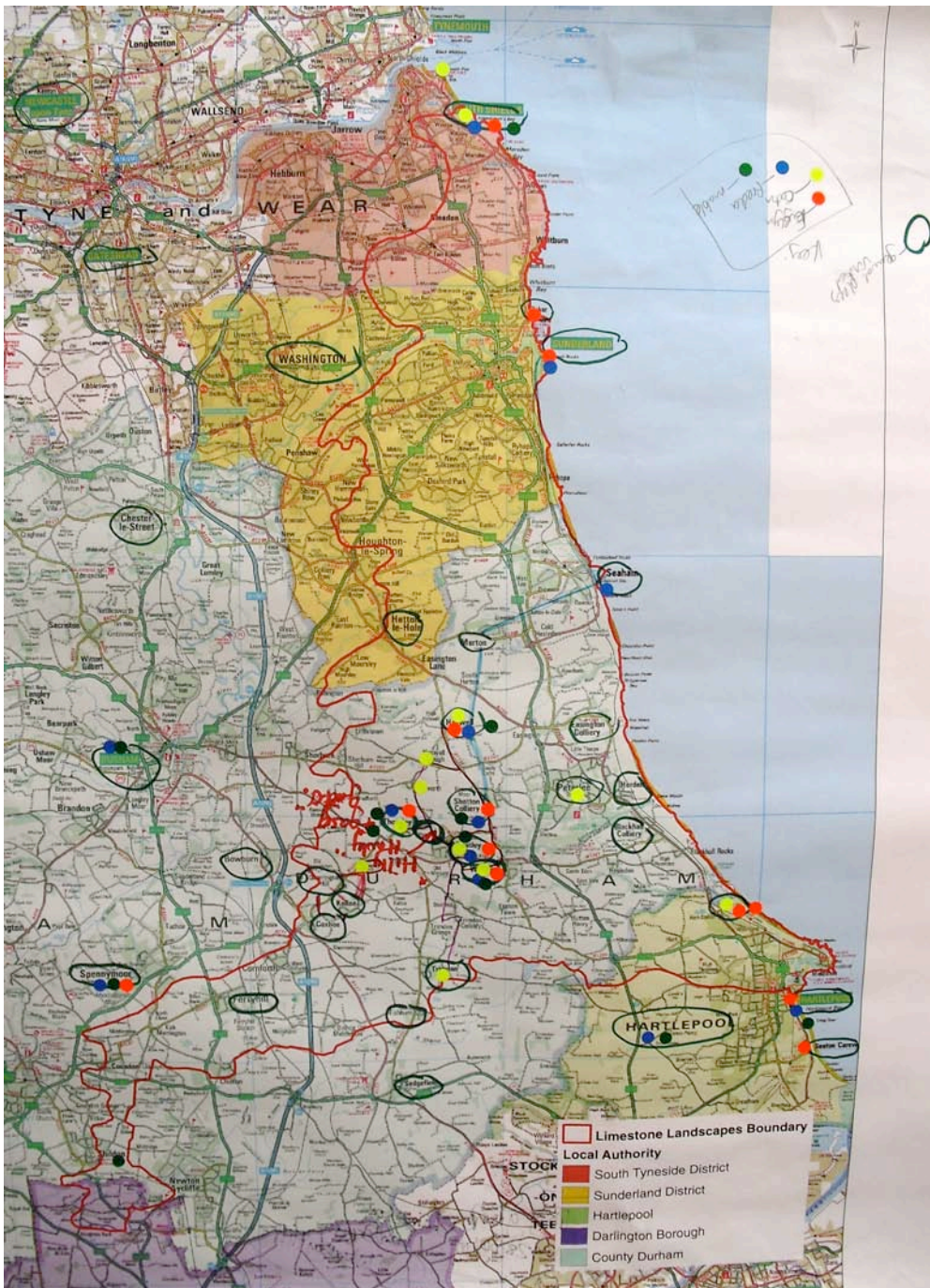
Other places to visit in a car or by public transport included the following favourites;

South Shields was seen as being “good for a seafront walk as well as markets and shops”. Two participants from the walking club had walked up to a lighthouse at the mouth of the estuary.

Crimdon; “has a caravan park”, “a lovely dene”, and it is “very nice for coastal walks all along the seafront”, “it pulls in walkers from Blackham Colliery/ Peterlee and Easington.

Hartlepool Marina is now lovely, it has been regenerated; you can walk from Crimdon to Hartlepool, “you could bike it from Wheatley Hill”.

It was also noted that there were “some nice walks around Durham” and Spennymoor was as popular location, Sunderland and Roker were also identified on the map.



### 3. Barriers to visiting the countryside in the LLP area

#### **Not enough rest areas and facilities including toilets (3 votes)**

Cassop needs something; the pub isn't open until 4pm; if he knew people were coming he would open earlier. Wheatley Hill community centre could prepare food; it will be a cafe soon. To make a full day out people could visit the quarry and the Heritage Centre. Day trips could be promoted and could be organised to attract people from across the area. Local facilities and services would need to know the numbers of people, but could cope with approximately 20 people at a time.

#### **Not enough seating, due to mobility issues (3 votes)**

Need seating about 2 or 3 miles out and seats in the local woods and at Trimden nature reserve

**Information about the places to go for walks (2 votes)**

There used to be leaflets via Melanie Lowe at Eden DC. More maps are to hand out to people are needed.

**Distance between places of interest (2 votes)**

We need information about the distances.

**Lack of access (1 vote)****Poor signage (1 vote)****Fly tipping (1 vote)****Paths not tidy or clear****No sheltered places if it rains****4. Project assessments**

- **Children's Club**

**Positive factors**

We already have a Children's Club, but this would be great if it linked in with Surestart II, existing fitness for children and teenagers and involving disabled children; the community centre is currently building a sensory garden. Creating good links with a school would depend on the school; the Catholic school would be more willing, but "it would be more work to get the top school involved".

**Negative Factors**

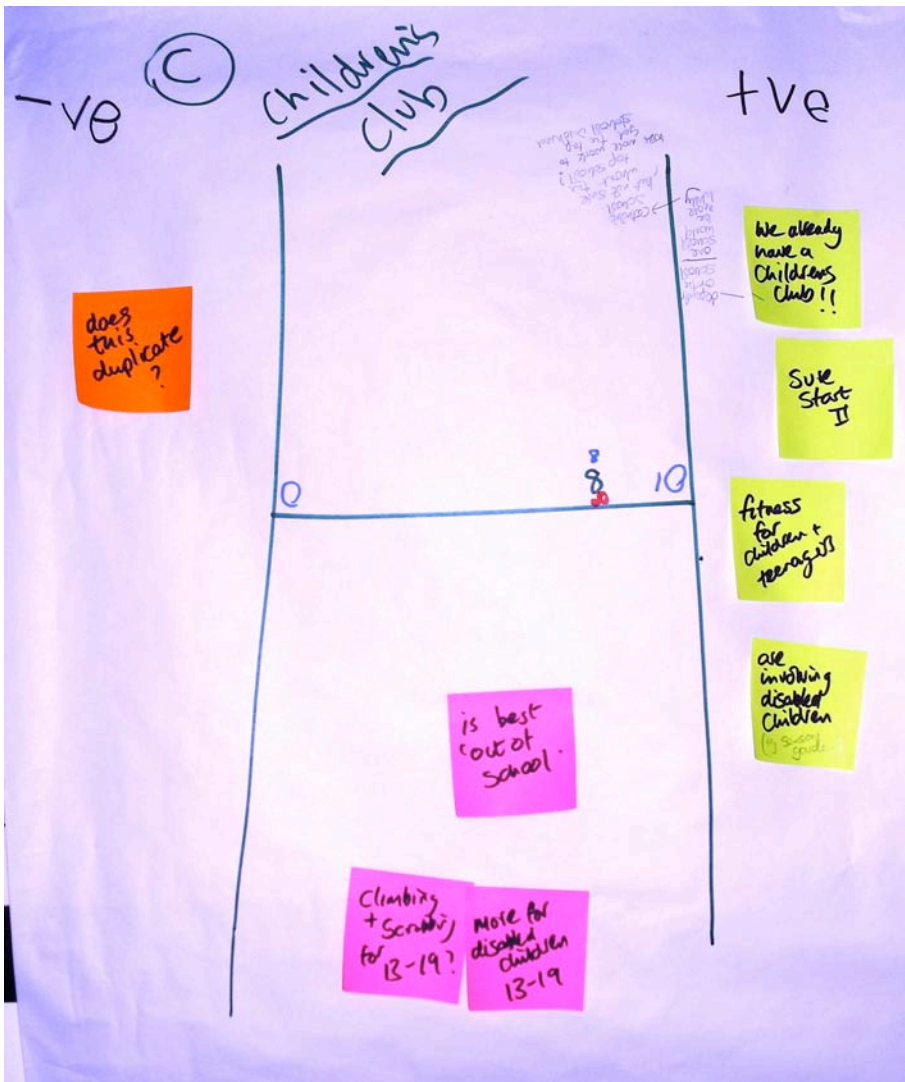
This project could duplicate the existing Children's Club.

**Ideas and suggestions**

Climbing and scrabbling for 13 to 19 year olds and more for disabled children of the same age group. This project is best kept 'out of school'.

**Overall score**

8 out of 10 from all 3 participants, providing it doesn't duplicate the existing club.



- **Village Atlas**

### **Negative**

The Heritage centre has done this and maps of a local heritage trail are already there. There is information about links to the four mining villages.

### **Ideas and suggestions**

It could include the history of limestone mining, as there is no information on this.

### **Overall score**

One participant gave this project 5 out of 10 and commented "...lots of this has been done; it is on the web site..." The other participants gave the project 7 out of ten assuming it offered additional information.

- **Farming Futures**

**Positive**

The project preserves heritage and has potential to involve schools.

**Negative**

Does this duplicate Beamish?

**Ideas and suggestions**

We want to go on a tour!! The project could involve colleges, including the agricultural college.

**Overall score**

All 3 participants gave this project 8 out of 10.

**Group 2 – 2 males and 2 females all 60+****1. How involved are the community in the LLP currently?**

All the participants placed their mark on the 'not involved at all' end of the scale and expressed a desire to be at the 'very involved' end. The participants felt that the community was only likely to get involved with things nearby; "things that are relevant to them". The group thought that greater community involvement could be developed by meeting local people, in particular; the Parish Council, Heritage Club, Fishing Club and History Club. The participants also suggested making a presentation to the Mothers Club (older females) and suggested using the Working Men's Club as a key venue for many organisations. The participants suggested the production and distribution of printed literature and thought that a presence at important local events like the Seaham Town Show, Peterlee Town Show and the Miners Gala in July would be good opportunities to promote the work of the Partnership in addition to open days. A detailed LLP mailing list of local organisations and individuals should be created and a web site with links to a variety of local organisations, for example the Wheatley Hill Heritage Centre, which already includes a lot of information about the history of the area.

**2. Areas of the countryside within the Partnership area that participants currently visit for recreation.**

The following areas were highlighted by the group;

**A. "The Hilly Howly"**

This is a local amenity area, previously a mine, now used for walking with walkways, a pond and woodland. The group thought that it could benefit from picnic tables.

**B. Old Wingate Nature Reserve**

This a former quarry which is now a nature reserve used for "dog walks" and by "Sunday walkers". It also has a tunnel.

**C. "The Dardanelles"**

This area is an ex-landfill site with a walkway from a farm, which has now been brought back into use as farmland. It leads to the Old Wingate Nature reserve.

**D. The Old Railway Line and Brickworks**

The area is to the north of Wheatley Hill used by dog walkers and includes a walkway along the old railway line, old Brickworks (from the early 1900's), a quarry and a dog racing track.

The following areas were highlighted by the augmented group when two additional participants arrived from the walking club.

**E. "Shadford Dean Walkway"**

The walkway is close to a working quarry to the East of Thornley.

**F. Ludworth Tower**

"Nice to visit".

**G. Haswell to Hart Walkway**

The walkway extends to Sunderland; it is a old railway line and includes "Maslin Street".

**H. "Silence Bank"**

This area was known as the; "...first site that monks from York came to settle and see the Cathedral. The monks made a vow of silence so the Roundheads wouldn't hear them...it is nice to visit..."

**I. Souter Point Lighthouse**

A drive away and good to walk along the coast line.

**J. Crimdon Dene Walks****K. "Big Coastal Walk"**

This route starts from north of Seaham and travels down the coast to Crimdon.

**L. Castle Eden Dene****M. Castle Vale Walkway**





## Problems with disabled access (including stiles) (2 votes)

Need gates, ramps, and a good walking surface.

Need more information on which walks are suitable for the disabled.

## No car

Walking Group trips are the only way many people can get out into the countryside. For those with a car there is often a lack of car parking, so "more car parks are needed".

## Lack of public transport

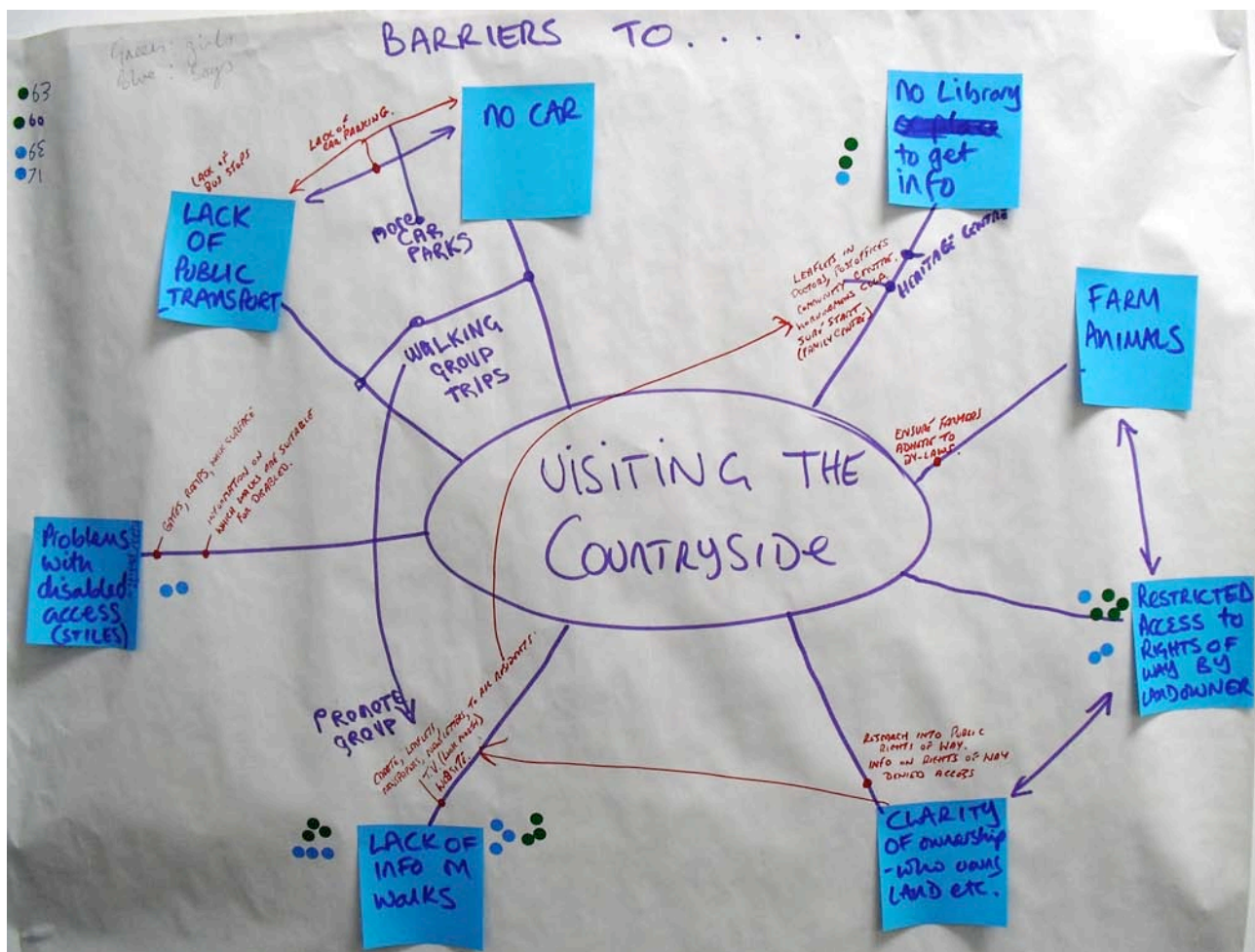
The Walking Group offers the only route to the countryside for many people, and the group should be promoted as many people are still unaware of it.

## Clarity of ownership

There is a need for research into Public Rights of Way and information on routes where access is denied by the landowner.

## Farm Animals

Ensure farmers adhere to by-laws.





## 4. Project assessments

- **Learning through the Outside Classroom**

### **Positive**

This project was good because it was “educating kids as well as parents” and helps “very young people learn about local environment.” It would be “fun and educational”, “getting (young people) outside” and “helping them to respect and learn about their environment (at a young age).”

### **Negative**

One of the key concerns of this group was the sustainability of the project; “what happens after 3 years?” It was felt that “more funding for education of teachers and paying for trips” would be needed. It was also felt that the project “might not engage teens.”

### **Ideas and suggestions**

The group thought that the creation of a Link to Friends of Schools and parents would be beneficial and that the work should be “embedded into the curriculum”. There could be “trips out for family groups (who may not be able to access the countryside).”

The project should seek to ensure there is a way for education of teachers to pass on their knowledge to other teachers after 3 years to make the process more sustainable.

### **Overall score**

This project was very well received with scores of 8 and 9/10 from all participants.

- **Limestone Festival**

### **Positive**

The group felt that this project had potential to “link a variety of communities” and presented a good opportunity for people to “go outdoors to get involved”. The idea of eight guided walks was well received and the group were enthusiastic about the production of a leaflet to promote the walks for the event.

### **Negative**

It was felt that the festival was “too much for one community; this needs a broader area?”

### **Ideas and suggestions**

The main suggestion from the group was that there could be an “umbrella of a main event” with local community holding additional events and activities. The group would be keen to hold a local event as part of it (involving schools and community) and suggestions included; Wingate nature reserve (for picnics) and the fishing pond (although not great access). Other “places for things to happen” included; Houghall College (environmental college/ walk) and Hardwick Hall. It was felt that the event “needs to cater for all ages” and the suggestion of “making a film of local walks and environment for local ecology document to see the changes in future years” was supported by the group.

### **Overall score**

This project was well received as a good opportunity for community involvement and promotion of the walks in the area. All participants scored 8 or 9/10.

- **Coal Countryside Counts**

### **Positive**

The key positives for this project were; “getting rid of waste heaps”, creating a “link to history through old photos” and that the “decline of mining has returned land to a natural state.”

### **Negative**

There was a fear from some in the group about the future use of quarries and whether they would become landfill sites.

### **Ideas and suggestions**

The group felt that it would be good to link with Durham mining website which has lots of information, and to show photos of a working mine before and after. An example of the local heritage is the Haswell Hill (Maslin) ex-colliery (19<sup>th</sup> Century) which exploded, many died; there is a skull memorial.

### **Overall score**

This project received scores of ranging from 7 to 9/10

## **Group 3 – 1 males and 2 females all 50+**

### **1. How involved are the community in the LLP currently?**

All participants agreed that the community had ‘no involvement’ at present. Community involvement is mistrusted in the local area because; “ideas have not been taken forward” and “capital projects have been created but not maintained”. A lot of time has been put into community projects in the past.

To improve the level of involvement to a half way point the group suggested that; there should be suggestions from community group (but programme not controlled by them), Wheatley Hill Primary school should be taken to Hilly Howly fishing ponds and the Wheatley Hill Fishing Club could be helped to create a “picnic area”, “a cement path” and “open access”.

### **2. Areas of the countryside within the Partnership area that participants currently visit for recreation.**

Two participants (one male and one female) went on local walks to Wingate Quarry. The male participant also walks to Thornley Hall and along the “Knickerbocker Line” (Kelloe to Thornley Hall). He also visited “Crow’s House” with a “carved seat” where there are “dragonflies and frogs”.

The two female participants tended to go further afield on “fish and chip visits” to South Shields, Roker, Seaham, Blackhall Colliery and Blackhall Rocks. These trips tended to be day trips including short walks along the coast and picnics.



### 3. Barriers to visiting the countryside in the LLP area

#### Disability-ability (3 votes)

People with disabilities need flat surfacing and improved access.

#### Busy roads (3 votes)

Safety concerns caused by heavy traffic could be eased by roundabouts and 'pinch points'.

**Paths in poor condition (3 votes)**

Poor paths could be improved by cutting back vegetation and good stiles.

**Sitting areas (2 votes)**

These are especially important for people with mobility problems, but they often get damaged and lack maintenance.

**Transport (1 vote)**

Lack of transport was a key concern, with possible solutions being coach or minibus hire, taxi hire or having your own transport.

**Lack of information**

Many people “don’t know where to go”, this could be helped by having information in the Post Office, Heritage Centre, Community Centre, Working Man’s Club, Thornley library and the local GP surgery.

**Lack of leaders (particularly young people)**

There is a lack of volunteer leaders locally; this was thought to be due to people having no time, rules and regulations, and health and safety.

**Money**

Many people in the area lack disposable income.

**4. Project assessments**

- **Leg-it across the Limestone Landscapes**

**Positive**

Positive comments from the group concerning this project included; “would go to Kelloe”; “enjoy the outside generally”; “good if it is local”. Overall, it was felt that the project had the potential to “benefit lots of people and different areas” and could create a lot of community involvement, “for example in history clubs and schools.”

**Negative**

One participant “wouldn’t go to Murton.”

**Ideas and suggestions**

The project needs “publicity and leaflets” and could have a “DVD film of four seasons of flora and fauna.”

**Overall score**

One score was of 4 another of 7/10.

- **Green Exercise Project**

**Positive**

It was felt that getting “money into poorer areas” was important and that the project would “help pride in villages.”

**Overall score**

One score of 9 and one of 10/10.

- **Community Archaeology**

**Positive**

One individual in the group was “interested in and excited by archaeology and local history”, and could see the potential of “links to family trees and local history.” It was agreed that there would be “educational opportunities”, “History club involvement” and “speaker tours.”

**Negative**

The project could have “too local a perspective; it would only be of interest to a small area around the site being investigated” and it could be “very personal; some people would be very keen, others not...”

**Ideas and suggestions**

Increase publicity and information via the local press and historical society.

**Overall score**

One score of 1 and one of 8.

.



## Appendix 1

LLP Community Consultation 28/04/10				
Time		Mins	Activity	Comments
11.30		60	Trainers arrive to set up room	
12.30		30	Lunch	13 Participants arrive from 12.30
13.00		10+5	Introduction to Limestone Landscapes partnership – overview of progress to date and reason for community consultation. Questions.	Could be a presentation with pictures.
13.15		20	<p>Split into 3 groups:</p> <p>From what you've heard how involved are the community in the LLP currently?</p> <p>Rate on a line 'very involved to not at all...'</p> <p>Where should the LLP be aiming at realistically on the line?</p> <p>How could the LLP get to that point – what ideas do you have to increase community involvement?</p> <p>Graffiti Wall</p>	
13.35		15	Feedback ideas – one idea at a time from each table to the main group.	
13.50		20	Use maps to identify any areas of the countryside within the Partnership area that participants currently visit for recreation and list their activities.	<p>Are any of the sites areas where LLP activity is planned?</p> <p>Code responses from each participant.</p>

14.10		40	<p>Spider diagram to detail the main problems/barriers to visiting the countryside.</p> <p>Prioritise these barriers using voting (sticky dots 3-2-1)</p> <p>Propose solutions to the key barriers</p>	<p>Are there any specific barriers on:</p> <ul style="list-style-type: none"> <li>• Getting to the sites/ countryside?</li> <li>• Knowing what there is/ what there is to do?</li> <li>• Safety</li> <li>• Range of things to do?</li> <li>• Knowing where you are going?</li> <li>• Physical access?</li> <li>• Knowing about who owns and manages these rural areas?</li> </ul>
14.50		15	Feedback key barriers and solutions to the main group – one barrier and solution at a time.	
15.05		15	BREAK	Include cakes for a mini sugar rush!
15.20		45	<p>Each group looks in detail at 2 or 3 project proposals.</p> <p>For each proposal construct an H-form of likes/ dislikes and suggestions</p>	<p>Consider possible levels of community engagement for each project</p> <p>How can community engagement be improved?</p>
16.05		20	Feedback on each proposal with key suggestions	
16.25		5	Thank you and closing remarks	
16.30			End	

## Appendix 2

Further Information on Participatory Appraisal;

- **What is participatory appraisal?**

Participatory appraisal is a community-based approach to consultation that gives precedence to the views and attitudes of local people as experts within their own communities. Through PA, local people can explore and share their knowledge of life and local conditions, as well make decisions, plan and carry out actions to effect change within their communities. The PA approach transcends more conventional research methods by using visual and flexible tools such as maps, spider diagrams and charts. The process is interactive rather than extractive, enabling people from all backgrounds and with varying abilities to be involved in the research, education and collective action. The use of this approach allows all to have their say, rather than only a few which is often

the case in public meetings. It allows those that are shy or from traditionally 'hard to reach' groups to voice their views.

- **How does PA work?**

PA comprises of 3 elements: research, education and collective action.

- **Research**

A key aspect of PA concerns the involvement of local people within the research process, not as objects of research, but as experts in the situation - as people who 'know how things really are'. PA is particularly effective in group situations as the potential for discussion is increased, with issues being debated. The type of information obtained through participatory appraisal is usually qualitative and in-depth; often providing an effective complement to data derived from other sources, and is specific and relevant to the local community. Data reliability is constantly checked and verified through triangulation (by using different 'tools and techniques' to ask the same question), with all information being carefully and systematically recorded so that comparisons can be made throughout the process.

- **Education**

Collective education occurs when people participate in a group discussion on an issue that is important to them. This education happens at many levels, through self education (where someone reflects upon their own issues and solutions), educating other local people (others involved in the research process may have already identified potential solutions to a problem), and educating service providers and policy makers (for example via a group discussion between local people and service providers).

- **Collective Action**

On one level the participatory nature of this approach enables respondents to be more involved with decision-making processes by actively contributing their knowledge of local needs, suggesting appropriate solutions, and having their views widely (and transparently) documented. The research process of PA can act as a catalyst for identifying and stimulating individuals/groups/organisations that may be well placed strategically for moving from ideas/solutions on paper to actionable initiatives and strategies that are both locally-grounded and owned, and sustainable beyond the short term.

- **Where did PA come from and how can it be applied?**

Participatory appraisal has been widely used in the southern hemisphere in the context of working with rural communities in developing countries. However, in recent years the principles of participation and action-oriented research have been increasingly drawn upon in the northern hemisphere (including the UK) to identify and find solutions to a range of issues within local communities.

**For more information go to:**

[www.3Ps.org.uk](http://www.3Ps.org.uk)

[http://northumbria.ac.uk/sd/academic/sas/sas\\_research/pa/](http://northumbria.ac.uk/sd/academic/sas/sas_research/pa/)

[www.ids.ac.uk/ids/particip/index.html](http://www.ids.ac.uk/ids/particip/index.html)

[www.oxfamgb.org/ukpp/sid/index.htm](http://www.oxfamgb.org/ukpp/sid/index.htm)

**Or contact:**

**3Ps: people promoting participation**

**Roger Newton  
21 Hob Moor Terrace  
York  
YO24 1EY  
tel: 01904 703929  
mob: 07875 124590  
email: [roger@3Ps.org.uk](mailto:roger@3Ps.org.uk)**

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## Appendix H: Access Consultation Report

### 3Ps: people promoting participation, for PLB Consulting

#### Main Aims

This document summarises the results from a participatory workshop on the access elements of the Limestone Landscapes Learning, Access and Community Engagement (LACE) Action Plan for the Limestone Landscape Partnership as part of a submission to the Heritage Lottery Fund (HLF). The main aim of the workshop was to 'proof' the projects and to explore details to see how they could be improved. The workshop also aimed to prioritise the projects as part of the 'sifting' process.

#### Groups consulted

The workshop was held on 3<sup>rd</sup> March 2010 with the following participants;

Owen Shaw	Durham County Council
Hannah Woodhouse	Hartlepool BC
Chris Scaife	Hartlepool BC
Lisa Roberts	South Tyneside BC
Steve Scoffin	Tees Valley LAF
Elaine Field	Parish Paths Partnership Officer
Geoff Hughes	Durham LAF
Marilyn Gibson	British Horse Society

#### Methodology

The participants were consulted using Participatory Appraisal tools. Participatory Appraisal (PA) is a community-based approach to consultation, using interactive research methods that enable people from all backgrounds and with varying abilities to be involved. It allows everyone to have their say, not only the most vocal, and lets the participants focus on specific issues while also allowing for flexibility so they can voice their opinions freely. The techniques also mean that while comments are anonymous, other participants can see or read them, encouraging debate and discussion. Further information about PA can be found in the Appendix 2.

This consultation made use of a variety of PA tools to generate and encourage discussion and ideas:

**Mapping** - can be used as an engaging and fun way to convey understanding and awareness of an area. Once the map is completed the creators of the map can explain the key features and issues raised to the facilitator, with the focus of attention on the drawing.

**Force-field** - considers both the positives and negatives of an issue, before focusing on possible solutions to the negative aspects and ideas. While individuals usually write or draw their views, the format allows for group discussion and further detail to be brought out.

**Criteria or Matrix Ranking** - helps participants prioritise from lists or options identified through other tools during earlier exercises in the participatory process. After identifying things which they want to rank or prioritise, normally by using one of the earlier tools, participants have to come up with criteria by which all of the options can be ranked.

**Spider diagram** - encourages participants to consider a central issue and to suggest different aspects of that issue, or relevant ideas concerning the issue. The tool can then be used to analyse barriers to the achievement of these aspects or ideas, or consider solutions to the different issues that have arisen.

**Scoring** - prioritises suggestions and comments made by the group. Each participant uses a specific number of dots to vote for their priorities from a list generated from their previous comments.

## Findings

The key factors to consider when judging a project were agreed and listed. Participants then scored the project on the basis of these agreed criteria by consensus. During the workshop no numerical scores were assigned to the diagrams, the scores were indicated by distance. The resulting work has been assessed by 3Ps and scores (+5 to -5) added to help the reader interpret the information throughout this report. Two different groups were working throughout the meeting; the Geo-diversity Trails, Middridge and Cleadon Hills Projects were completed by one group and are thus directly comparable. The Leg-it and Bishop Middleham analyses were completed by a separate group and are also directly comparable. The Kelloe and Murton Projects were not intended for detailed analysis, but participants were keen to include them at the end of the session. They are included in the overall prioritisation exercise, but received limited discussion time.

At the end of the session participants were asked to place the projects in priority order and to sign up to help progress particular projects. The table below details the results of the exercise.

	Votes	Contacts
Geodiversity Trails	19	Lisa Roberts/ Steve Scoffin/ Hannah Woodhouse/ Owen Shaw/ Elaine Field/ Marilyn Gibson/ Victoria Lloyd (not present)
Leg-it across Landscapes	7	Owen Shaw/Hannah Woodhouse/Chris Scaife/Steves Coffin
Middridge Quarry	6	Elaine Field/Peter Crinnion (not present)
Murton	5	
Bishop Middleham Palace	4	Elaine Field/ Owen Shaw
Tunstall Hills	3	Elaine Field
Cleadon Hills	3	
Kelloe	3	

The projects have been placed in this priority order in the following report.

# 1. Geo-diversity trails

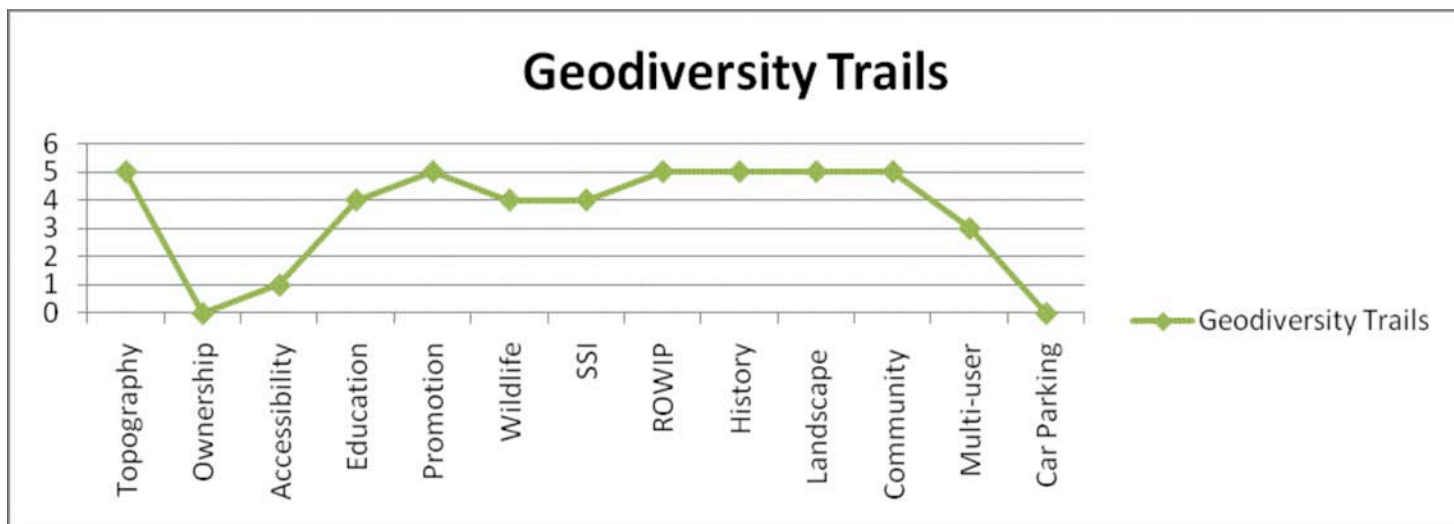
This project aims to create a sensory rock trail with excellent access and interpretation suitable for physically and visually impaired. A number of trails could be created and leaflets produced on:

- Linking geology to the built environment - quarries and building stone
- Trail along the reef - extends the length of the area, good viewpoints
- Quarry trails and products they produce
- Hartlepool Headland
- Trails along coast - excellent exposures from Trow Point to Marsden Bay, Seaham and Blackhall Rocks
- Town geology e.g. Sunderland and Mowbray Park trail then out to country
- Fossil trail with casts/ impressions of Permian fossils along the way

Some important access considerations were added to the map by participants highlighting land use and ownership issues and the effects of landscape erosion.







An important unknown for a project of this size was land ownership to allow connections between different areas and as the map highlighted, there are many different landowners to consult. A particular difficulty was highlighted in the rifle range area and it was felt that this should be a priority for early negotiation. The effects of erosion highlighted on the map and land ownership issues resulted in a low score for accessibility. Car parking was again highlighted as a potential difficulty. The overall score was high (46) and the scheme generated enthusiasm and excitement because of its potential impact in the region and potential for partnership working.

	Topog.	Owners.	Acc.	Ed.	Promo.	Wildlife	SSI	ROWIP	Hist.	Lands.	Comm.	Multi -u	Park.	Total
Geo-diversity Trails	5	0	1	4	5	4	4	5	5	5	5	3	0	46

### Target audiences for Geo-diversity Trails

- Tourists
- Walkers (ramblers and local groups)
- Wildlife Groups (bird/ mammal/ plants)
- Equestrian (BHS/ local groups/ schools)
- Cyclists (Sustrans, etc)
- Health (walkers/ cyclists/ equestrian)
- BME (local towns)
- Communities (at all levels)
- Schools (local primary and secondary)
- Historic Groups (Roman/ Railway/ mining/ quarrying)
- NE Geology group (fossils)
- VIP/ MIP

### Potential partners and Funders for Geo-diversity trails

- MOD
- Church
- Landowners (shedloads!)
- Aggregates levy- all areas

- P3
- 4 LAs
- RoW x 4 LAs
- LTP x 4 LAs
- LAF x 4 LAs
- Community Groups
- PCT (x3)
- HLF

## 2. Leg-it Across the Limestone Landscapes



The project aims to improve a number of key public rights of way, identified by local communities for their importance in providing safe and reliable access to areas of countryside, creating opportunities to visit sites of geological, historical, ecological and cultural significance, and enabling residents and visitors to improve their physical, emotional and mental health through exercise and contact with the environment.

Overall, it hopes to create a number of circular routes offering recreational opportunities for as wide a range of people as possible and to create new links and public rights of way where necessary.

The project has three elements;

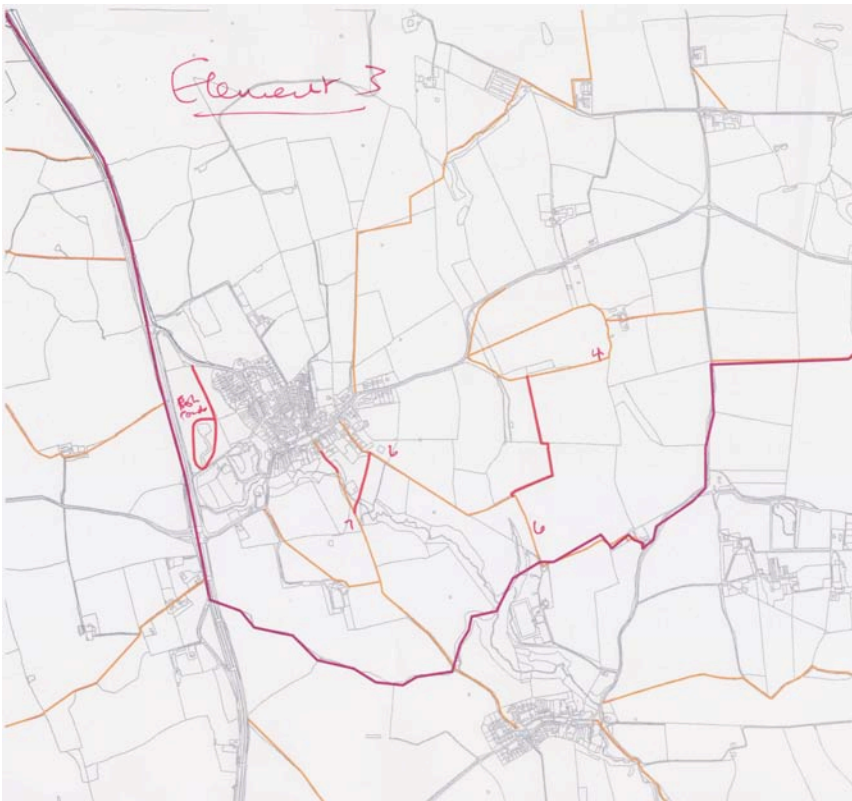
Element 1 is centred on Heseldon, Nesbit, Crimdon and Thorpe Bulmer Denes to the north of the project area. It is intended to improve existing access within and to the Denes also utilising any results from the ecological surveys to improve public appreciation. This element of the access project will include an investigation and subsequent interpretation of the now lost St Mary's Church and churchyard at Monk Hesleden. Areas around the Denes will be used to create new rights of way and improve others, creating greater linkages.



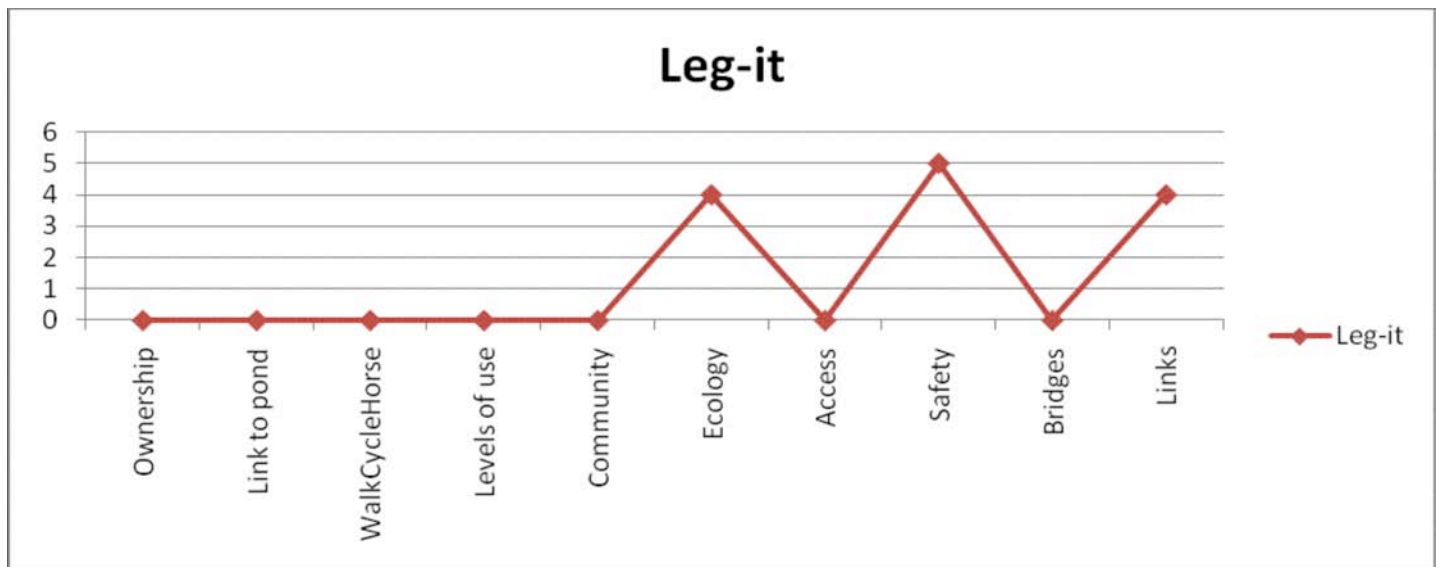
Element 2 is based around Hart village to improve existing rights of way, create new linkages for circular routes, utilising results of the ecological surveys and heritage studies. An important link to be created is to be created between the public footpaths north of Hart village and the Hart to Haswell Walkway.



Element 3 aims to improve linkages south to Elwick. Existing rights of way will be improved and new linkages created to provide circular routes, access to medieval fish ponds and interpretation of the ecology and heritage.







	Owners.	Link to pond	Walk, etc	Use	Comm.	Ecology	Access	Safety	Bridges	Links	Total
Leg-it	0	0	0	0	0	4	0	5	0	4	13

The key issues for this project were; identifying the landowners to consult and negotiating a successful agreement; obtaining landowners agreement to permissive rights of way and access including the element 3 'link to the pond and willingness to consider higher levels of use'. It was thought that access could be controlled at specific times. There is a need for community consultation; not just with established groups but involving local residents, including a leaflet drop and informal consultations.

A key positive was the creation of a link for walking and possibly cycling from Elwick, Hart, Nesbit, Dene to the Coast (at Crimden Dene). Element 2 creates a safe walking link under an A road which was viewed as "excellent" by the group. Element 1 includes new bridges and would therefore require consultation with DCC bridges; if agreement could be reached the adoption of maintenance could be included. The project would increase people's awareness about the ecological sensitivity of the area and foster greater ownership.

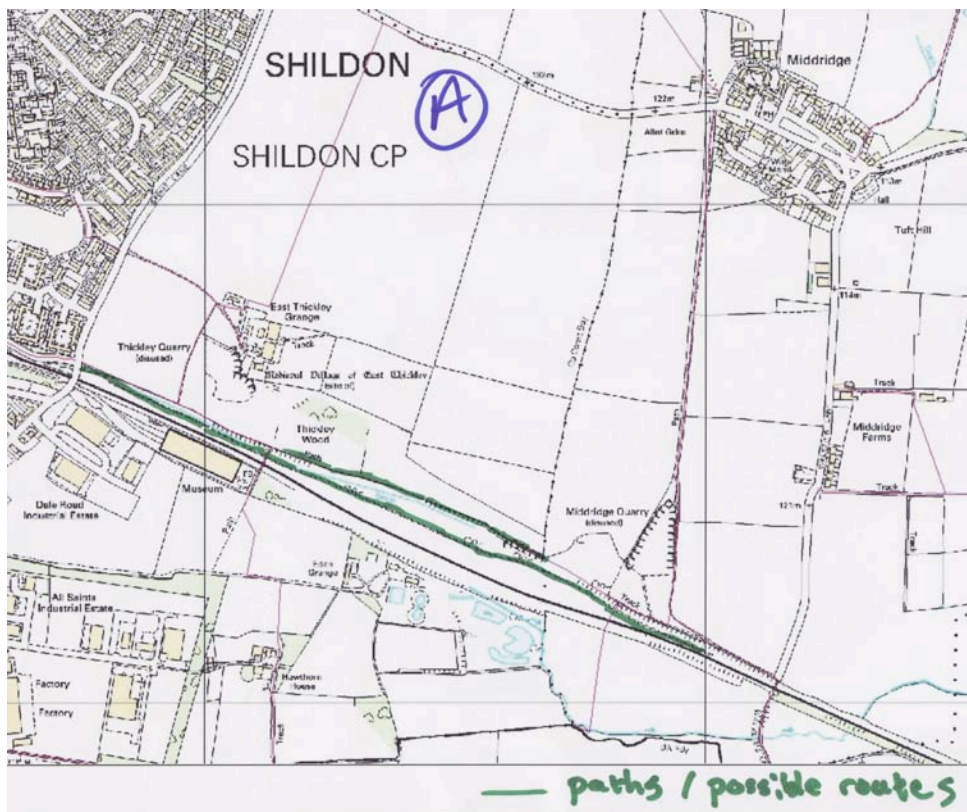
### Partners and Funders

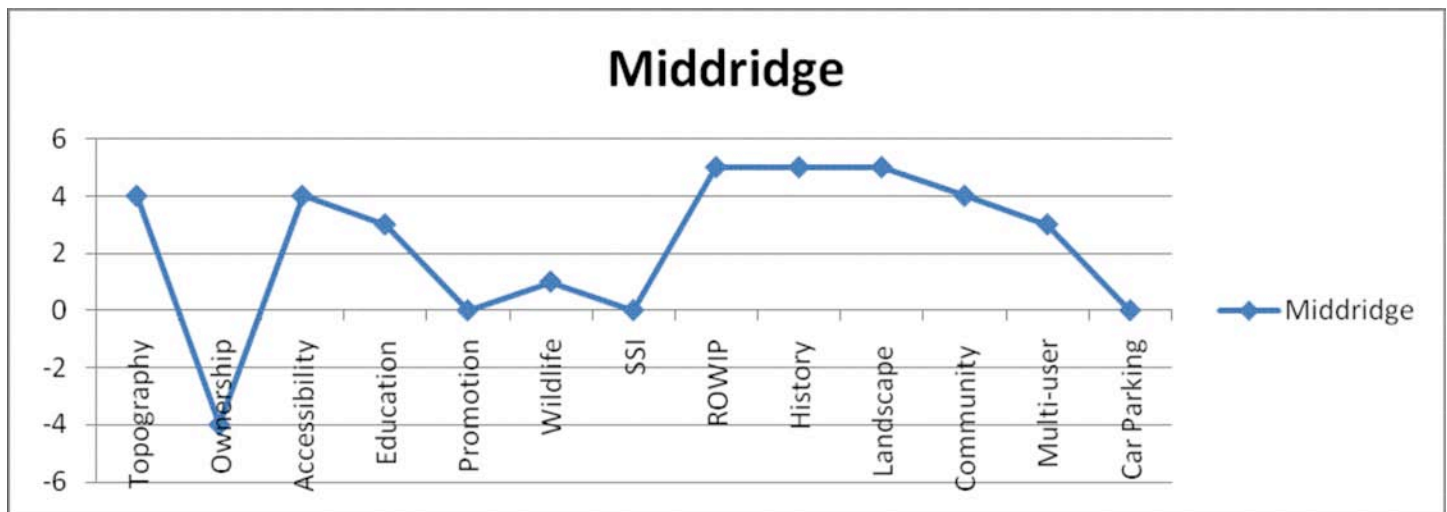
- Businesses
- Hard to reach groups (not just typical walkers)
- Durham Countryside Ranger Service (could match fund volunteer time)
- Parish Councils
- British Horse Society
- LARA and others
- Sustrans
- Cycle Touring Club
- Sport England
- Community
- Volunteers
- Parish Councils
- Landowners; tenant farmers and estate managers

- Durham County Council Parish Paths Partnership (can match fund small amounts)
- Groundwork
- British Trust for Conservation Volunteers
- Schools
- Surestart
- County Councillors and Parish Councillors
- Regional landscape scale biodiversity targets
- Use Durham Countryside Ranger Service to shortcut to communities and groups
- Youth Groups / Young Farmers
- Local community groups, especially Residents Association

### 3. Middridge Quarry

The project includes cleaning up rock faces, interpretation, sign posting, improving paths, fossil casts and trails. The project would include a footpath link alongside the Stockton and Darlington Railway from the National Railway Museum at Shildon to Middridge Quarry and link into a circular walk and interpretation with geo-diversity interest which loops round to the north via Middridge. A possible route for the footpath was drawn on the map by participants.





It was clearly felt that land ownership was a key issue for this project, with other key difficulties including the promotion of the scheme, the wildlife value and car parking.

	Topog.	Owners.	Acc.	Ed.	Promo.	Wildlife	SSI	ROWIP	Hist.	Lands.	Comm.	Multi -u	Park.	Total
Middridge	4	-4	4	3	0	1	0	5	5	5	4	3	0	30

### Target Audiences for Middridge Quarry

- Walkers (ramblers and local groups)
- Wildlife Groups (bird/mammal/plants)
- Equestrian (BHS/local groups/schools)
- Cyclists (Sustrans, etc)
- Health (walkers/cyclists/equestrian)
- BME (local towns)
- Communities (at all levels)
- Schools (local primary and secondary)
- Historic Groups (Roman/Railway/mining/quarrying)
- NE Geology group (fossils)
- VIP/ MIP

### Potential Partners and Funders for Middridge Quarry

- Landowner x2
- Aggregates levy- CDENT
- Parish Paths Partnership – Elaine at Durham County Council
- Durham County Council Rights of Way
- Local Transport Planners (Durham County Council)
- Local Access Forum
- Community Groups (Middleridge)
- Primary Care Trust (Durham NHS)
- HLF

## 4. Murton

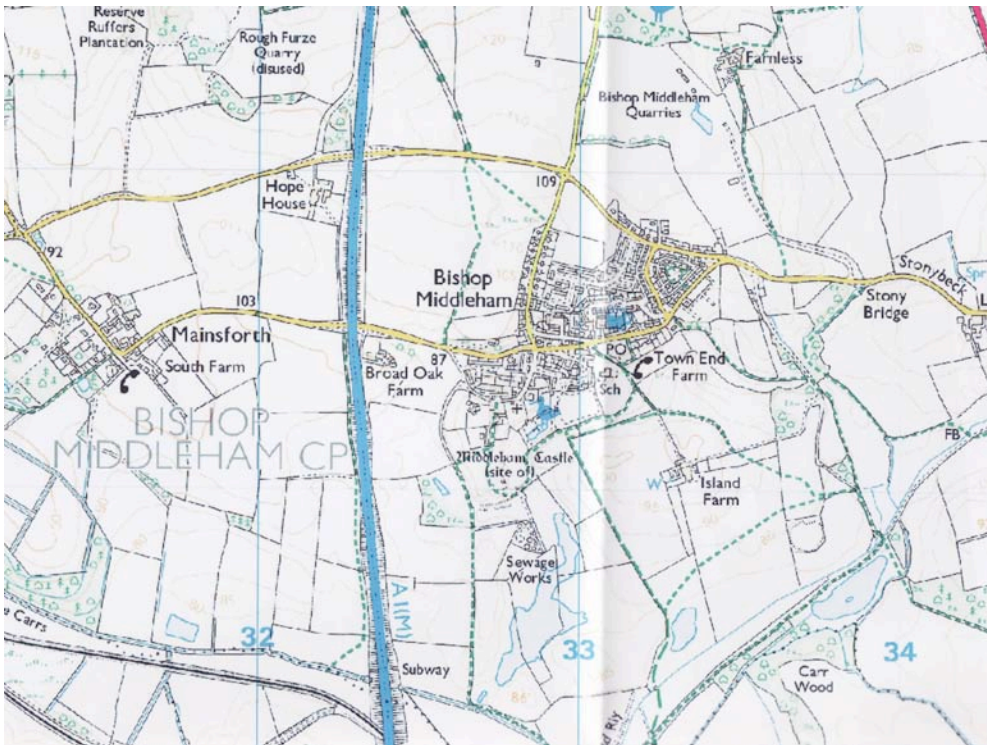


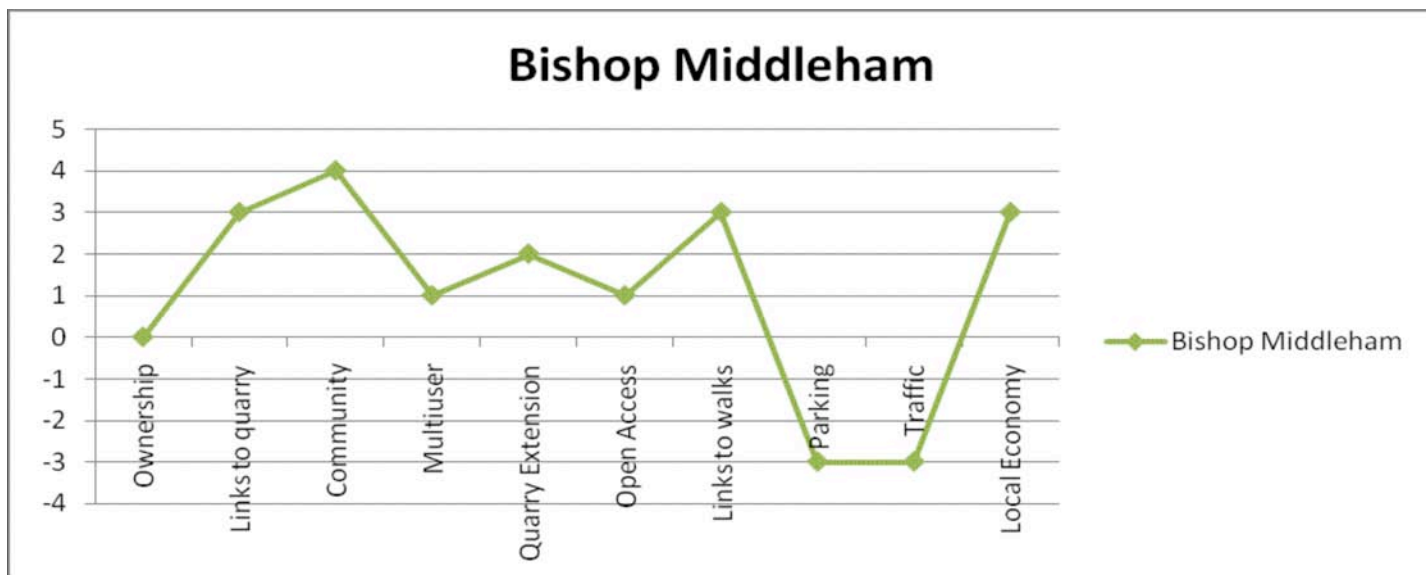
The project would be to resurface a very well used bridleway. The group discussed the key positives of the project; there are useful links to Sunderland along the bridleway (it would provide a safe off road route); no land ownership issues and strong community links and interest in Murton. The path has been raised as an issue by the local community. There is a nearby country park and an opportunity to create a link to Bulmer Forest with open access land opportunities and to work with local quarries to collect paths surfacing material. The group thought that it would be worth investigating links to the 'Hetton Warden Law Trail'. It was felt that the path would meet the ROWIP targets.

## 5. Bishop Middleham Palace

The earthworks of the former Bishop's Palace are a scheduled ancient monument and there is a wider landscape consisting of former medieval fishponds and a deer park. The project could involve; a condition assessment of the palace, deer park wall and fishponds and improved access and interpretation, to include self guided circular walk from village around the deer park perimeter via fish ponds and palace site on existing PROW. Interpretation could include other notable local finds including Roman Paterae and Iron-Age glass bead. A third phase could be the partial restoration to the boundary wall.

Discussion of the map centred on the village as a Conservation Area and the potential for improved links, profile and public realm. 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.





The key positives for this project include; project links to Bishop Middleham Quarry, the Thrislington extension may offer new access/ bio-diversity/ partnership possibilities plus planning gains; good existing links to Hardwick including historic links and potential links with primary schools. There is already an existing interpreted guided walk in the nearby area done by the Bishop Middleham Parish Council. Greater use of the rights of way and more visitors will boost income generation locally e.g. for the local shop.

The main negative factors include; the village is located between 2 large towns, increased use may lead to an increase in traffic on local roads and increased use may lead to an increase in traffic on local roads and a lack of parking available for accessing the rights of way. Thrislington Quarry development may affect access options for the area and the landscape setting of any new walks and rights of way. Some of the existing interpretation i.e. at the medieval fish ponds has been damaged, there needs to be greater community ownership of project.

The group wanted to know the extent of the deer park mentioned in the project summary to help them 'weigh up' the potential of the project.

	Owners.	Quarry	Community	Multiuse	Quarry extension	Open access	Links	Parking	Traffic	Economy	Total
Bishop Middleham	0	3	4	1	2	1	3	-3	-3	3	11

### Potential partners and funders for Bishop Middleham Palace

#### Partners:

- English Heritage
- County Durham Archaeologist
- Friends of Hardwick
- Durham Wildlife Trust

#### Funders:

- Durham County Council
- Parish Paths Partnership
- Northumbria Water

- Highways Agency
- Landfill Tax and credit scheme & aggregates levy
- Lafarge – could offer consultations, new routes, compensation for lost access, funding support
- Archaeological digs and community archaeology projects
- School projects/ trips – history and geography
- Opportunities to interpret landscape change
- Opportunities to use local contractors including to undertake path works
- Opportunity to link Hardwick to Bishop Middleham via new rights of way, a project the LAF would support

## 6. Reef Hills Project, focussing on Tunstall Hills

These locations are there by virtue of the hard rock of the limestone reef and the project could link these by a geo-diversity trail. Individually, sites could have improved access, better interpretation, geo-physical survey and evaluation excavation. At Tunstall, the Friends Group would be supported by helping remove graffiti and clean faces to enable fossil material to be accessed. The site still has good fossil material but is very overgrown, littered and unsafe. It could be cleaned and re-excavated. Grassland restoration management will take place where appropriate. The project would include leaflets and web-links on an individual site.





Regular guided walks are organised by THPG every year and led by local expert enthusiasts. They are open to all, but children under 16 years must be accompanied by an adult.



Dawn chorus walk



Beating the bounds walk



Butterfly walk



Wildflower walk



Fossil walk

Please remember you must not remove wildflowers, plants or fossils. Leave them for others to enjoy.

For further information contact:  
Tunstall Hills Protection Group  
[www.tunstallhills.org.uk](http://www.tunstallhills.org.uk)

## TUNSTALL HILLS PROTECTION GROUP



T H P G

The Tunstall Hills, with their twin 'Green' and 'Rocky' summits, dominate Sunderland's southern skyline and provide a panoramic view of the city.



We are a local group set up in 1991 to protect this unique part of Sunderland's heritage as an open space in its natural state and to retain it for future generations. We have successfully opposed proposals for a golf course extension and the building of a road. We remain vigilant against any future development plans.



Inauguration of the Tunstall Hills Interpretation Board April 2006

Tunstall Hills became a Local Nature Reserve (LNR) in August 2003 and a Community Wildspace Officer was appointed. THPG acts as the Friends Group for Tunstall Hills LNR.

We are grateful for the support of Sunderland City Council, the Wildspace Project and John Bridges in the production of this leaflet and on-going management of the site.



The group discussed the key issues on this project site. The area at present has a good cycle route (possibly also used by horses) but is water logged and badly maintained with "derelict vehicles", "intimidating dog walkers", "fast cyclists", "litter" and "vandalism". The ownership of the site was not known. There are damaged interpretation boards and more are required, there is scope for local schools to be involved in the project to create new designs.

The urban area surrounding the hills is an area of high deprivation and the project represents a good opportunity for social inclusion through the local Tunstall Hills Protection Group. The group queried whether the area is a designated urban planning conservation area.

There are fantastic views from the hills and participants thought that it would be “great to have a sculpture on top of the hills as it would be seen from all the surrounding estates”. The project would have good links to Weardale way (extend to the coast) and the MPV project goes through the whole area. There is opportunity to extend green infrastructure and the healthy walks initiative, create disabled access and offer good parking facilities. There is also the possibility of orienteering, linking to the 4hills challenge and of education around the use of technology. The project could link to a disused quarry and nature reserve.

The group recommended creating links to Countrywise consultants (‘A Country Park for Sunderland’ semi-regional CP by David Haffey).

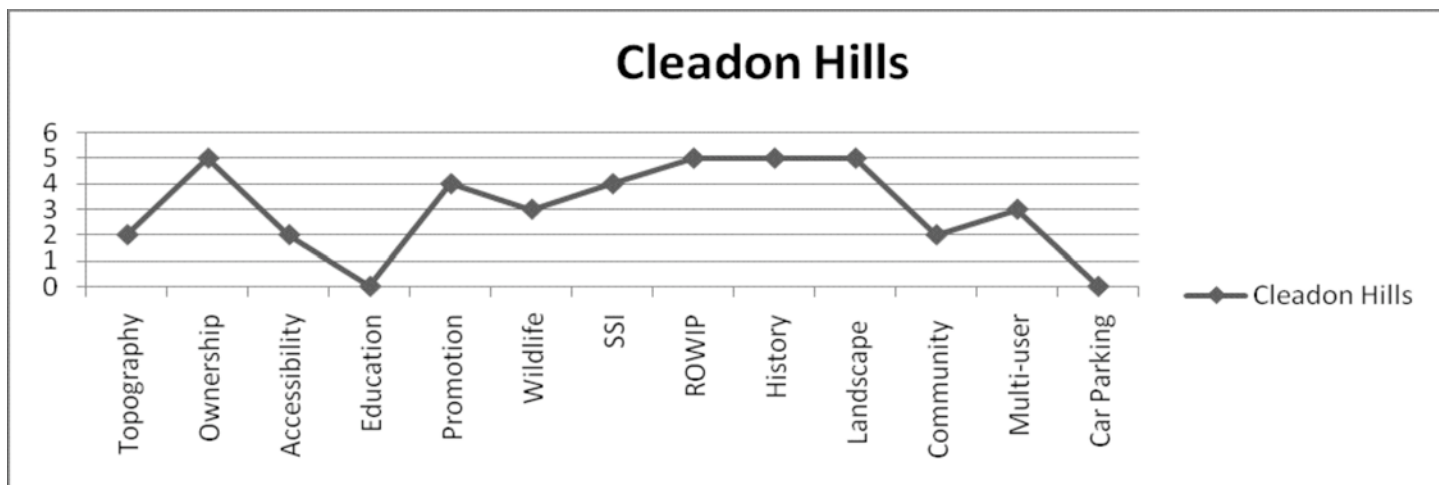
### Potential Partners

- Lampton estate near Penshaw Monument
- Sunderland City Council

## 7. Cleadon Hills

The project aims to redesign two access points on to Cleadon Hills to make them more accessible. Details of the scheme and key features were drawn onto the map as the scheme was described by a participant.





The key difficulties for this project were perceived by the group to be its educational potential, levels of community involvement and a lack of car parking. But in this case land ownership was a positive factor, thus the overall score for this project was high (40).

	Topog.	Owners.	Acc.	Ed.	Promo.	Wildlife	SSI	ROWIP	Hist.	Lands.	Comm.	Multi -u	Park.	Total
Cleaddon Hills	2	5	2	0	4	3	4	5	5	5	2	3	0	40

### Target Audiences for Cleaddon Hills

- Groundwork
- Walking your way to health
- Dog Walkers
- BME?
- Visually Impaired?

### Funders and partners for Cleaddon Hills

- Farmer (maintain relationship)
- Primary Care Trust
- Natural England
- South Tyneside Council
- Groundwork
- HLF (funding)
- Local Access Forum

## 8. Kelloe

The key positives for this project were; creation of a healthy walks link (Walking Your Way to Health Project) and links to a recreation area. Kelloe is a deprived village and contains landscape and features with possible Special Scientific Interest. There is potential to work with local quarries to collect paths surfacing material. The group recommended using limestone dust rather than Whin Sill dust as it affects the PH of soil.

## Appendix 1

## Access and Rights of Way Workshop Plan 03/03/10

Time	Mins	Activity	Notes
9am	45	Arrive to set up room	Refreshments on arrival Cafe style seating c.3 to a table.  Name badges and divide into groups  Team briefing
10am	15	Arrival of participants and coffee.	c.12 participants arrive
10.15 am  All	5	Welcome:  Facilitators briefly introduce themselves.  Housekeeping: <ul style="list-style-type: none"> <li>• Toilets</li> <li>• Mobiles off or on silent</li> <li>• Fire exits</li> <li>• Breaks and end time</li> <li>• Quick overview of the session and purpose</li> <li>• Carpark / encourage questions</li> </ul>	'Car park' is to 'park' ideas or comments that aren't relevant to the topic being considered, but that can be brought up at the end of the session.
10:20 am  Ken	10  5	<b>Introductions to workshop</b> Overview of Heritage Lottery Fund Landscape Partnership Schemes Overview of the Limestone Landscapes Partnership and their work to date.  Any questions?	
10.35 am	5	<b>Browse projects in groups choosing 2 projects per group</b>	Projects split between folders A-E. Consultees encouraged to read and replace info back into each folder before making choices  Each group has different coloured pens / post-its which they keep to
10.40 am	20	Looking at access for first project: <b>Force Field analysis</b> <ul style="list-style-type: none"> <li>• Groups asked to think of access considerations pertinent to the project. Each consideration is written on post its, and stuck onto the force field line. They then move the post-its into 'positive' and 'negative' fields above/ below the line, based on discussion and consensus in the group about whether the</li> </ul>	Facilitators to explain task to each group and get them started  Consultants provide flip chart with 'Force field' lines already drawn (x6 – one for each project to be



		'access' attributes are positive or negative.	discussed)
11am	10	<b>Spider diagrams:</b> Draw up spider diagrams to include: <ul style="list-style-type: none"> <li>Partners, initiatives, audiences and match funders for the project the group is looking at</li> </ul>	Encourage use of post-its and free annotation from groups to make comments on flip charts
11.10 am	10	<b>Annotate the map that comes with each project</b> with improvements/ suggestions/ amendments	Sticking to one colour pen for each group
11.20 am	10	<b>Coffee</b>	
11.30 am	20	<b>Repeat</b> Force Field, Spiders and map annotation again for second project each group has chosen	May need to encourage them to start over! Remove first project and display using blue tack to sides
11.50 am	20	<b>Rotate groups</b> to different project tables	Can add comments on new projects but must be in own coloured stationery
12.05 pm	15	<b>Final rotation</b>	Very quick flick through final projects they have not seen
12.20 pm	30	<b>Lunch, mingle</b>	
12.50 pm	15	<b>Review remaining projects that we have not looked at</b> (Back in groups)	
1:05 pm	10	<b>Choose the strongest projects for the LLP scheme</b> <ul style="list-style-type: none"> <li>Plot the original 6 projects on the big map (A-F)</li> <li>Plus 3 additional projects (G-I)</li> <li>Use list on flip chart list and sticky dots to vote (most preferred, second most preferred and third)</li> </ul>	Provide list of projects on flip chart  Distribute sticky dots
1.15 pm	20	<b>Come up with your own access and rights of way projects for the LLP area</b> <ul style="list-style-type: none"> <li>Use blank template to add details</li> <li>Locate on the big map of the LLP area using sticky dots / draw area on map, add post-its</li> <li>Comment using post-its on gaps / possible areas of activity re access and PROW for future</li> </ul>	<ul style="list-style-type: none"> <li>Distribute blank template sheets</li> <li>Encourage them to move about</li> <li>Provide sticky dots with big map of LLP area to help locate projects</li> </ul>
1.35 pm Ken	10	<b>Field questions</b> <ul style="list-style-type: none"> <li>Review 'car park' questions</li> <li>Ask for any further questions</li> <li>Let them know where they can find out more about what the LLP is doing e.g. web references, who to contact</li> </ul>	

1.45 pm	5	<b>Signing up to scoping / costing / getting involved with and hearing about project developments</b>	Ask interested parties to sign under the projects they would be interested in helping with
1.50pm		<b>Wrap up</b> Thanks and close.	
		END	

## Appendix 2

Further Information on Participatory Appraisal;

- **What is participatory appraisal?**

Participatory appraisal is a community-based approach to consultation that gives precedence to the views and attitudes of local people as experts within their own communities. Through PA, local people can explore and share their knowledge of life and local conditions, as well make decisions, plan and carry out actions to effect change within their communities. The PA approach transcends more conventional research methods by using visual and flexible tools such as maps, spider diagrams and charts. The process is interactive rather than extractive, enabling people from all backgrounds and with varying abilities to be involved in the research, education and collective action. The use of this approach allows all to have their say, rather than only a few which is often the case in public meetings. It allows those that are shy or from traditionally 'hard to reach' groups to voice their views.

- **How does PA work?**

PA comprises of 3 elements: research, education and collective action.

- **Research**

A key aspect of PA concerns the involvement of local people within the research process, not as objects of research, but as experts in the situation - as people who 'know how things really are'. PA is particularly effective in group situations as the potential for discussion is increased, with issues being debated. The type of information obtained through participatory appraisal is usually qualitative and in-depth, often providing an effective complement to data derived from other sources, and is specific and relevant to the local community. Data reliability is constantly checked and verified through triangulation (by using different 'tools and techniques' to ask the same question), with all information being carefully and systematically recorded so that comparisons can be made throughout the process.

- **Education**

Collective education occurs when people participate in a group discussion on an issue that is important to them. This education happens at many levels, through self education (where someone reflects upon their own issues and solutions), educating other local people (others involved in the research process may have already identified potential solutions to a problem), and educating service providers and policy makers (for example via a group discussion between local people and service providers).

- **Collective Action**

On one level the participatory nature of this approach enables respondents to be more involved with decision-making processes by actively contributing their knowledge of local needs, suggesting appropriate solutions, and having their views widely (and transparently) documented.

The research process of PA can act as a catalyst for identifying and stimulating individuals /groups /organisations that may be well placed strategically for moving from ideas/solutions on paper to actionable initiatives and strategies that are both locally-grounded and owned, and sustainable beyond the short term.

- **Where did PA come from and how can it be applied?**

Participatory appraisal has been widely used in the southern hemisphere in the context of working with rural communities in developing countries. However, in recent years the principles of participation and action-oriented research have been increasingly drawn upon in the northern hemisphere (including the UK) to identify and find solutions to a range of issues within local communities.

**For more information go to:**

[www.3Ps.org.uk](http://www.3Ps.org.uk)

[http://northumbria.ac.uk/sd/academic/sas/sas\\_research/pa/](http://northumbria.ac.uk/sd/academic/sas/sas_research/pa/)

[www.ids.ac.uk/ids/particip/index.html](http://www.ids.ac.uk/ids/particip/index.html)

[www.oxfamgb.org/ukpp/sid/index.htm](http://www.oxfamgb.org/ukpp/sid/index.htm)

Or contact

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