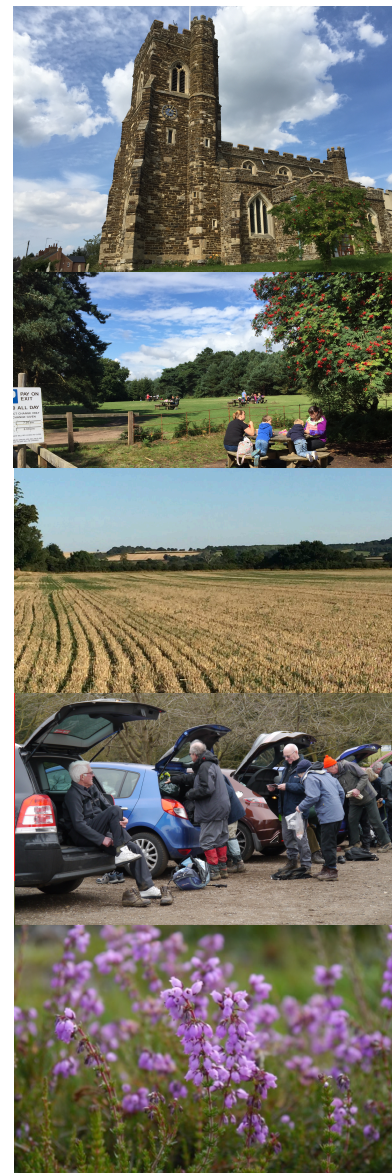# Audience Development and Interpretation Plan
for the
'Greensand Country'
Landscape Partnership

by
TellTale and R4C

FEBRUARY 2016

TellTale

Connecting people with places, wildlife and history

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Audience Development and Interpretation Plan for the 'Greensand Country' Landscape Partnership

CONTENTS

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for the ' Greensand Country' Landscape Partnership

EXECUTIVE SUMMARY

The Audience Development and Interpretation Plan was produced for the Greensand Country Landscape Partnership by TellTale and Resources for Change.

Audience research and consultations, with both project partners and representatives of groups who face additional barriers in visiting the countryside, identified that there are three key challenges to increasing engagement with the landscape.

Firstly, the area is not well known or recognised. Building recognition is a vital first step in helping people understand and value the special and distinctive qualities of the greensand landscape. Discussions with partners led to the adoption of Greensand Country as a name that covers the whole landscape area, not just the Greensand Ridge. This name will be used consistently by all partners throughout the project.

Secondly, despite a good Rights of Way network the area is underexplored. A very high proportion of visitors are limited to a handful of key attractions. Encouraging this group to have an increased understanding of the wider landscape and to use it more is an important goal.

Finally, this is an area with a growing population. Partners reported concern about the numbers of local people who have little contact with the landscape. This highlights the need for new communication channels and different activities that are targeted at local people. The new housing developments create a specific opportunity to engage people moving into the area.

Audience development is about moving people along a spectrum of engagement. The audience work identified five target audiences with specific engagement targets for each:

- **Active and interested regular users** – encourage to become advocates and guides
- **Site/ attraction users** – encourage to explore the landscape outside the key sites
- **Non-users, resident** – encourage to participate in new landscape-related activities
- **Urban groups from neighbouring towns** – work in partnership with partners outside area to create bespoke opportunities

- **New Residents** – identify Greensand Country and the opportunities to get involved

These groups are the target for interpretation projects and other communications.

The narrative for interpretation was developed through working with partners and other interested people and drawing on considerations of Spirit of Place and the outputs from other consultant. The resultant thematic framework highlights the aspects of Greensand Country that the Partnership should focus on. The over-arching scheme theme is '*The greensand creates an island of distinctive, beautiful and loved countryside'*. This emphasises the distinctiveness of Greensand Country and is vital in building recognition of the area.

The supporting interpretive themes are:
1. *The wildlife and way of life of Greensand Country all stem from the greensand.*
2. *Greensand Country is rich in wildlife that is different from that in the surrounding countryside*
3. *Greensand Country is rich in stories that stretch back in time; many of them are hidden.*
4. *Local people are working together to protect the special features, heritage and landscape of this area – you can help us.*
5. *Greensand Country rewards exploring and we can help you to discover it.*

The plan identifies how the projects within the scheme can, between them, communicate these themes to the target audiences. It highlights the benefits of partnership working and the added value created by the conservation, access and communication projects working together in a co-ordinated manner. It proposes some scheme-wide supports and initiatives including a branding exercise, a website, a landscape app, graphic design and photography and an interpretive map that will be needed to support the interpretive effort.

1.0 INTRODUCTION

This Audience Development and Interpretation Plan provides an evidence-based framework for how the Greensand Country Landscape Partnership Scheme communicates with the public and engages people with the landscape and heritage of the landscape area that will be known as 'Greensand Country'[1]. It is part of the Landscape Partnership's Stage Two Development Phase, funded by Heritage Lottery Fund (HLF)[1].

The work on developing this plan was carried out by TellTale and Resources for Change (R4C). It draws on our wide knowledge and experience in audience development (R4C) and interpretation (TellTale) to provide an integrated approach. We have drawn heavily on the knowledge and insights of the partners in the Landscape Partnership Scheme during the planning.

Audience development and interpretation are closely related: in broad terms the audience development establishes the audience objectives for the interpretation. The interpretation planning identifies how the heritage (and other resources) can best be used to contribute to those objectives. The interpretation planning also takes account of the Partnership's own communication goals, the messages they want to deliver, the ideas they want to present and, often, the heritage resource itself.

Our planning process has been holistic and iterative, using the emerging audience development findings to inform the development of the interpretation plans and using the emerging thinking on interpretation to inform the audience development planning.

1.1 Audience Development

HLF uses the term 'audiences' to describe *'all the people who might come into contact with your heritage through the project you are thinking about. This includes your current users and visitors and people attending events and taking part in activities. It also includes people who could become visitors, attendees and users in the future. All of the people in your local community and the wider community you serve form your potential audience'*[2].

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[1] One of the key outcomes of this work was agreement that the landscape area was under-recognised Partners therefore adopted the name 'Greensand Country' during the course of, and as result of, our work (see 10.1).

[2] Thinking about audience development, HLF (2010)

Audience development is about being pro-active towards the Scheme's audiences, based on understanding the current situation and using this knowledge to assess and plan for what could be improved[3] for the future. It includes understanding what types of people are currently aware of the heritage (in all of its forms) and how they like to access this heritage, as well as who is not, and why not. It is about identifying the most effective ways for the Scheme to increase people's awareness, understanding and engagement in heritage.

1.2 Interpretation

The Heritage Lottery Fund describes interpretation as *'one of the key vehicles by which projects can achieve the outcome: 'people will have learnt about heritage' and it can also help in achieving some of the other outcomes such as: 'people will have had an enjoyable experience' and 'more and a wider range of people will have engaged with heritage'[4]*.

Interpretation links heritage to people in a wide variety of ways. Contemporary approaches to interpretation emphasises the importance of having a strong user-focus, provoking dialogue and using themes (or 'big ideas') to get people thinking and talking about a topic and thereby enhancing their experience, attitude and sometimes behaviour.

Note on the use of the name 'Greensand Country'

One of the results of our work with partners was the adoption of the name Greensand Country (see 10.1) and the strong recommendation that this should be used consistently. We therefore use that name throughout this document <u>except</u> in describing the audience research and consultations in 5.0 and 6.0. That work was carried out before the decision to adopt the name 'Greensand Country'; the term 'Greensand Ridge' was used. Our report on that work therefore reflects that and retains the name 'Greensand Ridge'.

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[4] <u>Thinking about interpretation</u>, HLF (2010)

2.0 AUDIENCE DEVELOPMENT FOR THE LANDSCAPE AREA

2.1 Methodology

The audience development planning has been developed through a number of steps, as shown in Figure 1 below:
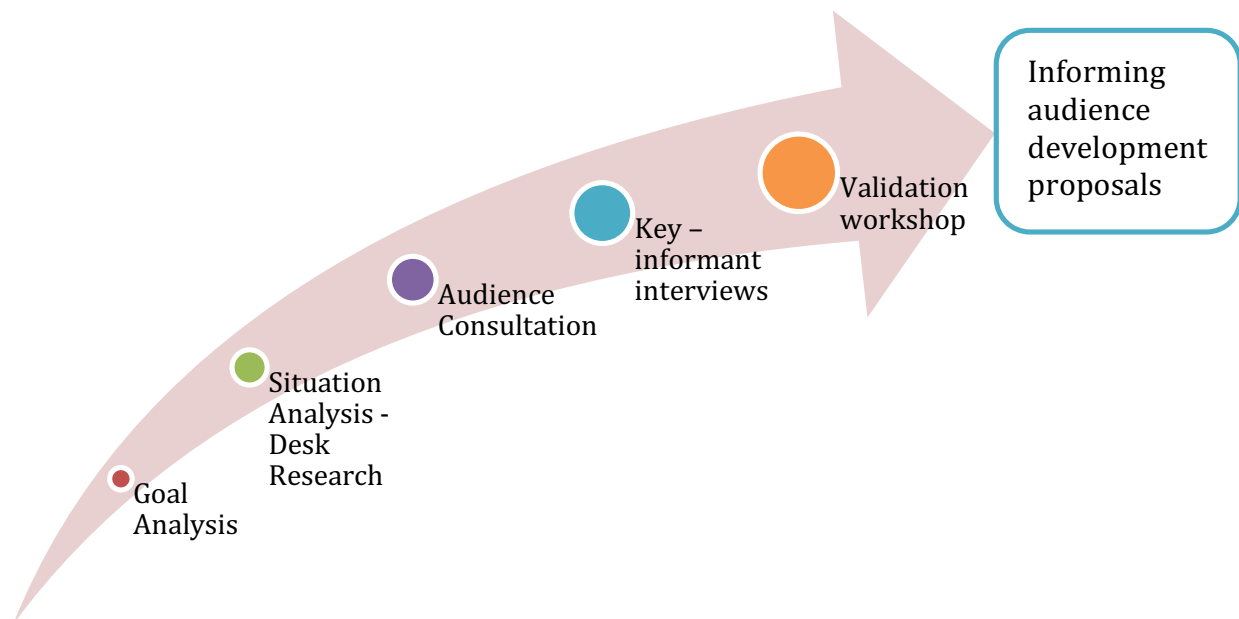
Figure 1: Audience development methodology

It was agreed to use a stakeholder-based qualitative research approach, whereby insights and ideas are gathered from across the spectrum of stakeholders. From these, solutions and actions are developed with the Partnership and Landscape Partnership Scheme staff. This 'investigative consultation' therefore moves from understanding the current situation, to audience research and onto insights and recommendations that will help deliver the goals.

The methodology for the audience development planning was based on a number of key principles:
- To aim to get input from across the range of current and new audiences.
- The wish by the Partnership to deliver Audience Development as a 'co-produced' process between the consultants, the LPS Staff and other partners.
- The importance of building a solid foundation for audience development to be taken forward through continuing stakeholder engagement.
- The need to 'join the dots' between audience development and interpretation.

This plan represents a stage in on-going stakeholder engagement work by the Scheme and is seen as an important resource for catalysing this process. The consultation carried out for the audience development planning represents a snapshot of the current situation and has been designed to generate general consensus about people's views and priorities. On-going engagement and consultation will be needed to provide an in-depth, continually relevant resource that will feed into the monitoring and evaluation of the scheme.

2.1.1 Goal Analysis

The goal analysis involved discussions at the inception meeting with Landscape Partnership Scheme staff, and the Audience Development and Interpretation sub-group of the Partnership Board and a review of key policy documents from the funder and HLF.

2.1.2 Situation Analysis

Desk research was undertaken to develop the demographic profile of the area and to identify and analyse previous research that had been undertaken related to audience development.

2.1.3 Audience consultation

This focussed on building a profile of existing and new audiences and better understanding their awareness of and interest in the Greensand Ridge landscape and heritage, as well as finding out how they liked to access and learn about heritage, and ways they could become more involved.

The engagement comprised a combination of pop-up stalls and informal face-to-face conversations. These were carried out in September 2015 by R4C staff and a Landscape Partnership Scheme volunteer in nine locations – see Figure 2. A range of venues were selected to ensure that we reached out to as wide a range of people as possible. These included supermarkets (Co-op, Tesco, Nisa), country parks and regular walking routes including the Greensands Ridge long distance path and the canal towpath. To ensure that we consulted visitors as well as the local community, sites were selected outside as well as within the project area.

Figure 2: Consultation locations

Greensand Ridge Landscape Partnership Area

Everton (Greensand Walk)

Sandy (Tesco's)

Bedford (Nisa)

Marston Mortaine (The Forest Centre)

Ampthill Park

Flitwick (Co-op)

Milton Keynes, Willen (Co-op)

Rushmere Country Park

Three Locks (canal towpath)

KEY
Greensand Ridge Landscape Partnership Area
County boundary
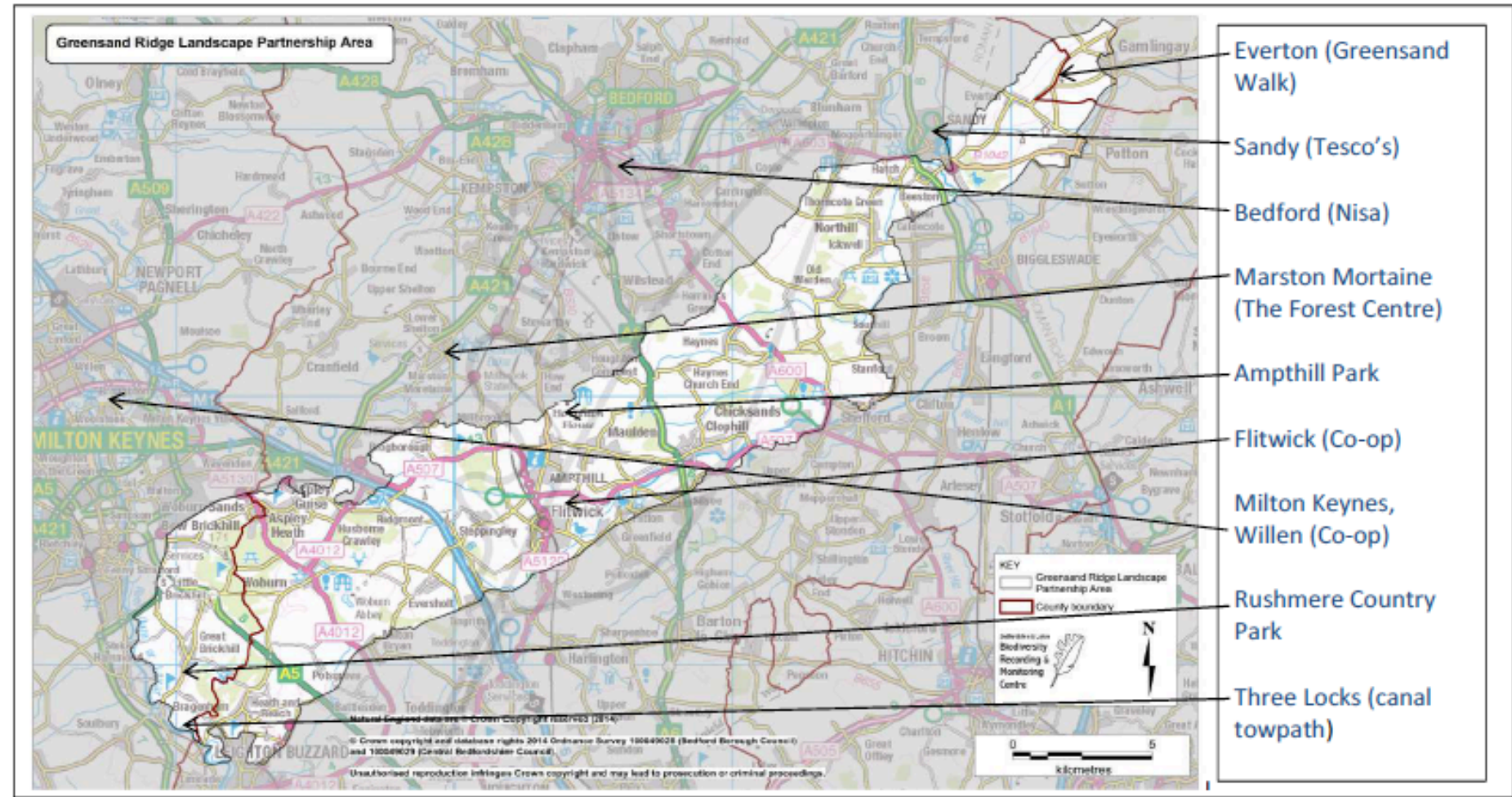
2.1.4 Key informant interviews

A series of semi-structured interviews were undertaken with two stakeholder groups. The project partners were interviewed to develop and understanding of the current audiences that engage with the Greensand Country landscape. This was followed up by interviews with a range of organisations that worked with groups considered to be potential new audiences. The question sets and full transcripts are in Appendices 1 and 2.

2.1.5 Validation workshop

The findings of the research and the emerging conclusions from the team's analysis were 'ground truthed' with the Partnership at a workshop on 13th November 2015. This provided the opportunity to discuss with partners the implications of our findings for audience development in the Greensand Country Project.

3.0 GOAL ANALYSIS

Audience Development takes place within the context of a Landscape Partnership wanting to achieve significant change to the way the heritage of an area is managed, promoted and enjoyed. It is therefore important to understand what Audience Development is working towards and, more specifically, what goals it is contributing to. To develop this understanding the research team reviewed key documents that have guided the development of the partnership to date and identified the following goals.

3.1 Heritage Lottery Fund

The Heritage Lottery Fund Strategic framework for 2013-2018 sets out plans designed to deliver long term and sustainable benefits in response to the newly-emerging needs facing the heritage sector. The goal is to make a lasting difference for heritage and people. The strategic framework identifies the range of outcomes that HLF wishes to achieve with their funding. Those relevant to this Plan are:

Outcomes for people - with HLF investment, people will have:
• learnt about heritage
• developed skills
• changed their attitudes and/or behaviour
• had an enjoyable experience
• volunteered time.

Outcomes for communities – with HLF investment:
• environmental impacts will be reduced
• more people, and a wider range of people, will have engaged with heritage
• organisations will be more resilient
• local economies will be boosted
• local areas/communities will be better places to live, work or visit.

3.2 Heritage Lottery Fund Landscape Partnerships Programme

These programmes are led by partnerships of local, regional and national interests which aim to conserve areas of distinctive landscape character throughout the UK. The intention is for three sorts of outcomes: heritage, people and communities.

Outcomes for heritage - heritage will be:
- better managed
- in better condition
- identified/recorded.

Outcomes for people - people will have:
- developed skills
- learnt about heritage
- volunteered time.

Outcomes for communities
- environmental impacts will be reduced
- more people and a wider range of people will have engaged with heritage
- your local area/community will be a better place to live, work or visit.

3.3 Landscape Partnership Goals

The Partnership's '2020 Vision' for the end of the 4.5-year Landscape Partnership Scheme is for the Greensand Country to be a living and working landscape that is cherished by present and future generations.

The Partnership is setting out to reverse the gradual decline in the area's landscape character, and create a strong, community-led partnership and strategic framework. It aims to secure long-term financial and community investment to sustain the area's distinctive natural and built heritage. The aims of the Landscape Partnership are to:

1. Restore and strengthen landscape character, focusing on key habitats and built environment features intrinsic to the landscape, providing resilience and the ability to sustain the landscape in the long term. This can only be achieved through strategically planned, joined up action.

2. Reconnect local communities with their landscape, extending the 'Greensand Country experience' to more people through learning activities, information and interpretation resources, cultural events and conservation volunteering.

3. Contribute to rural economic growth and give communities the skills and knowledge to look after their landscape for generations to come by attracting more visitors, promoting local products and investing in skills.

3.4 Audience Development Goals

Audience Development is defined by HLF as: "*identifying who you want to engage with your heritage project and taking proactive steps to attract and retain their interest*". Working with this definition the Landscape Partnership is aiming to achieve the following through its audience development work:

1. Increasing the commitment of existing audiences, with a greater number of people engaging more frequently, or getting more actively involved in local heritage conservation.

2. Attracting new and wider audiences, engaging first-timers and people from under-represented groups.

3. Developing more enriching experiences for all audiences.

4.0 AUDIENCE DEVELOPMENT: SITUATION ANALYSIS

Our understanding of the current situation regarding current and potential audiences was informed by a desk review of socio-economic data, previous audience-based research and relevant policy documents. A full list of documents and the detail of the review can be found in Appendix 1. The key points pertinent to audience development are summarised below.

4.1 Socio–economic profile of Greensand Country and surrounding area.

The Landscape Partnership area embraces, in whole or in part, 55 civil parishes distributed across six local authorities. However, some 81% of its area is administered by Central Bedfordshire Council, with most of the remainder split between Aylesbury Vale District and Milton Keynes Councils (8% and 6% respectively). Small parcels of land in Huntingdonshire District, South Cambridgeshire District and Bedford Borough Councils make up the rest (5%).

The Landscape Area is located in a relatively densely populated area of central England:

- Close to one million people live within 20km of Greensand Country and this is set to rise considerably over the next 20 years with 31,000 new homes planned in Central Bedfordshire alone.

- The demographics of the area is set to mirror national trends in that there is significant growth in the older population over 65, with particular growth in the 85+ category. The exception to this is Milton Keynes, which has a younger age profile than England as a whole.

- Neighbouring towns to the Landscape Area have a large ethnic population with 26% of residents in Milton Keynes and 28% in Bedford being of ethnic origin. More than 100 different ethnic groups live in Bedford.

The Landscape Area is more affluent but less socially diverse then the surrounding areas:

- In March 2015 the average house price in Greensand Country was £198,600. This was higher than the average for the surrounding area of £178,000.

- None of the neighbourhoods are in the 10% most deprived nationally. However, within the Landscape Partnership Area levels of deprivation can be found in Leighton Buzzard, Sandy and Flitwick.

- Central Bedfordshire residents have similar levels of 'C' level GCSE qualifications compared to the national average. GCSE results are above the England average.

- Life expectancy and overall health are both slightly better than the national average, and children are less likely to be obese.

- Unemployment is lower in the area with a rate of 2.1% compared to the England rate of 3.4%.

- Half of all Central Bedfordshire residents commute outside of the area to work, mostly to the surrounding authorities and London.

4.2 The importance of heritage

Central Bedfordshire's attractive natural and historic environment is identified as one of the best aspects of the area by local businesses in Central Bedfordshire Business Survey 2012 and brings visitor-spend into the economy each year.

- The National Character Area profile identifies eleven Registered Parks and Gardens with these parklands and estates being a prominent feature of the Greensand Country landscape.

- The Greensand Ridge National Character Area identifies the greensand as having the highest surviving percentage of historic parkland (for example Woburn, Southill, and Haynes) of any National Character Area. These estates have many veteran trees and have strongly influenced the architecture of individual late 18th- and 19th-century farmsteads and entire villages.

A number of conservation and land-based initiatives have been undertaken in recent years to recognise the special qualities of the Greensand Ridge. In particular the Greensand Trust, which has existed since 1995, initially as the Greensand Project and becoming a charitable trust in 1999. This seeks to conserve and enhance the wildlife, landscape and heritage of the Greensand Ridge and surrounding areas.

Relevant designations of the landscape include:
- **The Greensand Ridge National Character Area (NCA).** This identifies there is a strong sense of history throughout the Ridge landscape, arising from the presence of the hill forts at Sandy to the buildings and parklands of estates such as Woburn Abbey.

- **The Greensand Ridge Nature Improvement Area (NIA)**. The NIA is a partnership led by the Greensand Trust, Wildlife Trust and the RSPB and seeks to

achieve a step-change in nature conservation at a landscape-scale across the whole of the NCA by working more effectively in partnership. The NIA provides an umbrella incorporating the Wildlife Trust's Greensand Ridge and Flit Valley Living Landscape and the RSPB's Futurescape. The NIA is recognised by Central Bedfordshire Council and Natural Cambridgeshire (the Local Nature Partnership for Cambridgeshire). At the time of writing it is in the process of being recognised in Buckinghamshire. NIA status is not a planning designation, but does recognise the importance of the area in terms of existing and potential nature conservation value.

- **The Greensand Ridge and Flit Valley Living Landscape.** The Cambridgeshire Bedfordshire and Northamptonshire Wildlife Trust has a programme of work to create 'joined up' landscapes that are more valuable for wildlife. There are five Wildlife Trust reserves within the Living Landscape all of which are open to the public.

- **Campaign for the Farmed Environment (CFE).** CFE identifies the Bedfordshire Greensand Ridge as an important landscape feature, with varied land use (including grassland and woodland as well as arable farms which form the majority of agricultural holdings).

4.3 Tourism

Tourism currently contributes to the number of people visiting and making use of the Greensand landscape and surrounding area.

- In 2009 there were 5,269,100 trips of a day or more in duration to Central Bedfordshire.

- Between 2009 and 2011 visitors spent an average of 358,000 nights per year in Central Bedfordshire, spending an average of £18 million annually.

- The draw for these visits is the number and variety of important tourist destinations within or close to the Landscape Area including: Woburn Abbey and Safari Park, Centre Parcs, the Shuttleworth Collection and Swiss Gardens. Visitor numbers to the Woburn Safari Park totalled 450,003 in 2014, an increase of 7% on the previous year.

- A visitor survey undertaken at Swiss Gardens during September 2014 showed that there were many repeat visits, predominantly from people who were visiting the area on a day trip. Most visitors were local, travelling less than an hour to reach the venue and the majority had arrived by car.

4.4 Recreation and Access

There are 458 km of public rights of way at a density of 1.7 km per km^2. This includes two important routes:

- The **Greensand Ridge Walk** is a long distance footpath which is regularly used by local people and visitors to the area. The route follows the Greensand Ridge which rises from the clay vales on either side. It is an ideal introduction to the history, landscape and wildlife of this part of the country. A key finding from the Greensand Ridge Walk Survey undertaken in 2010 was that the top four reasons for using the route were:
  o Walking for enjoyment (63%)
  o Dog walking (13%)
  o Enjoying landscape/nature (11%)
  o To take children out (5%)

- The **Greensand Cycle Way** is a 59km (37 mile) cycle route along the Bedfordshire Greensand Ridge. The route, established in 2014, runs between the market towns of Leighton Buzzard and Sandy, both of which can be accessed by railway stations. The route mainly follows quiet country lanes with several more challenging off-road sections as alternatives.

4.5 Reaching new audiences

The desk research identified two examples of local projects that were reaching out to new audiences.

- **Faith Woodlands Communities (FWC) 2001-2013**
  An innovative community project funded by Natural England's Access to Nature grant scheme undertook to explore the positive attitudes which are shared by different faiths. It aimed to enable people who lived in Bedford and Luton to learn about the countryside and learn more about ecology, traditions, awareness and spirituality.

- **Health Walks**
  The Bedfordshire Rural Community Charity coordinates an active Walking for Health programme in the Central Bedfordshire part of the Landscape Partnership area. Health walks are regular walks in the outdoor environment that are free for participants and which can be prescribed by health practitioners for those who are undertaking little or no exercise.

5.0 AUDIENCE DEVELOPMENT: AUDIENCES RESEARCH FINDING

5.1 Introduction

Identifying audiences for a landscape heritage scheme is not the same as identifying audiences for an individual site or attraction. For individual sites and attractions, it is a relatively simple exercise to carry out visitor surveys to profile the existing audience and from this to make a judgement about who is missing. Identifying audiences for landscape is complicated by a number of factors:

- the variety of the heritage (it can encompass natural, cultural, built - modern and ancient, and industrial),
- the lack of clear boundaries and entrances
- the difficulties experienced in conveying the landscape as a concept that people could develop their interest/involvement in.

The information-gathering process was designed to cover common topics, including what aspects of heritage and landscape there is interest in and how people could be encouraged to become more involved. Depending on the method used to gather the information, some of this data can be amalgamated, but this is not possible where data is qualitative. In this section, we present the amalgamated data from the 'pop-up' engagement stalls, and the summaries of the qualitative information-gathering exercises. The separate data, e.g. for each street stall, is presented in Appendix 2.

5.2 Audience profile

5.2.1 Local or visitor

The consultation process reached 350 people at nine locations. People were initially asked to decide if they felt that they were a local to the Greensand Ridge or a visitor. No direction or geographical limit was given to this as we were interested in better understanding people's affinity with the area.

41% considered themselves to be living local to the Ridge
59% considered themselves from elsewhere

Informal discussions with a small sample from each group suggested that although where they lived played an important part in their feeling of localness it was not the only factor. For many people their involvement with the area, its people and landscape created a strong sense of 'localness'.

5.2.2 Age and gender

Figure 3 below shows that more females than males were surveyed, but there was a response from across all age groups for both genders.
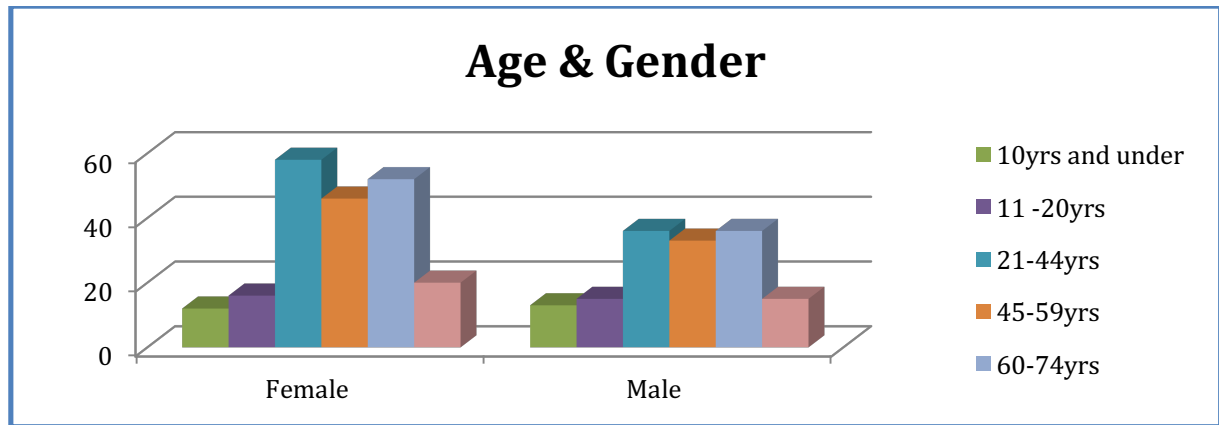
Figure 3: Age and Gender

5.2.3 Ethnicity

The figures for ethnic engagement (30%) through this consultation process are higher than the average for the area, which ranges from 9% to 26% dependent on location. The number in the 'other European' category makes up 50% of this sample and probably reflects a growing Eastern European population in the area. Anecdotally, the research team found that site managers they spoke to recognised a growing interest from this Eastern European group in the countryside; in particular in activities such as fishing and fungi foraging that they had participated in in their country of origin.
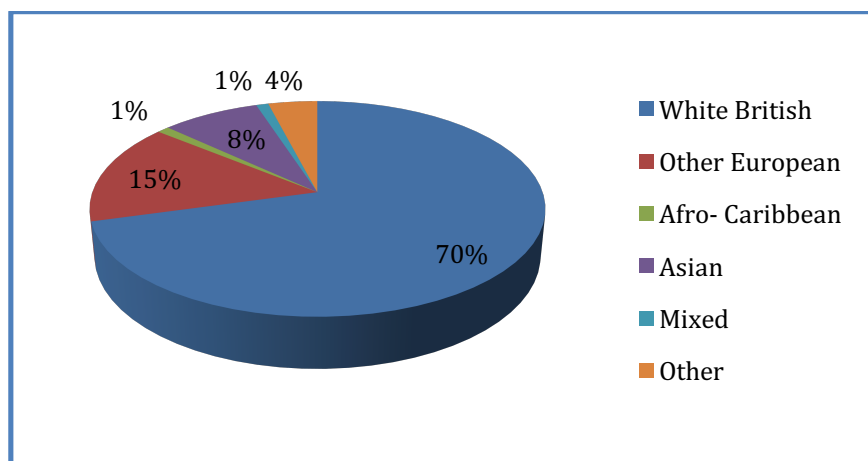
Figure 4: Ethnicity

5.3 How people currently use the landscape

5.3.1 Favourite places

People were asked to identify their favourite places in the Greensand Ridge area and to give their reasons. 70% of those who expressed an opinion identified one of six sites as being their favourite. Although there were more than 20 other sites identified none was favoured by more than two people. This represents a marked concentration on a few popular sites across quite a large area.

Although Woburn is an international tourist attraction and RSPB Sandy probably has regional or national appeal, the research team were not talking to foreign tourists or even those from the rest of the UK. Predominantly they were talking to people who lived within sight of the Greensand Ridge and who nonetheless identified with this small number of sites.
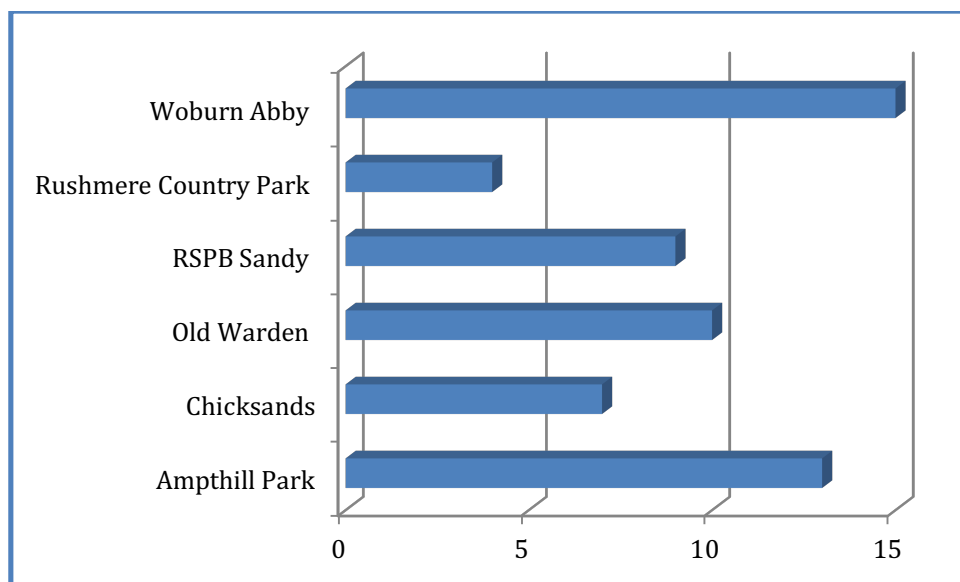
Figure 5: Favourite places

5.3.2 Reasons for selecting favourite places

When people were asked why they picked particular favourite sites their responses were predominantly related to the things that they did there. When these reasons are illustrated as a word cloud (Figure 6) it is clear that for many people their favourite place is first and foremost a place to go for a walk. For many this will be walking with a dog but for others it provides the opportunity to walk for exercise, enjoyment and as a way to explore the landscape.

Other key factors as to why people like particular locations include views, golf, cycling and children's play opportunities.

Figure 6: Word cloud showing people's reasons for favourite location

5.4 Interest in heritage and landscape

This was aimed at determining what aspects of the landscape people were particularly interested in. The results shown in the graph below clearly indicate that people are most interested in the natural heritage of the Greensand Ridge and to a lesser extent the cultural heritage relating to the built environment, local customs and traditional ways of life.

The historic heritage is of less interest. Discussion with stakeholders suggests that this could be because the history of the area is has not necessarily been promoted in the past whereas landscape and wildlife has been given more prominence in the local area.

Figure 7: What are you interested in?

Overall, there is difference between the interests of those who consider themselves to be local and visitors. The trends are the same, perhaps with the exception of more visitors being interested in the Historic Parks and Gardens. This may be because these are promoted as tourist attractions to a wider audience. Local people are more interested in 'folklore', 'local stories' and 'traditional ways of life'. This again may relate to the anecdotal evidence that the history of the area has not been that well promoted.

5.5 How do people like to be involved in the landscape and its heritage?

When we explored what activities are particularly popular, one activity, 'walking' predominated. This is consistent with the analysis of how people use the landscape.

- For a large number of people, exploring on foot, either with or without a dog, is the primary way of interacting with the landscape. This gives a strong sense of an 'active' landscape, where people are prepared to interact with the natural world. Whilst walking is popular amongst visitors, 'exploring on my own' was less so. This might suggest that people tend to walk in a few favoured locations or along well-known routes rather than exploring the wider landscape, (a hypothesis backed up by the results in section 4.3.1 showing that a few sites are favoured by most people).
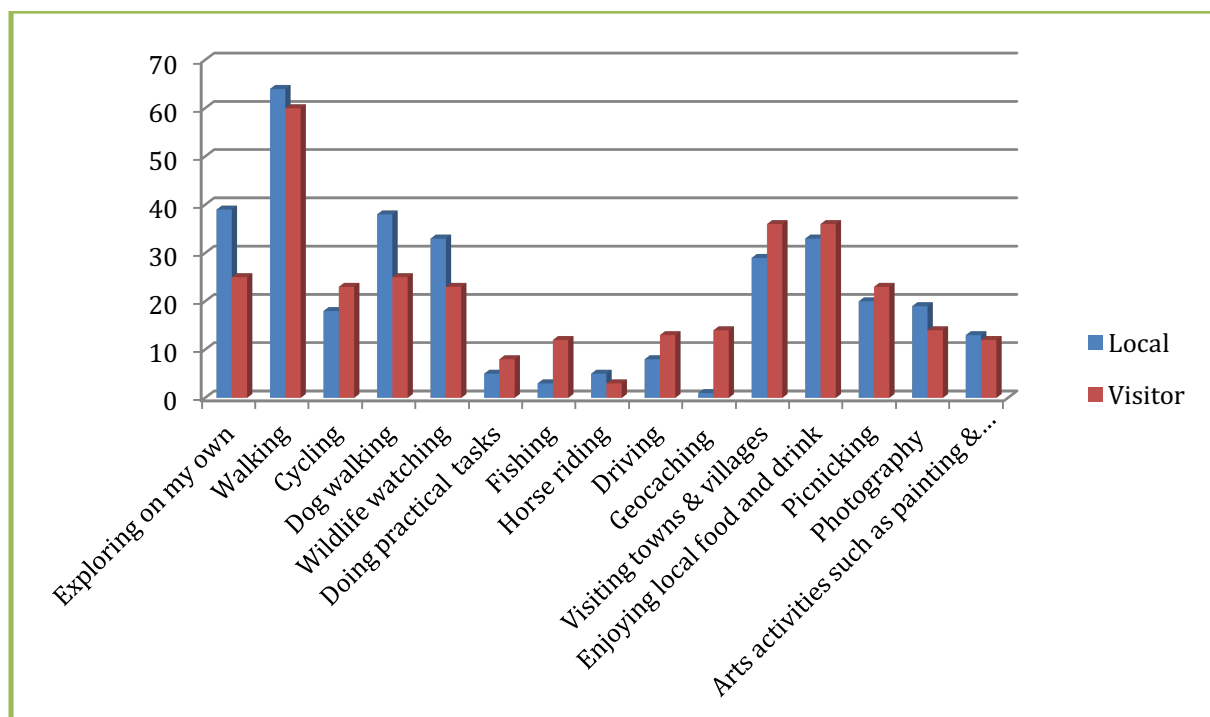
Figure 8: How do you like to be involved?

- Although wildlife is the thing that most people are interested in, the activity of 'wildlife watching' is not as popular. One interpretation of this could be that it is the experience of being 'in nature' rather than actively seeking it out that contributes most to people's enjoyment of the area.

- Cultural activities such as 'visiting towns and villages' and enjoying 'local food and drink' are popular, perhaps suggesting that for many people the close proximity of active and passive activities makes the 'Greensand Ridge experience'.

5.6 How do people like to learn about landscape and heritage?

The people consulted were asked how they like to learn about heritage, which approaches have worked best for them in the past or they would like to try in the future.

Not surprisingly, considering the popularity of walking, people were predominantly looking for information that would help them get around the area. Hence 'information boards', 'printed guides and leaflets' and 'way marked activity and discovery trails' came out top. Along with a significant interest in 'guided walks', this suggests that people would like to learn more about the places that they are walking in. They may also like an introduction to new places and new walks.

By a small margin, local people were more interested in 'guided walks' than visitors. This, together with an interest in local stories and traditions (section 5.3) might suggest a desire to learn more about their locality.
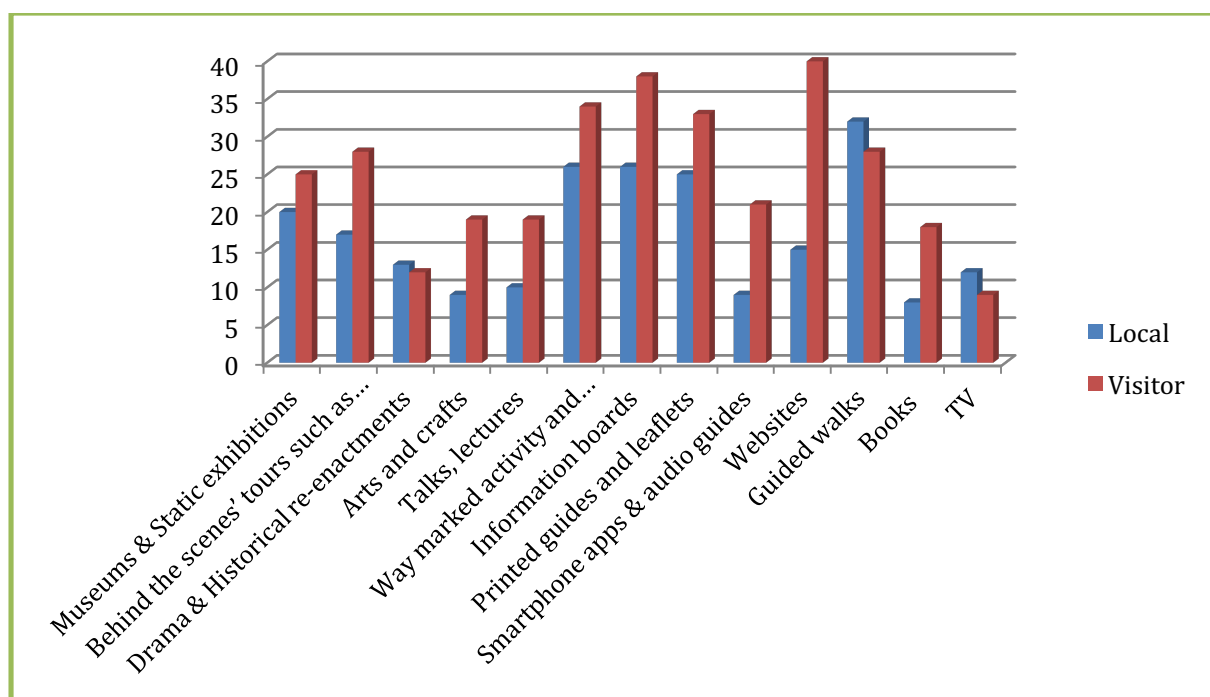
Figure 9: How do you like to learn?

This set of results also shows the importance of a good website, especially for those visiting the area. For many people it is now the first option for sourcing information about an area.

5.7 What makes it difficult to visit the Greensand Ridge?

The final question that we asked people was 'what made it difficult to visit or experience the area?' They were asked to select an issue as shown in the graph below and provide some information on why this was a problem for themselves or others.
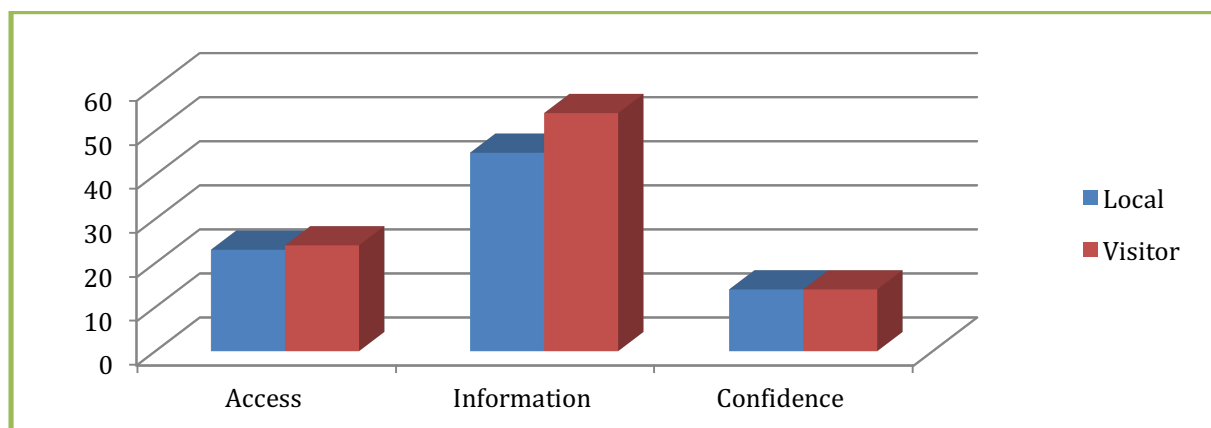
Figure 10: What makes it difficult to visit the Greensand Ridge?

Even for people who know of the Greensand Ridge there seems to be a challenge to find out more about it. There appears to be a significant lack of information about where to go and what to do. Below is a selection of comments from consultees who indicated lack of information was an issue for them.

> *Never heard of the Greensand Ridge - but been to Ampthill Park*
> *I have lived in Milton Keynes all my life but have not been to the Greensand Ridge*
> *Need more information about where to go and what to do on the ridge (local ramblers group)*
> *Need better information re parking*
> *Knowing where to go beyond the well-advertised places such as Country Parks. Would like to see more but don't know how*
> *More people should know about the geology - its not very well promoted.*
> *Could provide more information on the canal about the ridge*
> *Information on how long paths are, whether they are pushchair-friendly throughout, approximate timings etc*
> *Need more information about places of local interest*
> *More advertising please*

6.0 AUDIENCE DEVELOPMENT: KEY INFORMANT FINDINGS

The key informant interviews are designed to provide detail on current and new audiences from the perspective of people who were a) involved in the Landscape Partnership (see 6.1) or b) working with audiences that are considered potentially important to the Landscape Partnership Scheme (see 6.2).

6.1   Project Partners

Project partners were asked a series of questions about their current perspectives on the audiences of the Greensand Ridge. Key points from these interviews are summarised below. Full transcripts can be found in Appendix 3.

6.1.1 Current audience

Partners identified that:

- Many visitors to the big attractions such as Woburn and Shuttleworth who never venture further. They come from other parts of the UK and even internationally but they are not encouraged to explore the wider landscape.

- Current visitors to the wider landscape are predominantly local people who are confident countryside users, such as serious ramblers and cyclists. Most visit the Ridge for specific activities such as dog walking or pursuing an interest such as nature, photography or riding. Many of this group are retired, with time to take an interest in heritage.

- Country Parks and other attractions that have facilities for children are popular with families. Those who go beyond those sites can perhaps best be described as 'walking families'.

- Current visitors are very predominantly white but three site managers reported that they were starting to see more people from ethnic groups visiting sites on tor in the vicinity of the Ridge, either as part of a walking group or educational visit or engaged in culturally specific activities such as fungi foraging (Eastern European) or family picnics (Asian).

6.1.2 Missing audiences

Partners reflections on missing audiences included:

- Considering the population of the surrounding towns, there are relatively few visitors from places such as Milton Keynes and Bedford. If they do come then it is usually to the well-known country parks rather than the wider landscape.

- This also seems to be the case for a large proportion of the local population who do not venture beyond the safe and familiar places such as country parks, so miss out on or overlook the countryside on their doorstep. This is certainly the case with respect to families who visit the popular sites because of the facilities, such as play areas and toilets, but who do not appear to explore the wider landscape.

- Country Parks are regularly visited by groups of people with special needs because they need specific facilities. However, wheelchair hire - the most notable provision for people with disabilities (although only relevant to 8% of them) - is not that well used. This may be due to under-promotion and/or the challenging terrain.

6.1.3 What might be putting people off?

Partners identified that:

- Not many people know about the Greensand Ridge. There is not a strong sense of place. It is not well-promoted, particularly for casual users. What promotion there is seems to be aimed at those with a specific interest, e.g. cyclists, keen walkers etc.

- The landscape often comes across as private due to the large estates and golf courses. Lots of 'keep out' signs create the sense of an exclusive landscape that is not welcoming or family friendly.

- The whole area can be considered as commuter belt, with lots of people who are time poor, meaning they live here but don't really have time to get involved.

6.1.4 What would encourage more involvement in the heritage/and landscape?

Partners' suggestions included:

- Better promotion is important for attracting more and a wider range of people.

- There is a need to bring the landscape to life including more interpretation with stories and narratives that go beyond listing rare species and provokes interest in a wider range of local heritage topics.

- Guided walks and other opportunities for talking to people directly was considered by many of the respondents as the best way to do this.

- Popular parks and gardens in the area could perhaps be used more effectively as a focus for exploring the wider landscape. Partners suggested that potential 'gateway' sites could be encouraged to see their visitor offer in the context of the

wider Greensand Ridge; this would also apply to the whole of Greensand Country.

Even though people may not recognise the landscape by name e.g. as the 'Greensand Ridge', but they do value their local environment. They are interested in what is happening 'around the corner'. These interests seem to drive volunteering in the local area.

6.2 New Audiences

The purpose of this set of key informant interviews was to talk to people who work with or have experience of the audiences that the project partners believe do not currently visit the Greensand Ridge.

Researching new audiences is always a challenge as they are 'new' and are not (yet) embedded in the normal structures such as ' local groups and societies' that would give researches practical access to their views and opinions. To overcome this within the budget and time constraints it was agreed with the Steering Group that approaches would be made to a range of organisations who worked with the new audiences identified as potential targets by the partnership. So, for example, local 'Mind' groups were approached to seek their views on the opportunities and barriers to engaging people who suffer from mental health issues. If these organisations were happy to participate a semi-structured interview was undertaken to capture their views and opinions.

Eighteen organisations were contacted of which 13 agreed to be interviewed. The range of organisations covered those working with a variety of ethnic communities, those representing people with disabilities, public health organisations and also service providers such as education and small businesses.

A list of interviewees is in Appendix 4a and transcripts are in Appendix 4b.

6.2.1 Barriers to engagement

The following barriers were identified by the consultees.

Information
Many respondents who had not previously been involved in the countryside or outdoor activities, identified lack of information as a key barrier. In their opinion the people they worked with did not know about the Greensand Country and probably did not know where to go to access information about it. They suggested that providers assumed a certain level of knowledge which was not always the case.

Even where information was provided it was sometimes of a poor quality, which in itself puts people off. One respondent who takes groups out into the countryside felt that the Greensand Ridge Walk website, for example, is uninspiring and needs a refresh with updated activities and a relevant social media component.

Cultural
Those interviewed who were involved with the ethnic community identified the biggest barrier as cultural, reporting that people can say "it's not the norm for my group to undertake this sort of activity". They recognised that maybe no one had ever asked the question 'do you want to go to the countryside?' so they were unable to make an informed decision as to whether it was for them or not.

Quite a lot of ethnic groups reported that they like to do group activities. These need to be organised and led by culturally-sensitive people. A number of respondents identified a lack of suitably trained leaders as a barrier to responding to a potential demand for countryside activities. A culturally-sensitive approach was also identified as important when to engage so for example 'don't organise events for Muslims in Ramadan'.

Accessibility
For many disability and ethnic groups accessibility is an issue. For some groups there is a difficulty in getting into the countryside because of poor public transport and also in getting about once you are there. Having the right clothing and equipment is perceived as a barrier. One respondent advised that 'with Asian communities, women-only groups might be worth trying but keep on saying bring the right clothes and footwear!'

6.2.2 How might these barriers be addressed?

The consultees suggested a range of measures to overcome the barriers to engagement for the groups they represented.

Cultural & Social Relevance
Making the Greensand Country landscape relevant to different groups and communities was seen by many of those interviewed as a key challenge. The public health bodies and those working with disability groups felt that a current opportunity is exercise, health and the outdoors/countryside. Mental health is a big issue and there is evidence to suggest that going out in the countryside can help – could this be a means to engage with these audiences? There may be potential to do this through making use of 'person-centred purchasing' which, with the right options, allows people to visit the countryside and enjoy the fresh air and experience the outdoors rather than going to a day centre in a town.

Organisations working with ethnic communities considered that one of the ways to successfully engage the people they were working with was to start the engagement with the communities where they lived and work with them on local projects that link places and cultures.

"*People are the same, wherever they come from, in that they like a good story*" was a comment made by one respondent and echoed by others. They recognised that telling the story of the landscape could be through a variety of mechanisms such as history, music or something creative like art or photography. A further suggestion was that the project could get people to share their own stories about landscape they have known to help make the idea of heritage and landscape more relevant to them.

Storytelling could be one of a range of activities that relate to their community. Others might include food, music, art & crafts, textiles, cultural exchange and health and wellbeing.

Two further points were made especially in relation to urban communities but they have a more general relevance. Involve children – the parents will often follow where their children take them. Also, find a local champion who gets the message and then other people will follow them.

Information
For most people interviewed, the key is to make people aware of the opportunities through better and clearly targeted publicity and promotion. This should help people identify the benefits of increased engagement to them. If they can see these benefits then they may become engaged, they probably won't if the benefits are not clear to them.

This publicity and promotion needs to be taken into the communities in which the partnership wishes to work, whether that is a community of place such as an ethnically diverse area of Bedford or Milton Keynes or a community of interest such as a day centre or youth facility. In each case respondents felt that information needs to be taken to people rather than assume that they will seek it out.

Creating a welcome
Cultural barriers can often be addressed if people from different backgrounds are made to feel welcome. It was felt that people with responsibility for sites or projects in the Greensand Country should recognise that it will have taken some effort and courage for people who are not familiar with the area or the concept of 'countryside' to visit a location. Consideration needs to be given to how these people are made to feel welcome

Respondents reported that it is often the fear of the unknown which puts people off visiting the countryside. So, for example, telling people in advance, through

information provision, about what they might expect on a country footpath helps give them more confidence on what they may find.

The potential lack of adequate facilities at sites is also an issue, so quality information on what is available would is another aspect in providing a welcome to new audiences.

Partnership working
A number of the organisations interviewed expressed an interest in the Landscape Partnership and what it is trying to achieve. This includes helping with promotion (Bedford Wellbeing Centre), providing advice, equipment and encouragement (Disability Rights Centre) and joint project delivery (Walking for Health).
In the same way that this research has developed an understanding of the opportunities and barriers to engaging a range of new audiences, there is now an opportunity for the Landscape Partnership to work collaboratively with these organisations, using their knowledge, expertise and contacts to overcome the barriers described and thereby engaging with new audiences.

7.0 AUDIENCE DEVELOPMENT: ISSUES AND PRIORITIES IN GREENSAND COUNTRY

This section sets out the implications of the findings from the Audience Research for the Greensand Country Landscape Partnership. The Greensand Country Landscape Partnership is a landscape-scale initiative so, in this context, audience development is about being pro-active towards the Scheme's audiences, based on understanding how they perceive and use that landscape in general and how they might be encouraged to engage with the heritage of that landscape in particular. Using this understanding of the audiences and the drivers and barriers to their engagement we propose a series of approaches to audience engagement that the scheme should adopt to increase this engagement.

7.1 Key insights from audience research

The public consultation showed that there are people who consider themselves as living on the Greensand Ridge but that these are in the minority. Most people identify with the town or village they are resident in rather than the landscape. People who do identify with the landscape are predominantly dog walkers and people who use the landscape to pursue a particular interest such as cycling, birdwatching or local history. What they value most is the relief of the landscape, higher than the surrounding area and affording distant views. The fact that it is well wooded and rich in wildlife is also seen as important.

Figure 11: Drivers and Barriers
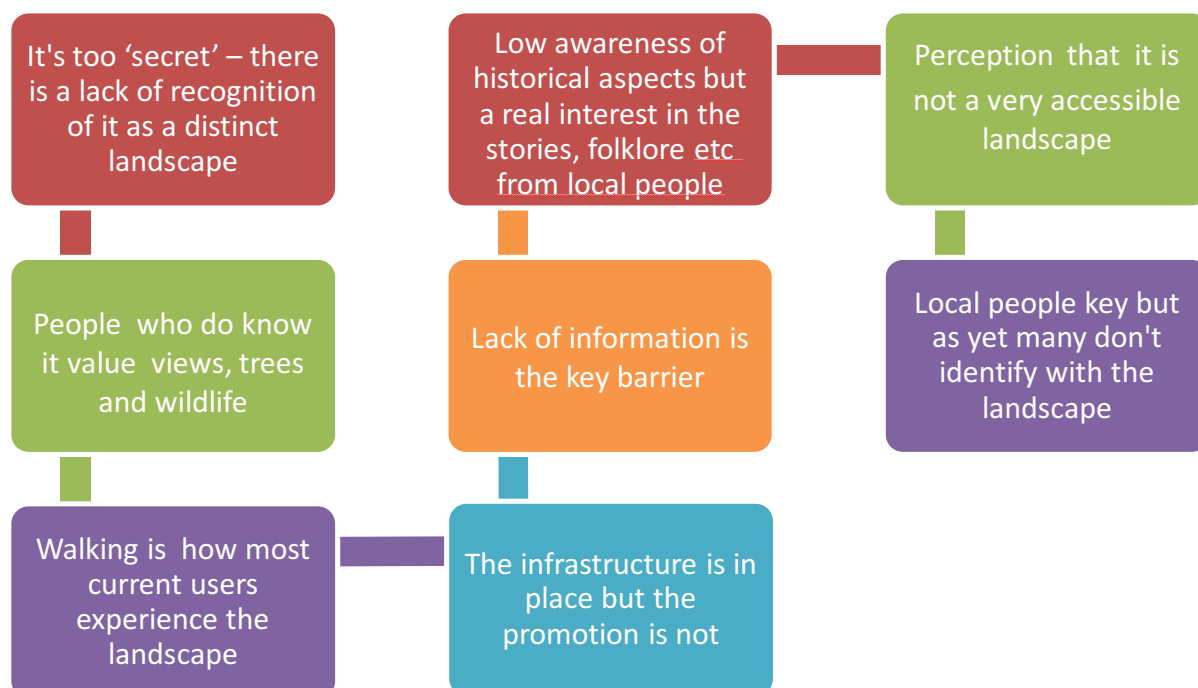
7.1.1 It's too 'secret' – there is a lack of recognition of it as a distinct landscape.

The experience of doing the research has shown that there is a very low level of recognition of the area. People knew many of the locations in the area such as Woburn, Ampthill Park or Rushmere Country Park but did not associate them with a particular landscape character, let alone the name Greensand Ridge. There was some recognition of the Greensand Ridge as a walking route but not of it as a place to visit for any other reason. This might be expected to some extent in the surrounding areas but within the Greensand Ridge area itself there was still a low level of recognition of the opportunities that this landscape provides.

Many Landscape Partnerships are established in well-known landscapes such as The Brecks, New Forest or Dartmoor. In these locations people, both locals and visitors identify strongly with the name and have some recognition of the landscape that name is associated with. This is not the case with the Greensand Ridge. Here the idea of a landscape is being invented, nearly from scratch. Without the historical and cultural association it is perhaps not surprising that there is as yet a limited identification with the landscape.

7.1.2 Lack of information is the key barrier

Not only is there a lack of recognition of the Greensand Country there also seems to be a relatively little information that helps people find out more about the landscape and its heritage. The research team often heard people say *"I would like to do/see more but I don't know how"*. It seems that communication is the biggest single challenge for this Landscape Partnership.

7.1.3 The infrastructure is in place but the promotion is not

This relates directly to the point above. There is a good, well-maintained, network of trails and footpaths but not many people know about them. This feels like a wasted resource. Time, effort and money have been invested in creating the infrastructure to enable people to explore the landscape but it is not being used to its full potential.

This is potentially a different situation to many other Landscape Partnerships where the creation of new trails, the opening up new access opportunities and the better maintenance of the rights of way network is an important component of an HLF bid. Greensand Country Landscape Partnership starts from a much stronger position; it already has a lot of this in place so the focus now needs to be on getting more people to use and enjoy the opportunity.

7.1.4 Perception that it is not a very accessible landscape

Whilst there is this infrastructure, there are also large parts of Greensand Country that are inaccessible, belonging as they do to large estates. This, along with the accompanying 'keep out' signs, creates a sense of a private landscape, one where people are not welcome. This is probably more acute for people who are not confident countryside users and so is much more of a barrier to new audiences than existing ones.

7.1.5 Walking is how most current users experience the landscape.

The area is well-provided for with regard to footpaths and trails. Exploring the landscape on foot seems to be the way that most people will engage with the heritage beyond the key attractions such as Woburn or Shuttleworth. The Greensand Ridge Walk appears to be the one well-known element of the landscape and is well used by those who identify walking and running as personal interests.

7.1.6 Low awareness of the historical aspects of the landscape but a real interest in the stories, folklore etc. from local people.

The history of the area is not made obvious to those who might venture beyond the visitor attractions such as Woburn. However, there does seem to be a real interest in knowing more about these aspects, especially among local people. This latent interest in local stories and traditions and an apparent enthusiasm for guided walks provides some interesting opportunities for the Partnership.

7.1.7 Local people are key - but as yet many of them don't identify with the landscape

There has been a lot of housing development in the vicinity of the Landscape Area with more planned. This means that a significant proportion of the local community are relatively new to the area. These people have often moved out of London for economic reasons and now commute back into London or Cambridge or Milton Keynes for work and often their social life and therefore spend little time in their own locality. The consultation showed that these people, whilst acknowledging that they live in a nice location are not, as yet motivated to get engaged locally.

Finding ways to engage the 'time poor' residents presents an interesting challenge. It should be addressed to enable this audience, new to the area, to feel welcomed and to identify (and in time to engage with) the local landscape and heritage. Experience from other landscapes suggests that people often develop a more of an interest and pride in their locality when they have to show it to someone else. 'Visiting with Family and Friends (VFF) can be a key motivator in this respect.

7.2 Identification of target audiences

The range of audience research undertaken provides helpful insights into who currently accesses or has an interest in the heritage and landscape of Greensand Country. Broad categories have been identified which present a common set of characteristics and therefore provide a similar audience development opportunity.

The resource of a Landscape Partnership like the Greensand Country LP does not allow it to address all audiences at once, or even in the lifetime of the partnership initiative, so prioritisation is required. We recommend that this prioritisation should be based on three factors:

• The need to build a landscape identity and pride in the local area.
• The large number of local people (living in Greensand Country) who appear not to engage with the heritage of their locality.
• Opportunity for engaging new audiences in that heritage.

The findings of the Audience research were shared with the partners at the Validation Workshop and a discussion was held as to who the priority audiences should be. There was general agreement that the engagement of more local people was key to the success of this scheme. This makes a lot of sense in terms of the Greensand Country being a 'local' rather than a 'national' landscape.

As has already been noted, this landscape is not well known beyond the immediate area but it is an important local asset. Local people and how they relate to and engage with the landscape are important in helping to create the 'sense of place' that the Greensand Country needs. They also represent a very valuable resource in terms of local knowledge, practical skills and voluntary time which if unlocked could represent a significant increase in capacity to deliver the Greensand Country LP.

The Landscape Partnership, because it represents a broad base of interests in both cultural and natural heritage, has the opportunity to reach out to a wider range of local people than perhaps has been the case in the past. In essence, it is very well placed to deliver a step change in heritage engagement among people who live in Greensand Country.

These factors reflect both the goal analysis and much of the feedback that we received from stakeholders. Based on our analysis we are proposing that the Partnership's Audience Development work is focused on the following five audiences:

Current audiences
- Active and Interested regular users
- Site / Attraction visitors

New audiences
- Non-users - residents
- Urban groups from neighbouring towns
- Future residents

At the Validation Workshop the Partnership representatives decided that, in broad terms, their priority audiences should be those from the Greensand Ridge, i.e. the local communities rather than visitors from further afield. This priority will help drive the individual projects' response to audience development which is set out in section 12.0.

The following section describes these target audiences in more detail.

7.2.1 Active and interested regular users

This audience is critically important to delivering the Landscape Partnership goals as they are the one group that currently identifies with the distinctive landscape. They have the potential to be the champions or advocates for promoting the landscape to a wider audience.

This group is actively involved in Greensand Country in a wide variety of capacities but can be very focused on their particular area of work or interest. They may not be aware of specific interests or concerns of the other people or the wider picture. Increasing these sub-groups' awareness of each other so that they have an understanding and appreciation of each other's issues could establish a strong and active 'Greensand community of interest'.

They are key stakeholders as they already actively participate in the landscape. They are well positioned to explain and reveal more of the Greensand Landscape Area to other users and enhance their visit experience.

This audience already participates, in many different ways, in heritage issues. Many are represented in the Landscape Partnership Scheme and stakeholder groups. They should be engaged in planning and organising projects, creating a sense of ownership and pride. This group are the volunteers, the advocates, the local champions and walk leaders that are essential to the succesful delivery of landscape scale activity.

Key groups within this audience that are relevant to audience development in Greensand Country are:

- Active – people who use the countryside for recreation – includes cyclists, walkers, runners, botanists, painters;
- Interested – notably local groups including local history groups, photographic groups etc.
- Volunteers – people volunteering on Partnership projects;
- Farmers and other land managers;
- Employees of local heritage organisations;
- Planners, politicians and other local decision makers.

7.2.2 Site/Attraction Visitors

This audience identifies with particular locations in the landscape but not the landscape as a whole.

They often visit their favoured locations on a regular basis, chosen because of their accessibility, facilities and guaranteed activities such as children's play areas.

This group is the one that most often identified lack of information as a key barrier to exploring further afield; *'we would like to but we don't know how'.* They represent a real opportunity for the Landscape Partnership as they are already out in the landscape. The challenge is to help them breakout of their comfort zone.

Key groups within this audience that are relevant to audience development in Greensand Country are:

- Families with young children who value play provision and could be attracted by family targeted activities in the wider landscape;
- Dog walkers who may need reassurance about access and off-lead opportunities;
- Runners and walkers for fitness who may value information on other routes;
- Day visitors from the surrounding area;
- People who just want a tea and stroll who will need information on toilets and cafes associated with walking routes.

7.2.3 Non–users: Residents

This is currently largely a passive group: they like living in the area but for reasons to do with motivation and/or other barriers such as lack of time do not get involved.

This group is largely unaware of the heritage interest and are currently viewed as 'difficult to engage'. Here audience development should focus on building a greater understanding of what is on their doorstep. From this improved understanding may well come, in time, an interest in increased involvement.

The audience research showed that there was a real interest among local people to know more about local folklore, stories and traditions so events that mixed social

interaction with cultural history might well attract the greatest interest from this audience. Knowing what to show their visitors might also be an important motivator. 'Visiting with Family and Friends (VFF)' is often an important visitor segment. Highlighting accessible and welcoming local places of interest and providing pre-visit information could stimulate this.

Key groups within this audience that are relevant to audience development in Greensand Country are:
- Commuters, particularly single people and couples without children who not only work away but also pursue their cultural/ social life away from where they live;
- Working families, often both time and money poor but looking for family based activities;
- Adults who are into fitness and currently do not see the 'outdoors' as a place to pursue their interest;
- Residents with mobility issues due to health and/or age or may value to the opportunity to 'do something different'.

7.2.4 Urban groups from the neighbouring towns

People who live in the surrounding urban areas, such as Milton Keynes and Bedford who don't yet identify with Greensand Country as somewhere to visit and enjoy the countryside.

The research has shown that there are two broad categories of people living in neighbouring communities. Firstly those who, although they might not know of the term Greensand Ridge, are aware of locations and attractions in the area. These are covered in section 7.2.2 above. The second is largely unaware of the existence of the Greensand Ridge or the opportunities it offers. This is a largely urban group, many from ethnic communities who do not necessarily have a culture of 'countryside', or family days out.

The Landscape Partnership should consider going to them, developing outreach approaches that starts the engagement where these people are living and then invites them into Greensand Country.

The key informant interview suggested that recently site managers, rangers etc. have witnessed an increase in people from ethnic communities visiting countryside sites, not necessarily in Greensand Country but in the surrounding area. Picnic sites, pick-your own venues and sites where foraging was permissible seem particularly popular.

Key groups within this audience that are relevant to audience development in Greensand Country are:
- Groups that have not been out into the countryside before;
- Ethnic groups with similar landscape traditions e.g. Eastern European;
- Families looking for new activities;
- Schools and youth groups.

7.2.5 Future Residents

There are plans to build 31,000 new homes in Central Bedfordshire alone between 2011 and 2031 and the population of Milton Keynes is currently growing at 17% p/a. This represents a lot of new people moving into the area, people who are likely to be interested in finding out about the place they have moved to.

This presents an opportunity to 'strike while the iron's hot', and engage with these people while they are still asking lots of questions including: where can we walk with the children and their grandparents? How can we get involved with the local people? What do people do around here?

Key groups within this audience that are relevant to audience development in Greensand Country are:
- People with a reason to get out and explore their locality; dog owners, families with young children;
- People with a particular hobby or interest such as cycling, birdwatching or local history;
- People who are hosting visits from family and friends.

In essence once engaged this audience soon falls into one of the other categories. However, the initial approach needs to be tailored to someone who is new to the area.

The characteristics of current audiences are summarised in Figure 12 while Figure 13 describes the characteristics of potential new audiences.

Figure 12: Current Audiences

Audience	Characteristics	Current relationship with the Landscape	Opportunity
Active and Interested regular users	Largely residents or people due to work or interests spend a significant amount of time in the area. Confident countryside users who engage with the landscape to pursue an activity or interest. For details of this group, see 7.2.1	• These people are actively involved in the Greensand Country and largely understand its characteristics. • They have a pride in the area and considerable knowledge relating to their own interest and involvement. • Many are currently custodians and/ or managers of the heritage assets. • May or may not be open to the idea of 'sharing' their landscape with more people.	• Potential champions, leaders, hosts but they need to feel that they are part of something.
Site/ Attraction visitors	Largely resident on or close to the Ridge. Typically families, regular and occasional visitors. Time poor, looking for a guaranteed experience and events. For details of this group, see 7.2.2	• Visit organised sites and attractions, such as Rushmere Country Park or the Shuttleworth collection where there are facilities (parking, toilets, Café etc) and identified things to do and see. (children's play area etc). • Seldom venture beyond these sites. • Would not necessarily see these sites in the context of the wider landscape.	• To encourage them to explore beyond the sites that they are visiting.

Figure 13: New Audiences

Audience	Characteristics	Current relationship with the Landscape	Opportunity
Non-users – residents	Live on the ridge because it is a nice place to live but do not use the landscape. Often time poor. For details of this group, see 7.2.3	• Drive through the landscape. • Value it as a nice place to live, probably why they chose this location. • If they do engage with the landscape they tend to visit known sites/ attractions rather than exploring more widely.	To provide opportunities that can fit into busy life styles. Focus on 'getting to know the place that you live better'. This group may respond well to local folklore, local stories and traditions.
Urban groups from the neighbouring towns	Multicultural largely urban, currently do not see it as relevant to them but could be persuaded. For details of this group, see 7.2.4	• Very little beyond the occasional visit to places like Woburn. • Currently looking at the ridge and wondering.	Outreach – need to go to them, create the stories that make it relevant and then provide structured opportunities; sites, guided visits etc. A key focus could be Eastern European community.
Future Residents	Housing development means many people moving into the area during the life of the Landscape Partnership. For details of this group, see 7.2.5	• Not yet beyond selecting a place to live.	'Strike while the iron is hot!' providing information and opportunity while people a curious about the place they have moved to.

7.3 Increasing Audience Engagement

R4C has developed a typology of audience engagement for heritage projects which is designed to help understand how particular audiences currently engage with heritage, how they might wish this engagement to change and the level of engagement that the Landscape Partnership wishes to achieve.

In Figure 14 below each audience, identified in the previous section, has been assigned to a category on the typology based on what we learnt through our research. The five categories are defined in the following way:

- **Unaware -** the audience or potential audience does not know that there is a heritage interest
- **Awareness** – the audience or potential audience knows that there is a heritage interest
- **Understanding** - the audience or potential audience is aware of the heritage interest and understands its significance
- **Involvement** – the audience or potential audience takes an active interest in the heritage through visits, learning and activities
- **Participation** – the audience or potential audience actively participates in the care and maintenance of the heritage interest through volunteering, research, fundraising etc.
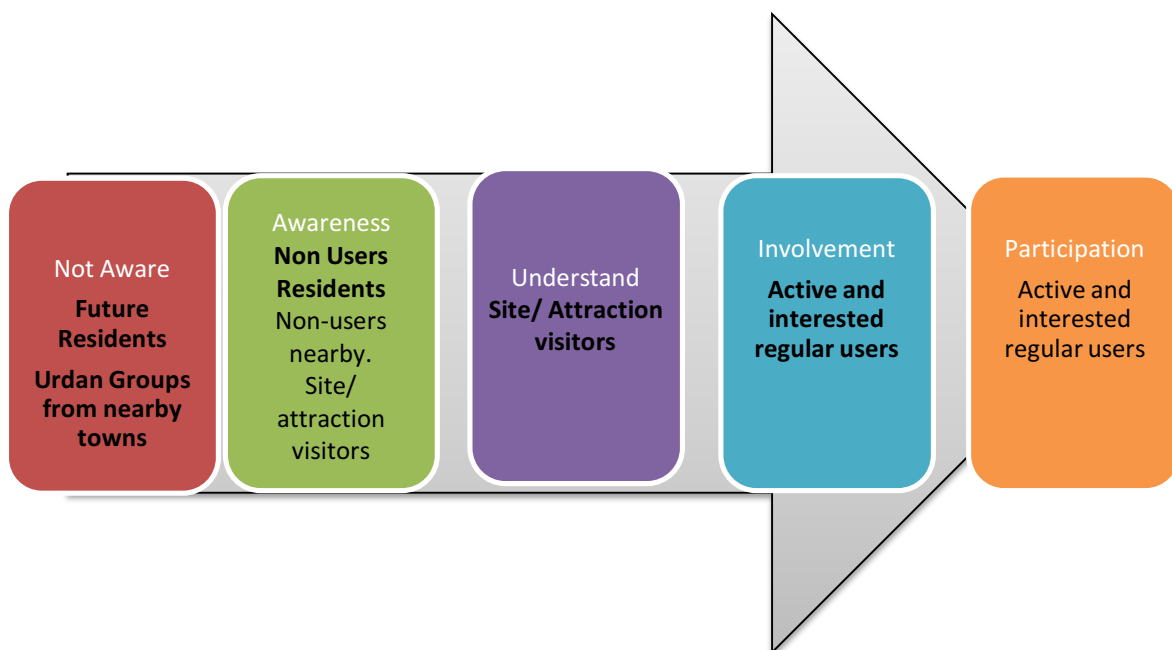
Figure 14: Typology of Audience Engagement on the Greensand Ridge

(Bold text indicates where we believe the majority of that audience group are on the typology. Where this is illustrated in normal text we believe that some of this audience are further along the spectrum of engagement.)

7.4 Applying the typology to Greensand Country target audiences

The typology is used to map the way particular audiences engage with heritage currently and in the future.

Landscape Partnerships should be looking to move audiences from left to right along the typology, developing a more active engagement with heritage. The typology allows you to identify how you would like each audience to engage and leads you on to consider what changes are required to make that happen. Within the scope of a four-year programme it is probably not possible to move everybody to participation due to the level of change required but one category change; from awareness to understanding can be significant in terms of how a particular audience responds to and values the heritage asset. This is set out in Figure 15 below.

Audience	Unaware	Awareness	Understanding	Involvement	Participation
Active and interested regular users				→	→
Site / attraction visitors			→	→	
Non-users – residents		→	→		
Urban Groups from neighbouring towns	→	→	→		
Future Residents	→	→			

Figure 15: Increasing the level of engagement with the target audiences

7.5 Audience development approaches

Knowing the audiences, how we would like their engagement to change, and the drivers and barriers to that change, allows us to develop a range of approaches to Audience Development that can be integrated into the delivery of the Greensand Country Landscape Partnership Scheme.

For each audience we have suggested a particular approach that will help create the change required to move that audience to a more active engagement with the landscape. This is summarised in Figure 16 and described in more detail below.

Audience	Unaware	Awareness	Under-standing	Involvement	Participation	Audience Development Approaches
Active and interested regular users				→	→	• **Greensand Guides**
Site / attraction visitors			→	→		• **Greensand Explorers**
Non-users – residents		→	→			• **Local landscapes**
Urban groups from neighbouring towns	→	→	→			• **Go and meet the neighbours**
Future Residents	→	→				• **New now?? lives in a new landscape**

Figure 16: Plan for target audiences

7.5.1 Active and interested regular users

Greensand Guides - The approach for this audience should be to engage them as 'partners' or 'collaborators' in the delivery of projects and through this:
* retain and where possible enhance and widen their participation,
* encourage them to share their knowledge and passion with others.

7.5.2 Site / Attraction visitors

Greensand Explorers - The approach for this audience should be to start from where they are currently and take them from the familiar site into the wider landscape and support their exploration. This should be done through:
* a programme of supported 'breakout' events and activities such as guided walks
* moving them on from 'organised' to 'self-organised; exploration supported by information and interpretation (in print or digital forms).

7.5.3 Non–users: Residents

Local landscapes - The approach for this audience should be to create an interest in the 'local', in what is of interest just around the corner. For some exploring on their own with a trusted information source (website, app, leaflet) will work, but for others meeting other local people will be as important as the landscape aspects.

7.5.4 Urban groups from neighbouring towns

Go and meet the neighbours – The approach for this audience should focus on finding out what would interest people from different backgrounds in the heritage and landscape and working with these interests. The audience development research suggests that the following are worth further exploration:
* Health and wellbeing initiatives.
* Family activities and picnics.
* Cultural activities associated with landscapes in their countries of origin (for example the Eastern European population have a strong cultural association fungi foraging and the acid soils of the Greensand Ridge are a good site for fungi).

7.5.5 New Residents

New lives in a new landscape – The approach with this audience is to find ways to communicate with them soon after they move in, provide information that helps them explore the landscape in ways that help them feel like they belong.

8.0 INTERPRETATION: PLANNING FOR THE LANDSCAPE AREA

Interpretation is a key tool for achieving the audience development objectives identified in Section 7.3. It focuses on engaging people with landscape and heritage in meaningful and memorable ways, through first hand experiences linked to thought-provoking communication. It uses a wide range of media, including face-to-face, print and digital.

Interpretation planning uses insights about organisational objectives (including audience development objectives), target audiences and their requirements, and the heritage resource to create a coherent programme of interventions. In the context of Greensand Country, the interpretation planning has been informed by the Landscape Character Assessment (Alison Farmer Associates) and the Audience Development planning carried out by Resources for Change described in Sections 2-7 of this document.

A well-planned strategic approach to interpretation will not only increase the effectiveness of the communication in all the individual projects but also ensure that all these elements add together to create a consistent and unified voice for the project. Shared interpretation objectives and themes are therefore vital to help project partners align their communications and prioritise their content. Section 9 deals with content and develops guidelines based on a strengthening the 'spirit of place' in Greensand Country and sets out a thematic structure for the Scheme-wide interpretation.

This strategic overview leads to recommendations for interpretation approaches across the Scheme (see 10.0 and 11.0). It provides the framework for interpretation planning for all the individual projects (see 12.0) and for monitoring and evaluation (13.0).

8.1 Methodology

We have worked closely with project partners, particularly the partners responsible for delivering interpretation projects, to develop the interpretation plan for the Scheme.

8.1.1 Individual interpretation project plans

We began at grassroots, with site visits and a series of detailed one-to-one meetings with the delivery partners for projects identified in the Stage One proposal to Heritage Lottery Fund. This allowed us to understand the background and context of

each project and to assess their strengths and weaknesses. We completed SWOT analyses for each project as a basis for further developments and discussions with the project deliverers. These are included in Appendix 8.

When the audience development objectives, target audiences, sense of place criteria and thematic structure were in place, we helped project partners to review and refine their plans and develop detailed specifications aligned to the Interpretation strategy for the Scheme (see 12.0). This included a second one-to-one clinic for each project. These sessions highlighted the relationships between the projects (see 11.1) and the need for some over-arching scheme-wide initiatives to link the projects that are described in 11.2.

8.1.2 Interpretation strategy for the Scheme

The strategic level interpretation planning focuses on
- developing guidelines on content and how it should be treated
- shaping a suite of projects that will appeal to the target audiences.

We drew on the partners' strong connections with and considerable knowledge of Greensand Country landscape. The work of other consultants in the Development Phase of the project, particularly the Landscape Character Assessment were valuable sources.

We convened a Narrative Workshop for partners and other people with particular interest in, or involvement with, Greensand Country. This participative workshop was our major source on content.

The individual projects were checked against the strategic objectives (in terms of audience development, conveying spirit of place and presenting interpretation themes) in order to identify gaps.

All parts of the work have been discussed regularly with Claire Poulton, Programme Manager and with other partners as appropriate.

8.2 Landscape scale interpretation

Interpretation at a landscape scale requires different approaches to interpretation at a single site. Landscapes are more complex than sites: many activities, communities and functions co-exist within them with different interests and priorities. Because of their complexity, a coherent and focussed communication is arguably even more important at landscape scale.

Some distinctive features of landscape interpretation are:

- Landscapes are large, with many entry points and usually innumerable possible visitor routes around them. It is usually impossible to know where people will start a visit; interpretation therefore needs to be dispersed. Information hierarchies are still important and introductory messages need to positioned at entry points inside the landscape and potentially outside it and on-line.

- Landscapes are complex and making sense of a landscape can be difficult. This complexity can lead to dispersed and disparate communication that is confusing. Themes for landscape interpretation need to be kept simple and should focus on the locally distinct i.e. the aspects of this landscape that are not found anywhere else. They should form a consistent part of communications that people will encounter in a range of contexts.

- Landscapes are where people live, work and play. Community is a vital part of landscape interpretation. Landscape interpretation therefore has the potential to include long-term communication and evolving relationships. Contact with the key audiences it is not concentrated within one-off visits (as is usual on sites), meaning a more gradual approach is possible.

- Landscape interpretation should be polyvocal (i.e. made up of many voices) and should represent the views of everyone who has an attachment to it. This can include residents and visitors. Interpretative activities that develop 'pride of place' in local people can be important in enabling visitors and incomers to encounter a robust 'sense of place' and contributes to the cultural element of 'spirit of place' (see 9.1).

- The fabric of a landscape is woven from many threads; topographical, biological, artistic, social, historical, recreational, commercial and others. This diversity creates opportunities to communicate with a wide range of people. Landscape interpretation should be inter-disciplinary and embrace human, historical, cultural, geological, and biodiversity aspects.

- Interpretation in a landscape is often as much about the present and the future as the past. It uses heritage, natural and cultural, as a resource to draw people in to thinking about what the place means to them now. For conservation organisations, presenting the landscape as changing and evolving can be used to engage people in debates about shaping future landscapes.

- Landscape interpretation should stimulate interest in the landscape, build recognition and offer ways into exploring the landscape. Landscape appreciation is often aesthetic and emotional rather than cognitive. The best landscape

interpretation therefore encourages experience and reflection as well as messaging. It is often about encouraging exploration and celebration.

- Landscape interpretation should not intrude on or detract from the experience of the landscape.

9.0 INTERPRETATION: APPROACHES TO INTERPRETING THE GREENSAND COUNTRY LANDSCAPE

Our brief for this work emphasised the importance of 'spirit of place'. This has proved to be a valuable framework for the interpretation strategy.

9.1 Spirit of Place

For many people who love a landscape or site, the spirit of place or 'genius loci' is the essence of the place that is timeless but time rich, deeply rooted the location and eloquent at a deep, often spiritual, level. Interpretation, particularly landscape interpretation, can be seen as the art of 'letting the site speak'.

The Quebec Declaration from The International Council on Museums and Sites (ICOMOS) defines 'spirit of place as '*the unique, distinctive and cherished aspects of a place. It is as much in the invisible weave of culture (stories, art, memories, beliefs, histories etc.) as it is in the tangible physical aspects of a place (monuments, rivers, woods, architectural style, pathways, views and so on) or its interpersonal aspects (the presence of family, friends and kindred spirits)'.*

This three-strand approach is important. Interpreting spirit of place in the Greensand Country should include the cultural landscape, the tangible heritage landscape and the interpersonal landscape.

9.1.1 The tangible heritage landscape

This is arguably the most immediate of the three strands and the one most susceptible to audit. In the Greensand Country Landscape Partnership, the Development Phase of the Scheme involved a number of heritage audits including:

1.   Landscape Character Assessment
2.   Historic Environment Character Assessment
3.   Historic Parks Audit
4.   Sandstone Structure Audit

These all inform our understanding of sense of place.

Most importantly, Alison Farmer Associates carried out a 'Spirit of Place' consultation as part of the Landscape Character Assessment. That led to this description of the spirit of place for the physical landscape:

The Greensand Country is experienced as a place of relative peace, quiet, solitude and well-being: it is valued by walkers, cyclists, horse riders and naturalists. People feel able to connect to nature, the secluded pockets of heathland being particularly valued as distinctive from the wider landscape many experience. Many enjoy the timeless quality of the Ridge, pervading sense of history and wide variety of experiences, citing the mosaic of clay and sand habitats, landmark sandstone churches, historic brick built settlement, extensive parkland, ancient trees and both plantation and broadleaved woodlands. In contrast the presence of the arable fields is a reminder that the Ridge is a working environment for many. Favourite views are often from elevated positions across river valleys or the Marston Vale. Collectively the Ridge offers a chance to slow down and to escape perceived change; a chance to breathe and to be uplifted.

The Historic Parkland Audit, also carried out by Alison Farmer and Associates emphasised the status of parklands as a distinctive feature of the Greensand Country tangible heritage landscape.

9.1.2 The cultural landscape

The cultural landscape is maybe harder to capture because it exists within the social and human context of the landscape. It can be described as the inspiration derived from the landscape. This is not limited to high culture and recognised artists and writers, such as, in the case of Greensand Country, John Bunyan and Mary Norton. As with architecture, the vernacular is as important as the celebrated.

Heritage is part of this cultural landscape. Heritage is not history, nor biodiversity, nor geology – it is what all of those things mean to people today and how they interact with their lives and create identity and relationships. The stories that people repeat, the people and events from history that they remember, the wildlife that they cherish, the way they choose to tell the tales of the landscape are important.

We explored this at a Narrative Workshop on 14th October 2015 that brought together a group of project partners and others with a keen interest in and knowledge of the Landscape Area or some part of it.

The purpose of the participatory workshop was to explore the way that people talk about this landscape and its stories and to identify something of the cultural landscape that could help communicate the spirit of place. An important part of the process was to create dialogue between disciplines and areas of interest to identify common ground and create a trans-disciplinary approach. (See Appendices 5, 6 and 7 for details of the workshop programme, attendees and outputs).

The workshop showed that this is a landscape that is loved by the people who know it. When asked, people could talk about the landscape at length, and with warmth and pride.

Some outcomes of this workshop were:

- This appears to be a landscape of local anecdotes and detail, with few, if any, cross-cutting elements that unite the whole area. This was identified as a positive feature that meant that Greensand Country is diverse and rewards exploration; 'there is always something new to discover'.

- The group were passionate about the importance of the geology and how the greensand underpinned, literally and metaphorically, everything that made the landscape. The contrast with the surrounding clay vales was emphasised.

- Land ownership is an important story: the private parklands and their owners have had a big influence and the relationship between the landed classes and those who work for them has been important here. Notably, and unusually in our experience, this came out in the summary of three of the four story strands.

- The events that have shaped Greensand Country landscape are usually a microcosm of the national story. This landscape has not been the site for iconic national events; the dramas tend to be local and community-based.

- Introduced species are a part of the landscape that causes concern. Several of these were introduced to the UK, accidentally or deliberately, in Greensand Country, often it seems by the Dukes of Bedford.

- There was a general concern that area was under-recognised and undervalued both by people who live in it and those who live around it.

- It was felt there were more stories and histories to be discovered. This is probably particularly true of people stories.

-

9.1.3 The interpersonal landscape

This final strand of spirit of place in the Quebec Declaration is based on having personal connections with the place. This reinforces the importance of the encouraging people who live within and near the Landscape Area to have positive and social experiences within it and to build a sense of belonging.

9.1.4 Interpretation and building spirit of place

The work of the Partnership can be seen as strengthening the three strands of spirit of place described in 5.1 above by:
- restoring and conserving the tangible heritage landscape
- researching, sharing and creating the cultural heritage
- opening opportunities for experiencing the interpersonal landscape.

This resonates with the work on audiences described in 7.3 and 7.4.

9.2. Interpretive themes

Effective communication requires clear messages and effective interpretation requires good themes. Themes are ideas that are designed to stimulate thought, engage interest and provoke conversation. Defining the themes for the Landscape Area Partnership is therefore about more than what the Partnership wants people to know. It is just as much about how to engage people with this under-recognised landscape.

Themes can be expressed in many ways including in images, experiences, words and other media. They are not slogans or straplines; the words they are expressed in will vary according to project, the target audience and the context. The words used below to express the themes ideas will therefore be rewritten, redrawn or otherwise rendered to create interpretation.

The Greensand Country Landscape Partnership aims to engage people in discovering and appreciating the Greensand Country landscape. That means getting them thinking and talking. The Scheme themes are what the Partnership want to get people thinking and talking about.

The draft themes for the Greensand Area Partnership were generated at the Narrative Workshop (see Appendix 7), and refined and reviewed at the Validation Meeting.

9.2.1 Main interpretive theme for Greensand Country

The over-arching Scheme theme is:

***The greensand creates an island of distinctive,
beautiful and loved countryside.***

All projects, and ideally all communications, should reference this idea. It is deliberately generic so that it can be used in a range of situations. However, it contains some important specific elements:

- It highlights the geology, recognising the importance that partners and other local advocates give to the greensand when talking about the landscape and its qualities.

- It encourages recognition; the use of 'island' implies boundaries and something different. There is an opportunity here to highlight the distinctiveness of the landscape and to highlight the contrasts with the clay vales surrounding this landscape. (See word cloud overleaf for more detail.)

- It highlights affectionate, positive responses and attitudes that are aesthetic ('beautiful') and emotional ('loved'). This forms the foundation of caring and valuing that underpins the Partnership's work in conservation and preservation of the landscape and its features.

- The 'loved countryside' can include the people, past and present, who were wealthy enough to choose where they lived, and chose this landscape to make their home.

The core theme forms the baseline for the Partnership's communications. Over the four-year period the Scheme should make a measurable impact on people's understanding of this theme.

Figure 17: The word cloud illustrates the partners' responses when asked to qualify the distinctiveness of Greensand Country landscape, particularly in comparison to the clay vales, at the Validation Meeting.

9.2.2 Supporting themes for the Greensand Country Landscape Partnership

The core theme can be broken down into supporting themes. These supporting themes add detail and specificity to the core theme and are important in project planning.

There are five supporting themes for the Greensand Landscape Area:

6. *The wildlife and way of life of Greensand Country all stem from the greensand.*

7. *Greensand Country is rich in wildlife, that is different from that in the surrounding countryside*

8. *Greensand Country is rich in stories that stretch back in time; many of them are hidden.*

9. *Local people are working together to protect the special features, heritage and landscape of this area – you can help us.*

10. *Greensand Country rewards exploring and we can help you to discover it.*

These themes are cross-linked, reflecting the complexity and interconnections of landscape interpretation. All should have equal priority for delivery.

9.3 Working with the themes

The themes should guide the communications aspects of project planning to ensure that all projects contribute to coherent Scheme-wide communication. Each theme can encompass a range of topics and activities (see mind-maps in Figures 18 -23)

Supporting theme 1: *The wildlife and character of Greensand Country all stem from the greensand.*

Partners and other advocates of the landscape repeatedly told us that 'the greensand explains everything', where 'everything' includes settlement patterns, topography, habitats, biodiversity, architecture, and social and industrial history. The Landscape Character Assessment identifies that even the parts of the landscape with clay soils are 'informed by the greensand'.

Greensand is therefore the strongest unifying and defining aspect of the Landscape Area and so is vital in communication. Reiterating the point that the distinctiveness of the area in physical, cultural and interpersonal terms comes down the greensand is hugely important. Creating a range of specific, ideally tangible, examples that evidence this theme will be important.

The challenge is, of course, that 'greensand' although intriguing, is not a familiar word and the greensand and its impact is only visible in the landscape to an informed eye. In addition the audience research identified that geology scored lowest in terms of what both local people and visitors are interested in (see Figure 7, section 5.3). The Scheme's communication must aim to make greensand better known and more recognisable. This is possible (see the Jurassic Coast as an example) but requires consistency and repetition.

All projects should prioritise this theme, presenting it to all audiences, as far as possible.

Supporting theme 2: *Greensand Country is rich in wildlife that is different from that in the surrounding countryside.*

Greensand Country is an island refuge for several wildlife species that depend on the habitats, notably heathlands, created by the dry, acidic sandy soils. Some species, notably heather and other heathland plants, and Scots pine contribute to the distinctive appearance of the landscape. Finding some others that are less obvious can be a reward for exploring the landscape.

Wildlife could be an important attractor to the landscape. The audience research identified it as the third most popular response to the question 'what are you interested in?' (see Figure 7, section 5.3). However, wildlife watching as an activity scored lower, suggesting that wildlife is only a part of the experience and reiterating the need for innovation and diversity in interpretive approaches.

This theme can be delivered by projects that get people more involved in wildlife. Wildlife conservation projects and biological recording projects are well placed to deliver it, particularly to active and interested regular users, through internal communications or temporary fixed interpretation. Appropriately targeted and supported events, outreach activities and self-guided trails could deliver this theme to other audiences.

Supporting theme 3: *Greensand Country is rich in stories that stretch back in time; many of them are hidden.*

Greensand Country has a layered history that is maybe particularly evident in the historic parklands. There is a pageant of characters through time including some well-known individuals, events and anecdotes (see outputs of Narrative Workshop, Appendix 7).

However, there is a strong sense that there are old stories still to be uncovered and retold and that there are new stories to be created. Storytelling and storymaking can be important contributors to the cultural landscape (see 6.2.3 and 9.1.2) and provide entertaining ways to celebrate the landscape and its people.

This theme can be delivered by projects that get people more involved in the human history and contemporary life in Greensand Country. Historical research projects are well placed to deliver it to active and interested regular users through internal communications. Appropriately designed creative events, outreach activities and formal education projects could deliver this theme to other audiences

Supporting theme 4: *Local people are working together to protect the special features, heritage and landscape of this area – you can help us.*

This theme elaborates on the loved landscape of the core theme. It enables the Partnership to tell the story of the landscape, to celebrate the projects within it and the people who work on them.

They can be used to encourage people to join in. That can apply most easily to active and interested regular users, who can be seen as the 'usual suspects' for volunteering. With suitable targeting, it could also be appropriate for reaching out to site/attraction visitors, non-users (both residents and nearby) and maybe especially to future residents.

Any project organisation that involves people can contribute to delivering this theme. That is likely to include conservation projects, research projects and creative projects. Community mapping work could be a good mechanism for exploring this theme in more depth.

Supporting theme 5: *Greensand Country rewards exploring and we can help you to discover it.*

This theme highlights the intricacy and variety of the landscape with its many small-scale, hidden features. It also capitalises on the well-established Rights of Way infrastructure which makes exploring possible (although as noted in 6.1.4, 6.2.3, 6.3 and 7.1.3 there are weaknesses in the information about this infrastructure).

'Exploring' is not restricted to the physical; this is a place for creative inspiration and for recharging as well as for taking exercise.

All five audiences can be invited to explore through targeted invitations to well-designed and appropriate activities.

Projects that create new access or encourage the use of existing routes, formal education projects, creative projects, and community mapping can all create opportunities for exploring and sharing experiences.

9.4 Common themes; diverse topics

The interpretation should use the themes as core ideas. Many topics can lead to a theme – and vice versa. The mind maps (Figures 18 to 23) illustrate the range of topics and subject matter that can tie in with the five supporting themes.

The mind maps incorporate information gathered from partners, the Narrative Workshop, Alison Farmer Associate's Landscape Character Assessment and from

the book '*An Unassuming County: The Making of the Bedfordshire Countryside'* by Brian Kerr.

The mind maps are intended to illustrate how theming works not to be comprehensive and encyclopaedic. They illustrate a key point about thematic communication that arose at the Narrative Workshop. Although the geology underpins all aspects of Greensand Country, all communication about that landscape does not need to <u>begin</u> with the geology. Interpretation can communicate the significance of the greensand from multiple starting points – and will need to in order to attract and engage with diverse audiences.

The mind maps also illustrate the importance of cross-specialism communication. Historical, architectural, landscape and other topics can all be starting points for engaging people with the themes.

Figure 18

Connecting themes in the Greensand Country

ST5. Rewards exploring

ST1. Everything stems from the greensand

ST4. Local people caring for the landscape

Greensand Country
distinctive, beautiful & loved

ST2. Rich in distinctive wildlife

ST3. Rich in stories

Figure 19

Figure 19

- vernacular architecture
  - historic parks
  - sandstone structures
  - distinctive houses
  - distinctive churches
- acid soils
  - poor agric land
    - leisure landscape
      - parks
    - forestry
      - scots pines
  - heathlands
  - flora & fauna
- elevated land
  - signalling
  - views
  - telecommunications
- **ST1. Everything stems from the Greensand**
- free draining
  - good
    - transport routes
    - walking
    - other recreation
- Minerals
  - workers
  - quarries
  - sands
    - building
    - silica
  - fullers earth
  - Coprolites
  - building stone
  - iron stone
    - red water
- Contrasting landscape
  - Parks & houses
  - veteran trees
  - exotic trees
  - Greensand buildings
  - sunken lanes
  - hidden dells
  - heaths
  - more woods
  - Scots pine
  - cf surrounding
    - clay vales

Figure 20

Figure 21

ST3. Rich in stories

Powerful people
- land owners
  - monks
    - Abbot of Warden
    - Ruxox cell
  - industirists
  - arisotocrats
- historic parklands
  - Capability Brown
  - Humphrey Repton

layers of history
- historic parklands
- exotic tree collections

Old Warden
- Monks
- Warden Pear
  - London cuisine
  - Shakespeare

Flit waters
- bottled
  - Henderson?
    - sold in London
- medicinal

ghostly tales
- Beadlon Manor / A501
  - headless horseman
- Swisll Gardens
  - Mistress' ghost
- Haynes Park
- Chicksands Priory
  - Rosata
    - pregnant num

Working people
- peat diggers
- skills
  - crafts
- canal
- stories
- railway
- Coprolite diggesrs
- Quarry men
  - sand pits
- Game keepers
- foresters
- brick making
- stone masons
- woodwards etc
  - timber products

More to be discovered?
- people "in service"
- farmers
- more to be created?

Significant people
- James Hanratty
  - A6 murderer
- Henry 8th
  - Catherine of Aragon
- Dick Turpin
- Writers
  - John Bunyan
- Darwin
  - Natterjack toads
  - Mary Norton
- Duchess of Bedford
  - invented
    - afternoon tea
- Robert Peel
- Shttleworth family
- Whitbread family

Historical Events
- Enclosure Act protests
  - Maulden
  - Flitton Moor
- Imprisonment of Catherine of Aragon
  - Ampthill Castle
- Masquerade
  - Golden Hare
  - Ampthill

Figure 22

Figure 23

ST5. Rewards exploring

- cycling
- walking
  - popular
  - Greensand Ridge Walk
- horse riding
- Rights of Way Network
  - extensive
  - well maintained
- lots to inspire
  - source for — creativity
    - writing
    - story telling
    - photography
    - drama
    - art
    - events
  - Community involvement
  - School involvement
- lots to discover
  - local food
  - wildlife
  - interesting villages
    - vernacular buildings
    - churches
    - sandstone structures
  - historic parks
  - from the air
  - old quarries
  - geological exposures

9.5   Interpretive themes and projects

This thematic structure and guidance applies to the whole suite of interpretation projects within the Landscape Scheme. It is used for the detailed design of individual projects and to review the sum total of them (see section 12).

Key points:

- In total, the interpretation in the Landscape Area Partnership projects should cover all the supporting themes. There should be sufficient repetition between the projects to reinforce the core and supporting themes and sufficient variety to create varied visits and cater for different users and their interests.

- It is better for a project to deliver one theme, or even part of a theme, well and to engage the audience with it, rather than to try to do a bit of everything. The thematic structure for the Scheme will help projects to focus on their strengths.

- Project deliverers will use the supporting themes as a basis to create more specific project themes appropriate to the target audience and subject matter of the interpretation.

- Only the largest and most complex projects will address all the supporting themes.

10.0 INTERPRETATION: RECOMMENDATIONS FOR PROJECTS

10.1 Guidelines for interpretation

This section identifies criteria and guidelines for interpretation in Greensand Country. These apply to all projects. Between them, they highlight how 'the secrets of the sands' will be explored, shared and celebrated with the key target audiences.

These are specific guidelines for interpretation for Greensand Country. They should be read in conjunction with the general advise on interpretation good practice in HLF's Interpretation Guidelines (2013).

10.1.1 'Greensand Country'

The Landscape Character Assessment, our audience research and the Narrative Workshop all told us unequivocally that this is an under-recognised landscape. We checked this with partners in numerous conversations and all agreed.

This is a significant obstacle to communication. If the area is not well known as an entity, introducing it is the highest communication priority. If the area has no commonly-used name that becomes impossible.

Our audience research confirmed the partners' belief that the term 'Greensand Ridge' (which, in any case only applies to one part of the landscape) was not well known. The Landscape Character Assessment concluded that there is not a historic name for the area.

Raising the profile and recognition of this landscape is therefore essential. This is not interpretation, this is a wider communication exercise but will underpin all the interpretive effort. A name for the landscape that used consistently by all partners, internally and externally, is vital to coherent communication.

During our work it became clear that this was an immediate and urgent issue. After much discussion we proposed the name 'Greensand Country' and, after more deliberation by partners, this was agreed at a Partnership Board meeting in December 2015. There will be an early branding exercise to develop the meaning 'Greensand Country' and how it will be used in the partnership and beyond.

In the meantime, our interpretation proposals assume that this name will be used consistently. The main communication goal for the four years of this Scheme should

be to build widespread recognition, use and ultimately understanding of 'Greensand Country'.

Recommendations:
- 'Greensand Country' should be used consistently as the name for the area.
- All projects should aim to refer to the distinctiveness of Greensand Country (see 9.1 Supporting Theme 1)

10.1.2 Improving Access

R4C's audience development research made clear that people see this as an inaccessible landscape (see 7.1.4). Changing that perception should be priority for the Scheme.

There is probably a number of underlying causes for this perception (as discussed earlier). Lack of confidence in and possibly fear of visiting the countryside may be one. The appearance of the landscape with its walled estates and keep out signs is likely to be another. These are going to be hard to change in four years. However, the lack of information, promotional and interpretive, about how and where to visit the landscape can and should be changed.

This is good walking country with much to offer people who like walking. It has a well-developed rights of way network. There are likely to be many of them in and around the area who would welcome and respond to information on and invitations to explore new routes.

This is in itself not an interpretation project, but an excellent interpretive opportunity. As well as notifying people where they can walk, ride or cycle the new communications should highlight the distinctive landscape of Greensand Country.

Recommendations:
- Create promotional, orientation and interpretation materials, in print, on-line and possibly digitally, to promote use of the rights of way network for different groups.
- Ensure the new information contains all essential information regarding access including about: parking, appropriateness for dogs, length of route, difficulty of route (including condition of paths, stiles and gates, gradients), places to eat and drink, toilets).
- Use events to highlight the network and promote use of the information.
- Distribute print items widely within local communities including in doctors' surgeries.
- Publicise the routes and the digital and print information in local communities through parish magazines, in libraries, community centres, cafes and pubs and accommodation.

- Arrange 'local walks for local people' for a village or small group of villages (to reach both the site/attraction users and non-users resident target audiences).
- Distribute leaflets and download information through estate agents (to target new residents)
- Use the rights of way network as a focus for supported visits and targeted events for the non-users nearby audience. Give out free leaflets and demonstrate how to use them as part of the activities.

10.1.3 Use user-focussed communication

Interpretation should always be in a form appropriate to the audience. This requires modifying and adapting language, concepts and delivery accordingly. This Scheme has identified diverse audiences and so needs to provide a range of interpretive provision.

The users of the landscape and the target audiences will have a range of reasons for engaging with the landscape. Detailed segmentation work by Morris Hargreaves McIntyre for countryside attractions, as part of their much wider work on Cultural Segments[5] indicates that social, aesthetic, intellectual and adventure and activity motivations will be important drivers for recreation in Greensand Country. Further information on designing visitor experiences and interpretation for these visitor segments can be found in *TellTale Guidance notes: Providing good visit experiences for different visitors.*

Creating an engaging landscape means understanding and working to create opportunities that will appeal to visitors with all these motivations and not valuing any more highly than the others. Information and promotions for multiple audiences should include 'touch points' that resonate with all these motivations. Recognising the different motivations that drive satisfaction ill influence how interpretation is written and how events programmes are designed. The interpretation will create social, aesthetic and adventure opportunities, not only learning ones. The promotion will highlight these opportunities. The result will be to present the Greensand Country as having diverse appeal.

Similarly, interpretation providers should understand the importance of learning styles and aim to present the themes visually as well as verbally and in activities and social events. This is particularly important in choosing interpretation (and other communication) media. It may be necessary to provide alternatives.

Partners should be aware that their appreciation and enthusiasm for geology is not a driver for visitors (see Figure 7). Although geology is at the heart of understanding

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[5] Culture Segments. Morris Hargreaves McIntryre http://mhminsight.com/culture-segments (2016)

this landscape (as demonstrated by the consideration of themes in 9.2) a user-focussed interpretation will begin from the user's interests and develop the geological connection from there whether that is a walk route, a view, an adder or a garden.

Great care should be taken with language around introduced species in the landscape, a topic of concern for some partners, particularly with immigrant audiences.

Interpretation should be a two way process in which the audience learns about the heritage resource and the interpreter learns about the audience. As far as possible, draft materials should be trialled with the target audience (formative evaluation) as part of the development. Audience feedback should be sought at events and activities. This information can then be used to adapt and develop the interpretation.

Recommendations:
- Involve users in designing events and activities and respond to their ideas.
- Trial drafts of print and digital material (especially maps and instructions) with focus groups of the target audiences.
- Collect feedback on all interpretation activities and interventions and learn from it.
- Offer a range of interpretive experiences and media including verbal, visual, auditory, experiential, social and solitary elements.
- Link interpretive activities to what the audience likes doing: offer an interpretive twist to walking, to visiting pubs or enjoying local food.
- Create interpretive opportunities that welcome dialogue and debate. Do not be afraid of different points of view.
- Recognise the specific needs of your audience and design interpretation for them e.g. create supportive events for groups who are less confident; evening and week-end events for people who are time poor because of work commitments, social events for those who want to build links in the community.
- Make good use of social media.

10.1.4 Consistent communication across the Scheme

Communication, including interpretation, that is consistent in appearance and messaging will present the Scheme as more than a collection of valuable projects in different parts the landscape run by different organisations. It will improve recognition of the whole and increase understanding the connectivity between projects.

To achieve this across a multi-partnership project on a landscape scale requires focus. Applying Greensand branding to projects at branded sites or within organisations with an established brand requires goodwill. This is a challenge for all

Landscape Partnerships. It is, however, particularly important in this Scheme where building recognition of the landscape is of paramount importance (see 10.1 above).

Recommendations:
- The Greensand Country name and brand should be used consistently across all projects

10.1.5 Strengthen the cultural landscape and the interpersonal landscape

Underpinning many of the audience development and interpretation priorities of the scheme is the desire to forge stronger between people, both existing users and non-users, and the landscape. This ties into the cultural and interpersonal aspects of spirit of place as discussed in 9.1. above.

This implies that the following approaches to interpretation will be particularly valuable in the Greensand Country:

Face-to-face interpretation. Direct personal contact is often the most compelling communication medium and the simplest way to change a relationship, invite people to get involved and to influence attitudes.

The interpretation delivery should be designed to get people talking, especially about the Scheme themes. This is a core approach in contemporary thematic interpretation and involves techniques such as open questioning, learning about participants in order to increase relevance, including informal social interludes, creative activities, and challenge activities as well as actively asking for feedback and suggestions. These approaches and the underpinning research are detailed in Sam Ham's book[6]. The HeriQ guidelines[7] apply the same principles in a European context and for face to face interpretation, particularly guided walks,

Help people to participate. Interpretation can involve people in many ways; through the creative arts, through debate, and questioning, through citizen science, learning new skills or volunteering. The projects in the Scheme should aim to create opportunities in all these areas.

Build longer-term relationships. The Audience Development recommendations emphasis the work needed to help local people to build stronger involvement with the landscape. This implies an evolving relationship based on increased familiarity and repeated interactions or visits. Projects that work with the same group over a period of time, allowing interaction in shared possible creative work, maybe leading

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[6] Ham, S. Interpretation: Making a Difference on Purpose, Fulcrum, Golden (2013)

[7] The Interpretive Guide downloadable from http://heriq.org/the-interpretive-guide-is-back/

to the Festival will be valuable. Liaising with existing local group can help achieve this.

Past and future. Interpretation within the Scheme should look both backwards and forwards, balancing interpreting the past and the future. Contemporary issues and their impact on the future forest can engage different audiences.

10.2 Interpretation for the target audiences

The range of target audiences, key groups (7.2) and audience development approaches (7.4) dictates that a range of interpretive approaches will be required. Each target audience or key group requires specific approaches. The interpretation projects within the Scheme will need to diverse in their approach.

The following tables recommend some approaches for targeting the five target audiences. See also the recommendations in 10.1.3 for more general advice on user-focussed interpretation.

TARGET AUDIENCE	GUIDELINES FOR COMMUNICATION
Active and interested users **'Greensand Guides'**	**Active** Temporary, changing interpretation for regular users e.g. about management proposed and on-going at places they love. Ask regular users to help disseminate information to wider circles (e.g. 'this is what is happening here and why'). Value their knowledge of area and encourage them to be involved as 'eyes and ears'. Involve in management (e.g. recording activity on site / condition of paths) and decision-making. **Interested** Engage directly with special interest groups as gateways to community e.g. organise community dog walks, citizen science, citizen archaeology, community research, community art activities. Hold events (e.g. Roadshow and social events) where people from different projects can meet and work together. Cross-fertilisation talks/walks between special interest groups. Longer term projects such as wildlife recording or citizen science. Encourage networking with other community groups. **Volunteers** Give volunteers training in communication skills to help them share with community. Provide supported opportunities for vols to communicate about projects e.g. • speaking to local groups • staffing stalls at events • writing blogs and newsletter articles • participating in social media **General** Create range of volunteering activities Social media, virtual communication, e-newsletters (and printed newsletters) important.

Site / attraction visitors **'Greensand Explorers'**	Ensure 'Greensand Country' name and brand is prominently visible on-site at key attractions including in arrival and welcome experience i.e. on entrance and orientation panels.
	Orientation panels and print at key attractions should show attraction within the context of the wider landscape.
	Regularly refresh information and interpretation – including posters about events.
	Offer lively events programme, including on-site and off site events, that link to the Landscape Area projects.
	Promotional print about Greensand Country should be available at the key attractions.
	Organised, contained and social activities and events are key for this group.
	Motivated by desire to socialise within group so self-guided, drop in structured events are likely to work well e.g. geo-caching, arts activities / workshops.
	Well-signed and structured walking and cycling trails with accurate timings and related to themed content, challenges, competitions or quizzes could also be attractive.
	Performances, incl. music, storytelling and perambulatory theatre – especially if part of a linked series of events involving other locations in Greensand Country.
	Incentivised discounts for visiting other locations within Greensand Country.
	Promote website and social media; get this group using them to tell their friends about Greensand country, events, activities etc.

Non-users: residents 'Local landscapes'	Need good reliable information on the area and its physical access in print and on-line. May need guided walks, rides and other activities to help them start exploring. Need events at different times of day e.g. during school day, in evenings. Fitness, challenge, exploration could be important triggers. 'Get fit in your local outdoors'. Promotion is very important to encourage these non-participants. Promote events at railway stations, bus stations, petrol stations, pubs, doctors' surgeries, sports centres and activity centres, churches. Ensure participatory heritage and arts events do not focus on or favour people with long memories/ experience of area. Create local heritage activities that require short and limited commitment e.g. one afternoon (rather than an evening a week for ten weeks). Family events designed around activity rather than learning. Establish working links with non-heritage community groups. Creative arts could attract this group.

Urban groups from neighbouring towns **'Go and meet the neighbours'**	*N.B. Partners have identified this as a lower priority than non-users residents.* Develop new working relationships with community groups and work collaboratively with them to develop new activities and new skills. Invest time and energy into carefully selected groups who have an interest in working together (drawing maybe on the introductions from the informant interviews). Primary media is face-to-face with specialist, trained leaders – including leaders from the target audience. Take activities to the target audiences e.g. Roadshow, performance, creative arts. Have themed picnics and other family events, working with cultural foods and festivals. Provide training and support for community leaders and group organisers in access to the Greensand Ridge as an investment in the future Create events that allow for sharing experiences of different landscapes that they know well. Use shared experiences e.g. food, dance, music, story, puppets, kites - especially activities that do not rely entirely on written or spoken word.

| Future Residents

'New lives in a new

landscape' | Need good reliable information on the area and its physical access in print and on line.

May need guided walks, rides and other activities to help them start exploring.

Identify what the area offers in different ways e.g. opportunities for fitness, places to visit, places to learn, escape into nature, family walks, meeting people through interest groups and volunteering, making a contribution.

Create a new home-owners' pack available through estate agents and property developments 'Welcome to the Greensand Country, your new home'.

Widespread advertising, as described above for non-users: resident, will also benefit this group

Promote interest groups as way of getting involved.

Ensure participatory heritage and arts events do not only focus on people with long memories/ experience of area. |

11.00 INTERPRETATION: SCHEME-WIDE CO-ORDINATED DELIVERY

This section focuses on how the delivery partners and their individual projects relate to one another. Good support from the Scheme and careful planning to ensure the projects complement one another can add considerable value in both financial and communication terms. This is described in more detail in 12.1.

This Interpretation Plan emphasises the need for the projects to be seen as contributing to Scheme-wide audience objectives and interpretive themes. The detailed planning of the individual projects, see 13.0, involved identifying key target audiences and themes for each, and the main opportunities. Figures 24 and 25 show the relationship between theses aspects of the projects across the Scheme.

11.1 Diverse projects working together

The scheme includes a wide range of projects. Communication is not the primary goal of all of them. Whilst we argue that all projects should have some public-facing communication role we are more concerned here with the overall combined impact.

The projects broadly break down into three functions: conserving and restoring the heritage fabric, improving access to the landscape, and celebrating the landscape. Interpretation plays a part in all of them.

For conservation projects, on-site interpretation (which should usually be temporary) is an opportunity to explain the work and its value for the landscape. These projects can also offer great face-to-face opportunities for explaining the work. These can be informal with staff and volunteers being trained and encouraged to stop work to talk to interested people. They can be more formal Open Days and events, possibly as part of the Greensand Festival. These on-going projects can be a good source of stories for local press and content for social media and websites.

For the access projects, interpretation can provide an incentive and encouragement to try a new route and can enhance walks and rides by offering more talking points and information about the landscape and its features. Improving access and the interpretation of new routes for new users is a major part of this Scheme. The interpretation will be available in printed form, downloadable and on-line. Although the work is being done in different projects by different organisations it will be important that the public-facing information is a single package with uniform design, format and editorial style.
These projects are important in providing the opportunities to experience the landscape and will be a venue for interpretive activities.

For the outreach and communication projects, especially *Celebrating the Ridge*, interpretation is the main activity. These projects are the showcase and voice of the wider Scheme. They will require good information from the other projects to create compelling and engaging communication projects. In turn they can raise awareness of the work going on elsewhere including generate local support, advocacy and volunteers.

There is considerable interdependence between the three groups of projects, all of which are required to create a robust Scheme that strengthens the spirit of place of Greensand Country.

11.1.1 Interpretation projects and target audiences

Figure 24 shows the how the combined projects in the Scheme cater for the five target audiences identified by the audience development work. It is notable that four groups, are more or less equally-well provided for with good provision across the projects. The Urban groups from neighbouring towns group scores markedly lower that the others. This reflects the view, shared and agreed with the Scheme Partners that in the short term, the priority has to be to build and strengthen the connections with the landscape for existing and new users who have no or minimal contact. This will provide the foundation and framework for our reach work in the next phase of development.

11.1.2 Interpretation projects and themes

Figure 25 shows that all the themes are well covered by a range of the projects. The wildlife theme is slightly less well represented but this is not a concern to partners as there have been a number of wildlife-based projects in the area and this slight shift of emphasis represents the opportunity to try some different approaches, in the hope of attracting different audiences.

Figure 24 GREENSAND COUNTRY: PROJECTS AND AUDIENCES

	Active and Interested	Attraction / Site Users	Non-users: Residents	Urban groups from neighbouring towns	New Residents
Historic Parklands Walks, research, fixed interpretation	***	***	**	*	*
Revealing the Ridge					
Towns off the greensand ridge walk	**	-	***	-	
Destination Plus	**	-	***	*	***
Interpretative benches	**	-	***	-	
Updating the existing greensand ridge leaflet	**	*	***	-	
Gamlingay link	***	-	*	*	-
BHS - Visiting on Horseback	**	-	-	*	*
Flit Valley Walk	**		**	*	**
Sustrans Cycleways	***	-	**	*	**

	Active and Interested	Attraction / Site Users	Non-users: Residents	Urban groups from neighbouring towns	New Residents
Geological Trails	***	***	*	**	**
Living Heaths				-	
Oakwood Restoration Project	***	**	*	-	**
Coopers Hill	***	*	*	-	*
Flitwick Moor	***	-	-	-	*
RSPB The Lodge	***	***	*	**	*
Community Heritage	***	-	***	-	*
Geophysical analysis at Warden Abbey	***	-	**	-	-
CTR Secret Stories	***	***	***	*	**
CTR Your Views Count	**	**	**		
CTR Talking Forward	***	*	**		
CTR Festival	***	***	**	**	**

Figure 25 GREENSAND COUNTRY: PROJECTS AND SCHEME THEMES

	Greensand	Rich wildlife on greensand	Rich stories, hidden	Local people working together	Exploration we can help
Historic Parklands Walks, research, fixed interpretation	***	**	***	*	***
Revealing the Ridge					
Towns off the greensand ridge walk	**	**	*	**	***
Destination Plus	**	**	*	**	***
Interpretative benches	**	**	*	**	***
Updating the existing greensand ridge leaflet	**	**	*	**	***
BHS - Visiting on Horseback	**	-	-	-	***
Flit Valley Walk	**	**	***	-	***
Sustrans Cycleways	-	-	-	-	-

	Greensand	Rich wildlife on greensand	Rich stories, hidden	Local people working together	Exploration we can help
Geological Trails	***	*	***	***	***
Living Heaths					
Oakwood Restoration Project	***	***	*	***	***
Coopers Hill	***	***	*	***	*
Flitwick Moor	*	***	?	***	-
RSPB The Lodge	***	***	***	***	**
Community Heritage	***	*	*	***	*
Geophysical analysis at Warden Abbey	*	-	***	**	**
CGC Secret Stories			***	**	
CGC Your Views Count		*	*	*	*
CGC Talking Forward	**	*	**	***	*
CGC Festival	***	**	**	***	***

11.2 Additional Scheme-wide projects

The interpretation planning work has highlighted the need for additional communication projects that will support and streamline the interpretation effort. These projects are all Scheme-wide initiatives that will reduce duplication of effort between projects and so create more efficient use of resources. They will also create greater coherence and cohesion between the interpretation so that the work of the Landscape Partnership is more recognisable.

The projects we recommend are as follows.

11.2.1 Branding and Style Guide

The decision to unite behind the name Greensand Country will have far more impact if the project partners all use a common brand (see 10.1.1 and 10.1.4). A branding exercise should be carried out to develop a distinctive Greensand Country graphic identity and a style guide to aid partners in the use of the logo and other graphic elements.

Training and on-going support should be provided to help partners with little or no experience of design, and in some cases limited and out-of-date software to create materials that conform to the style guidelines.

11.2.2 Graphic design

Training and support may not be enough to help partners produce high quality, on brand, materials. Templates are of limited help when people are working across a range of platforms. We therefore recommend that the Scheme contracts a graphic designer who can ensure consistency of appearance across all media (both printed and on-line).

11.2.3 Interpretive map, regional and national maps

A good map of Greensand Country will be vital for increasing recognition of the area. Maps will also be needed for much of the interpretation, in particular for the projects about routes, both in printed and on-line media.

Map production is time-consuming and detailed work, which requires considerable knowledge of the areas as well as permissions to use Ordnance Survey material. We recommend the Scheme commissions an interpretive map of the landscape area that can be used by all projects. This should show the topography of the landscape. It will act as base map, onto which other information can be added, for the other interpretive projects.

In addition to this interpretative map, the Scheme should also produce standard maps showing the location of Greensand country within the region and within the UK.

11.2.4 Commissioning high quality photographs

Good communication requires good imagery. The quality and effectiveness of interpretation, promotion and press coverage can all be limited if good photographs are not available. We recommend that the Scheme commission professional photography to create a bank of images that all partners can use. This should feature all the distinctive qualities of Greensand Country and all the projects in the Scheme. The highest priority should be given to good images of people, representing all the target audiences in the landscape and engaging with it.

11.2.5 Website and co-ordinated social media campaign

An active and animated on-line presence for Greensand Country will be important in building recognition. A website is important as a one-stop-shop for reliable and up-to-date information. It should contain information on all activities and links to partners and other relevant local organisations. It should also include links to active social media on Facebook and Twitter (and maybe other platforms).

Maintaining the social media activity should be a central project but with all projects responsible for providing content, stories, images etc.

11.2.6 Co-ordinated press and publicity

Publicity and press coverage should also be co-ordinated and managed centrally. There should be a strategic approach based on using appropriate outlets to reach the target audiences identified in this plan.

11.2.7 Greensand GPS app and/or Greensand microcaches

The projects will produce a range of new information that would be good interpretive content, based on specific locations. This includes the outputs of many of the projects, which could be new stories, research finding, new conservation projects, and creative outputs in visual and auditory forms. This information should be made available on site, but not on panels which could cause visual intrusion and clutter. We therefore propose a GPS app, which will allow people to see or hear content when triggered at a location. This can be added to over time as new information and outputs become available. This has the added advantage that the orientation and directional maps and instructions can be published before the interpretation is available.

A possible additional project would be based on geocaching and would involve marking each restoration project, particularly, but not limited to, the Community Projects, with a small 'cache'. The cache should contain information about that project, ideally presented in a quirky and witty style, designed to appeal to family and young adult audiences with more interest in challenge and exercise activities than heritage. These caches can be part of the Greensand Country app but also have the potential to form treasure hunts and trails, for instance as part of the Greensand Festival.

12.00 INTERPRETATION: INDIVIDUAL PROJECT PLANNING

The following pages describe how each project contributes to the wider Greensand Country Scheme through delivery of themes, appeal to target audiences and relationship to other projects.

PROJECT NAME: Historic Parklands	
Project description	Part of a larger project focusing on working with landowners to improve the documentation and condition of existing parklands, including sandstone structures and habitats including wood pasture and veteran trees. The interpretation elements include researching human history and opening up two new walking routes linking historic parks. The Millennium Route is in the west of the Landscape Area, the Eastern Route is in the east. Also a project on Champion tress featuring veteran trees of the parklands.
Target audiences	**Active and interested** **Attraction site users** Non–user resident Urban groups from neighbouring towns Future residents
Notes on target audiences	*Active and interested* – this is an excellent opportunity to engage local history groups in community research into lesser known, and sometimes inaccessible parts of the landscape. This could include privileged access to some of the parks for pre-booked groups. This could create story content for the Secret Stories project (see below). There are likely to be some 'quick wins' e.g. WWII history. *Attraction site users* – some of the historic parklands, such as Ampthill Park, are popular attractions. This project offers mechanisms for both interpreting these attractions e.g. by focussing on human stories of the importance of veteran trees and creating easy, focussed links to other parks. Both the routes and finding the top 20 veteran trees in Greensand Country can help move people from attractions into the wider landscape. *Non-user residents* – the main attractor here is connecting more with the local community. Historical research or creative storytelling work (through the Secret Stories project and /or the Your Views Count project) could offer new avenues that appeal to different people *Urban groups from neighbouring towns* - this audience could be engaged through creative telling of some of the stories in urban locations (again via Secret Stories using content generated through this project) *Future residents* – the Millennium and Eastern Routes can offer an attractive way to explore the local landscape (via Destination Plus project)
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	This project has the potential to cover all five themes strongly or very strongly. To do this it must emphasise: • How the historic parklands relate to the greensand geology and this landscape as traditionally marginal land • Relationships to the wider Greensand Country • Importance of parkland wildlife

	• Value of veteran trees in landscape as habitats • Local vernacular building style especially of sandstone structures and buildings within the parklands • Uncovering new personal stories of people connected with parklands • The role and value of volunteers and their contributions • Routes through the parklands and connecting parklands with the wider Greensand Country landscape
Proposed media	Booklet and downloadable PDFs for Millennium Walk, other park routes On-line information (on website) on people stories Panel in car parks introducing this park as on of the Greensand Country historic parks and signposting others to visit ('*If you have liked this, you may also like …*')

PROJECT NAME: Revealing the Ridge A. All projects except Gamlingay link (See separate sheet)	
Project description	**1. TOWNS OFF THE GREENSAND RIDGE WALK** Providing and promoting key ROW links between local towns eg Shefford, Biggleswade, Bedford via Cople & Cardington and the Greensand Ridge Walk. This will be achieved by new destination signage, orientation panels, promotional material and downloadable route maps.
Project description	**2. Destination Plus -** Project designed to engage the new communities / residents in the new housing developments in Greensand Country with the ROW network in their area. It will promote a selection of short circular walks from these developments.
Project description	**3. INTERPRETATIVE BENCHES-** install 2 or 3 interpretative benches at key locations along the Greensand Ridge Walk
Project description	**4. UPDATING THE EXISTING GREENSAND RIDGE LEAFLET**
Target audiences	**NB Common for all Revealing The Ridge Projects except for Gamlingay Link** **Non–user resident – Very strong** **Future residents – Very strong** **Active and interested - Strong** Attraction site users- Small. Probably only of slight relevance Urban groups from neighbouring towns - Small but significant.
Notes on target audiences	**Non-user residents** – particularly non users of the ROW network and non-confident users. E.g. there are large numbers of young professionals in new developments e.g. at Flitwick. Many will be looking for places to keep fit (walking, running, cycling) others may have young families. Appropriately targeted materials will be needed to attract these two different audiences. Active and interested- this project will provide / highlight new ROW links for this audience. It might enable some to leave the car at home and walk. Future residents – aim to link with the new developments where possible and to promote ROW network to new residents – "Get out and explore your new home landscape!" Many of the points raised for Non-user residents also apply to this audience. Attraction site users- Raising awareness of the excellent ROW network to this group is important as a possible way of encouraging them to explore the Greensand Country beyond the attractions. Provision of Promotional materials and maps at all the key attractions is therefore important. Urban groups from neighbouring towns – The main relevance to this potential audience is in helping make people feel that they are allowed and welcome within the Greensand Country. Not knowing where one is allowed to go in the countryside can be a significant barrier to this group. NB it is important that promotional materials and orientation signs all use attractive professionally taken photos of a range of users from these target audiences using these routes in a range different locations throughout Greensand Country.

Themes	**NB All the Revealing The Ridge Projects share the same approach to themes.** Greensand Country rewards exploring and we can help you to discover it. – Very strong The wildlife and way of life of Greensand Country all stem from the greensand. - Strong Greensand Country is rich in wildlife, that is different from that in the surrounding countryside - Strong Greensand Country is rich in stories that stretch back in time; many of them are hidden. – Small except for certain locations see note. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. - Strong
Notes on themes	Greensand Country rewards exploring and we can help you to discover it. – This is one of the key projects for promoting this theme on the ground. It is important that promotional material carries the Greensand Country logo and key messages. These materials should be designed to appeal to the key target audiences (eg showing appropriate types of people using the ROW network) and to make Greensand Country look accessible and welcoming. The wildlife and way of life of Greensand Country all stem from the greensand. – the ROW network takes people out into the Greensand Country and can link wildlfe sites, greensand structures, parks and vernacular architecture. Route leaflets and promotional materials will have an important role in opening users eyes to this. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside – Users of the ROW network will come into contact with wildlife almost wherever they go. Route leaflets and promotional material can highlight this. "Get out into nature" "Find Nature on your doorstep" Greensand Country is rich in stories that stretch back in time; many of them are hidden. – This will become significant if the routes go past key sites revealed by the stories. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. – local people can volunteer to help with ROW projects. This volunteering is done largely through Parish based groups and opportunities will depend on the strength of the local group (e.g. Aspley Guise is strong).
Proposed media	1. New destination signage, way marking and promotional material (lealflets and posters) and downloadable route maps. Orientation panels (A/0 size allows for good illustration and map) at the start of routes, especially in new developments. 2. New signposting, orientation panels and interpretative boards (no information on sizes or numbers provided) All way marking and signage to include Greensand Country branding. Information packs "Greensand Country – discover your new home" (containing a promotional leaflet, map of local routes, contact information especially we links as to where to get further information, information about opportunities for volunteering) to go through the doors of new residencies and to be distributed to new house buyers / renters in the area via Estate Agents. 3. These are likely to be sculpted timber benches at key view points with an

	appropriate sculpted topic for each location. The intention is to try and get some community engagement with identifying appropriate topics. It is critical that the briefing for these includes the need to stick within the Greensand Country Interpretative themes. 4. Revamping the existing downloadable leaflet about the Greensand Ridge Walk to pick up on the Greensand Country themes and engage users with the wildlife, geology and cultural landscape they are going through. This will continue to be made available as a download from the CBC website.
Relationship with other projects	Cross fertilisation of information between the conservation projects and all the Revealing The Ridge projects will be very important (eg identifying key conservation sites, and features to highlight along the routes). Likewise exchange of information with the "Creative" projects eg the Stories project will be important if it turns up stories associated with the routes. It could be that some of the "Creative" projects could produce art work that can be located along some of the routes or used within some of the signs / leaflets. Careful co-ordination of timing between projects will be required for this to be possible. Engaging, professionally taken photos of ROW users from the appropriate target audiences will be a key resource for this project. A Greensand Country GPS triggered smart phone app will be a really valuable resource for users of the ROW network and should be strongly promoted along with information about the network. Much of the research for this could be shared with project 4. above. It is important that promotional and interpretation materials from all the Greensand Country scheme projects about routes (e.g. Revealing The Ridge, Cycle ways, Horse riding routes and Geology trails) look like a family and share, design style and formatting (the latter is important at least in the final fold format, so that they can all be distributed side by side from the same dispensers.
Notes	One of the possible reasons why people (especially new incomers to the area) are not as aware as they might be about the ROW network may well be that the route maps etc are only now available as downloads via the web. This means that new comers do not bump into this material in libraries, village halls etc). They need to actively hunt it out to be aware of it. We recommend that The Greensand Country scheme addresses this issue by at least providing promotional posters in libraries, village halls, schools, doctors surgeries (due to the links with healthy exercise), pubs. Particular emphasis could be given to distributing and displaying this material at railway stations, bus stops and petrol stations, so that commuters see it more easily. If possible it would be really good to revamp existing leaflets and downloads about the ROW network and The Greensand Ridge Walk within Greensand Country with the Greensand Country branding and appropriate themes (see above).

PROJECT NAME: Revealing the Ridge B. Gamlingay link	
Project description	GAMLINGAY LINK Linking the current end of the Greensand Ridge Walk to Gamlingay and making a gateway / end of walk interpretative feature at the Gamlingay Ecohub.
Target audiences	**Active and interested – Very Strong** Non–user resident – small Urban groups from neighbouring towns - small but siginificant Attraction site users- Probably N/A Future residents – N/A
Notes on target audiences	Active and interested- These are the existing users of the Greensand Ridge Walk. Non-user residents – particularly non users of the ROW network and non-confident users Urban groups from neighbouring towns – relevant because of the other end of the walk in Leighton Buzzard.
Themes	Greensand Country rewards exploring and we can help you to discover it. – Very strong The wildlife and way of life of Greensand Country all stem from the greensand. - Strong Greensand Country is rich in wildlife, that is different from that in the surrounding countryside - Strong Greensand Country is rich in stories that stretch back in time; many of them are hidden. – Small except for certain locations see note. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. - Strong
Notes on themes	Greensand Country rewards exploring and we can help you to discover it. – This is one of the key projects for promoting this theme on the ground. It is important that promotional material carries the Greensand Country logo and key messages. The wildlife and way of life of Greensand Country all stem from the greensand. – the ROW network takes people out into the Greensand Country and can link wildlife sites, greensand structures, parks and vernacular architecture. Route leaflets and promotional materials will have an important role in opening users eyes to this. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside – Users of the ROW network will come into contact with wildlife almost wherever they go. Route leaflets and promotional material can highlight this. "Get out into nature" "Find Nature on your doorstep" Greensand Country is rich in stories that stretch back in time; many of them are hidden. – This will become significant if the routes go past key sites revealed by the stories. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. – local people can volunteer to help with ROW projects. This volunteering is done largely through Parish based groups and opportunities will depend on the strength of the local group (e.g. Aspley Guise is strong).
Proposed media	The development of an interpretative gateway feature for the end / beginning of The Greensand Ridge Walk. Details of this are still to be finalised but could be some form of sculpture and an A/0 size orientation / promotion panel or a combination of the two. NB Ideally this should be

	mirrored by a similar feature marking the other end of the route, somewhere near the Market Cross in Leighton Buzzard. These need to be closely co-ordinated. There needs to be an interpretative panel and stand at the existing end of the walk encouraging users to go in to Gamlingay. There also needs to be new way marking along the route.
Relationship with other projects	Cross fertilisation of information between the conservation projects and the Revealing The Ridge projects will be very important (e.g. identifying key conservation sites, and features to highlight along the routes). Likewise exchange of information with the "Creative" projects e.g. the Stories project will be important if it turns up stories associated with the routes. It could be that some of the "Creative" projects could produce art work that can be located along some of the routes or used within some of the signs / leaflets. Careful co-ordination of timing between projects will be required for this to be possible. Engaging, professionally taken photos of ROW users from the appropriate target audiences will be a key resource for this project. A Greensand Country GPS triggered smart phone app will be a really valuable resource for users of the ROW network and should be strongly promoted along with information about the network. It is important that promotional and interpretation materials from all the Greensand Country scheme projects about routes (e.g. Revealing The Ridge, Cycle ways, Horse riding routes and Geology trails) look like a family and share, design style and formatting (the latter is important at least in the final fold format, so that they can all be distributed side by side from the same dispensers.
Notes	One of the possible reasons why people (especially new incomers to the area) are not as aware as they might be about the ROW network may well be that the route maps etc. are only now available as downloads via the web. This means that new comers do not bump into this material in libraries, village halls etc.). They need to actively hunt it out to be aware of it. We recommend that The Greensand Country scheme addresses this issue by at least providing promotional posters in libraries, village halls, schools, doctors surgeries (due to the links with healthy exercise), pubs. Particular emphasis could be given to distributing and displaying this material at railway stations, bus stops and petrol stations, so that commuters see it more easily. If possible it would be really good to revamp existing leaflets and downloads about the ROW network within Greensand Country with the Greensand Country branding and appropriate themes (see above).

PROJECT NAME: Visiting Greensand Country on horseback

Project description	Promoting five routes for horses and riders in Greensand Country.
Target audiences	Active and interested users
Notes on target audiences	This is a tightly targeted project aimed at horseowners / riders, who need appropriate information to help them ride in Greensand Country. This will include information on the length and degree of difficulty of the routes, parking for horseboxes and horse-friendly pubs. Horse-riders are unlikely to stop at heritage features and attractions but as a group they tend to be observant and may return to visit places of interest encountered on the ride on another occasions
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	In order to address these themes the project must emphasise: • That these rides are on the greensand and in Greensand Country • why the greensand creates good riding conditions i.e. good ground that does not generally get waterlogged, away from roads, great views from Greensand Ridge • Relationships to the wider Greensand Country
Proposed media	A4 folded to DL promotional leaflet 5 detailed route descriptions available as PDFs
Relationship with other projects	Will use the interpretative map in the DL leaflet Will use Greensand Country branding and Style Guide
Notes	The content will follow a well-established and successful format created by the British Horse Society. This should be co-ordinated as far as possible with the other routes and access projects in the Landscape Partnership Scheme.

PROJECT NAME: Flit Valley Walk	
Project description	A five mile walk route along the river valley, linked to local stories and aimed at families. Hopes to incorporate a quiz/challenge element through incorporating hidden carved animals (produced by local wood carver along the route)
Target audiences	Active and interested Attraction users Non–user resident Future residents
Notes on target audiences	Active and interested – this will provide a new way-marked walk route suitable for runners and walkers and for families with an interest in countryside walks Attraction users – if suitably developed and promoted, this could provide an ideal 'next step' for families looking to move beyond the most frequently used attractions. Non-user residents – as a local community initiative this has potential to attract new people in the creation of the trail and in field-testing it as well as for end users. Future residents - the walks leaflet will be included in the walk pack for new local residents
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	This is a rather ambitious list of themes for a modest project. To achieve them all it will need to emphasise: • How the local stories and wildlife relate to the greensand • How the featured wildlife are typical and distinctive of Greensand Country • How the human stories relate to the greensand • The role and value of volunteers in creating the new route • How this route relates to other walks in Greensand Country
Proposed media	Promotional leaflet Waymarking Sculptures We recommend that this walk is also available as a PDF as part of the family of Greensand Country routes. It is unlikely that the budget will stretch to both panels and sculptures and we recommend that the sculptures, supported by on-line and downloadable materials are a more original, locally distinctive and family-friendly medium.
Relationship with other projects	This project should be part of the family of new routes in Exploring Greensand Country. It can be the venue for activities as part of the Festival. Providing information to new residents locally should be part of the Destination Plus project. It should include locations for the Greensand Country GPS app.
Notes	This should be co-ordinated, including in design and editorial style of publications and waymarking with the other routes and access projects in the Landscape Partnership Scheme. Will require an access audit .if one is not in place. There is no parking provision available,potentially a serious issue.

PROJECT NAME: Greensand Cycle ways, Sustrans

Project description	Improving signage and promotion for the existing Greensand Cycle way, Installing signage for linked circular routes, Creating new routes to link with the Chilterns Cycleway Creating a new route around Bedford starting in Greensand Country Creating a family friendly route in the Ampthill / Flitwich area. Creating/ updating Maps and GPX files for the route . NB Sustrans do not have plans or resources for interpretation as part of this project apart from a **small research project about cycling heritage in Greensand Country**. See Notes
Target audiences	**Active and interested** Attraction site users - N/A Non–user resident - strong; mainly new and returning cyclists and some family cyclists) Urban groups from neighbouring towns - small Future residents –-strong.
Notes on target audiences	Active and interested -very strong for existing day tour cyclists, strong for leisure cyclists and small for family cyclists. NB Sustrans research suggests that day tour cyclists are unlikely to use interpretative materials. Attraction site users - N/A Urban groups from neighbouring towns – probably existing day tour cyclists who have not previously been here. Non-user residents - mainly new and returning cyclists and some family cyclists) Future residents New and returning cyclists and some family cyclists) looking for places to ride
Themes	Because Interpretation was not seen as part of this project during our discussions we did not discuss the most relevant themes. However if interpretation is done in conjunction with the project the most likely themes would be: The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in stories that stretch back in time; many of them are hidden. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	In order to address these themes the project must emphasise: • That these cycle rides are on the greensand and in Greensand Country • Why the greensand creates good cycling conditions i.e. good ground that does not generally get waterlogged, away from the roads, great views from Greensand Ridge • Relationships to the wider Greensand Country • Key viewpoints and places of heritage and wildlife interest (including parks and greensand structures) along the route.
Proposed media	**Signage** - All signage to carry Greensand Country logo wherever possible. **Finger post signs** to have Greensand Country logo added to them. **A4 folded to DL promotional leaflet** to mirror that being proposed by the horse riders. See notes below. **A/0Promotional "Explore Greensand Country" Panels** at major junctions / interfaces with busy public spaces (probably 5 but number yet to be confirmed). These should ideally promote the Greensand Cycleway, Greensand Ridge Path, The Horse riding routes and the Geological trails. They should have large attractive professional photos of people (key target audiences) enjoying using a variety of these facilities and indicative maps of the routes with links to website where detailed routes can be downloaded. **Route maps, descriptions** and GPX files to be available as PDF downloads from the Central Beds website (NB important to ensure that

	Greensand Country logos and messages are added to all the pre-existing downloadable maps Users of the cycleway could also use a Greensand Country App if one is produced. This could be advertised on the Promotional Leaflet and Panels for the cycleway. Sustrans would also promote the route via The Greensand Country website, their own website and other cycling websites "**Cycling History in Greensand Country**" Sustrans propose a small project for a volunteer to research the early cycling history associated with Greensand Country. This would document the late nineteenth century / early twentieth century boom in cycle club formation. Two existing local clubs BRCC & CTCC were formed in the 1920's. The Ivel Valley cycles (including the first tandems in the UK) were built in Biggleswade. Early time trials went up and down Watling Street to Hockliffe. There is a memorial in Sandy to pioneer time trialist Mr Bidlake who was knocked off his tricycle and killed in 1930. Peter Bate also found a cycling route described in the Leighton Buzzard Observer form 1899 which is almost the same as the Greensand Cycle trail. This could form a special interest page on the Greensand Country Website.
Relationship with other projects	Will use the Greensand Country interpretative map in the DL Promotional leaflet Will use Greensand Country branding and Style Guide
Notes	Apart from the small "**Cycling History in Greensand Country**" research project and associated web page, this project does not include any interpretation but Sustrans have agreed that they could print a map including interpretation, if the interpretation elements are researched, scripted and illustrated by others in the scheme. They would need 'camera ready' artwork, illustrations and script that can be simply dropped into the map by their design team. This needs to be discussed further with Sustrans. BRCC and Greensand Trust are to collate the interpretaive material which will then be used by Sustrans to create their interpretive map. Claire has a vision for a **large fold out interpretive route map** similar to that produced for the "Way of the Roses" Coast to Coast cycle way. Further work would need to be done to clarify exactly who the target audiences for the map should be and which Greensand Country themes it would concentrate on. The promotional leaflets and panels for the various greensand routes should ideally be produced as a family sharing the same graphics, style and where possible format. It would be sensible if they were all scripted by the same person and designed by the same graphic designer.

PROJECT NAME: Geology Trails	
Project description	Production of: 3 "Geotrails" each with self guided trail leaflets, some with new directional signs and others with marker discs. 1 general interest leaflet about the local geology and stories of industries dependent on it. A "geological wall" approx. 1.5m x 3m at Ecolodge, Clophill Heritage Trust site. 1 A1 / A0 interpretative panel (probably to explain the wall, otherwise for use at the old Quarry at RSPB The Lodge Sandy) 4 workshops (1 per year) aimed at the general public
Target audiences	Active and interested – Very strong (Trails & leaflet) Strong (geological wall Attraction site users – Very strong (Trails & leaflet) Urban groups from the neighbouring towns – Strong (wall), Small (Trails & leaflet) Non–user resident –Small (Trails & leaflet) Future residents – Strong (Trails & leaflet), Small (workshops) N/A (wall)
Notes on target audiences	Active and interested – Trails & leaflet will appeal to groups like walkers, the wall hopefully will attract families visiting the Ecolodge for other events. Attraction site users Urban groups form the neighbouring towns – It is hoped the wall will be seen by some of these people visiting for events at the Ecolodge. Non-user residents Future residents
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Very strong. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside - Small Greensand Country is rich in stories that stretch back in time; many of them are hidden. Very Strong. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. – Very strong for the workshops. Small for trails and leaflet. Greensand Country rewards exploring and we can help you to discover it. – Very strong for trails. Strong for leaflet.
Notes on themes	Our experience elsewhere is that the widest possible range of people get interested in geology when it is told as an integral part of related human and wildlife stories, rather than when it is promoted purely as geology. The cross cutting application of the Greensand Country interpretative themes is therefore particularly important to this project.
Proposed media	3 "Geotrails" each with self guided trail leaflets, some with new directional signs and others with marker discs. 1 general interest leaflet about the local geology and stories of industries dependent on it. A "geological wall" approx. 1.5m x 3m at Ecolodge, Clophill Heritage Trust site. 1 A1 / A0 interpretative panel (probably to explain the wall, otherwise for use at the old Quarry at RSPB The Lodge Sandy) 4 workshops (1 per year) aimed at the general public
Relationship with other projects	Because Geology is so central to the main theme *The wildlife and way of life of Greensand Country all stem from the greensand,* it is very important that the knowledge and expertise about local geology is made available and transferred to all the other projects and partners as early as possible in the scheme. BGG have offered to do talks to help this "cross fertilisation" occur, however since they are a small voluntary body with very limited funds they

	would need financial support (for travel and support materials) from the scheme to enable this to happen.
	Because the text in the trail leaflets need to be brief in order to be effective, this is a project that would definitely benefit from the creation of a GPS triggered Greensand Country Smart phone app. Reference could then be made at key points of the trail to the app – eg "If you would like to hear more about.... listen to the app."
	As with the other leaflets about trails in the scheme, it would be very good if these could share the same graphic style as the others so that they can clearly be seen as related to each other.
Notes	This is a project that would particularly benefit from formative evaluation exercises being carried out with non-expert volunteers from the relevant target audiences at a draft stage of the trail leaflet before it is finalised.

PROJECT NAME: Oak Wood Restoration Project	
Project description	This is primarily a habitat restoration project with some communication opportunities.
Target audiences	**Active and interested users** **Attraction site users** Non–user resident Future residents
Notes on target audiences	Active and interested – the opportunity here is to attract the attention and interested of active and interested users in the habitat and its restoration. Attraction site users - this is a key attraction, the opportunity is to encourage these people firstly to explore more of Rushmere, away from the hub, and then more of the Greensand Country Non-user residents – could be some opportunities to engage with them at this safe and managed site but limited opportunity through this project alone. Main opportunity with adjacent settlements. Future residents – important for Country Park because of large developments within 1-2km of site . NB Urban groups from neighbouring towns are not seen as an audience for this project.
Themes	**The wildlife and way of life of Greensand Country all stem from the greensand.** **Greensand Country is rich in wildlife, that is different from that in the surrounding countryside** Greensand Country is rich in stories that stretch back in time; many of them are hidden. **Local people are working together to protect the special features, heritage and landscape of this area – you can help us.** **Greensand Country rewards exploring and we can help you to discover it.**
Notes on themes	This project has the potential to cover all five themes most of them strongly. To do this it must emphasise: • How the habitats under restoration relate to the greensand • Relationships to the wider Greensand Country, particularly the heaths • The quarry and its use (*this to be investigated further*) • This site shows how much of the Greensand Country would have been in the past • The history of land-use using old photographs/paintings or commissioned images • The role and value of volunteers and their contributions • Routes within the Park and leading from it, including one of the proposed Geological Trails and the Greensand Ridge Walk
Proposed media	2 identical permanent double panels, on path, at either end of area where the work is happening; two elements in each: one covering history of heath, the other on the future this work is aiming for and why. Possibly with viewing frame to focus attention on the landscape Possibly (dependent on discussions with Geology Group – see below) a panel by the old quarry Guided walks around site including this area (to help spread people through the site) with links to adjacent settlements Extend sculpture trail towards restoration area by including two sculptural benches based on heathland wildlife. Low level signage associated with demonstration restoration patches and raised planters in car park (area of maximum footfall) Lectern panel in car park about restoration project.

	Heathland photography as rolling slide show on LCD screen in café Notice board displays on woodland restoration in visitor centre Temporary fixed signage for dog walkers in particular relating to cattle grazing as part of the restoration process A frames to highlight work being carried out on site when felling etc. is taking place
Relationship with other projects	Geology Group to advise on old quarry and its possible restoration & suitability for interpretation A frames Secret Stories – for researching people stories and historic images of the habitats, also a venue for storytelling Geological Trails – links with route Excellent location for Your Views Count activities and can display images produced on café walls Good focus for Talking Landscape activities on landscape change Could use interpretive map in visitor centre Staff should be trained in talking about the Country Park and part of Greensand Country Can provide venue and events for the Festival
Notes	Interpretation will be informed by the Style Guide.

PROJECT NAME: Living Heaths – Cooper's Hill – Heathland Rescue	
Project description	Small scale interpretation to support heathland restoration project (turf stripping, scrub, bracken & tree removal) on Wildlife Trust Reserve
Target audiences	**Active and interested** – Very strong Attraction site users - small Non–user resident - small Future residents - small Urban groups from neighbouring towns – N/A
Notes on target audiences	**Active and interested** – High % of repeat dog walkers, other regular user groups include health walks, Mind walks, Nordic walkers, Rugby Club. Large numbers of people use it as an access route to Ampthill Park. Very Small % of naturalists. Non-user residents – Reasonable numbers of residents form new estates nearby – dog walking & access route to Ampthill Park Attraction site users – small no. of visitors to Ampthill Park Future residents – small % Urban groups from neighbouring towns - Not seen as an audience
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	This project has the potential to cover three themes strongly or very strongly. To do this it must emphasise: • How the habitat relates to the greensand • Relationship to the wider Greensand Country, particularly the other heaths and to Ampthill Park • It must also help visitors relate to key heathland species that they otherwise might not notice. • It needs to highlight the ways in which people can help the heathland & its wildlife by volunteering. • Raising awareness of the site as a nature reserve rather than a park.
Proposed media	**2x A1 Interpretation boards** at main entranc**es** **2x Notice boards (**for details of events volunteering, tasks and sightings) **3-4 smaller welcome signs** at other access points **2 large boards (A1 or A0)** at view points small A4 clip frames with laminated notices to use as temporary changeable notices re management work being planned or undertaken. Because of the large numbers of regular repeat visitors (especially dog walkers) it would be ideal to use changeable panels (changing at least with the 4 seasons) instead of permanent panels but unfortunately the Trust does not have staff time or resources to cater for this. Install **a number of small heathland related wooden sculptures** (up to 1 m high) around the nature trail. A local volunteer is possibly interested in

	making these. **Public events** eg guided walks, talks family bug hunts promoted via local magazines eg Council "Around the Pump" and Trust "Local Wildlife", and Websites (Greensand Country, Wildlife Trust, and Ampthill Town Council.
Relationship with other projects	The wildlife Trust is limited in its staff resources at present (1 visit a month on average) , so although there is a desire to undertake community involvement projects, they may be limited in what they can achieve. The Greensand Country community based engagement projects will therefore be a very important support for this project.
Notes	Will need support with Style Guide to ensure that the interpretation integrates Greensand Country branding with Trust brand. Perhaps the Scheme can help provide support for the production of changeable interpretation? NB Cooper's Hill reserve is of particularly high nature conservation value and is considered to already be at its carrying capacity so the Trust is not seeking to increase numbers of visitors, through this work. Instead it is looking to increase the awareness and understanding of existing visitors. The Trust is interested in Setting up / developing a "Walking Wardens" scheme here and at Flitwick. These volunteers would benefit from being trained in relation to the wider Greensand Country themes and messages. If it can find staff resources, the Trust is interested in developing materials for an education pack to loan out to schools and groups about Coopers Hill and Flitwick Moor.

PROJECT NAME: Flitwick Moor – Moor for all Seasons	
Project description	Small scale interpretation to support peatland restoration project (scrub, bracken & tree removal) on Wildlife Trust Reserve
Target audiences	**Active and interested** – Very strong Attraction site users – N/A Non–user resident – N/A Future residents - small Urban groups from neighbouring towns – N/A**e**
Notes on target audiences	**Active and interested** – High % of repeat dog walkers, other regular user groups include ramblers / walkers. c.5% Naturalists or people interested in wildlife, including schools and universities, some of whom travel a distance to get there (because it is a rare habitat in the region?). Future residents – Likely to become a small user group due to 500 house development at nearby Warren Farm. Site / attraction users - Not seen as an audience Non-user residents – " " " ' Urban groups from neighbouring towns - " " " ' NB Flitwick moor is not a natural recreational site due to its wet substrate, although the proposed Flit Valley trail will pass through part of the site.
Themes	Greensand Country is rich in wildlife, that is different from that in the surrounding countryside. Very Strong This peatland site is a rare habitat in the area and contrasts with both the greensand and the adjacent clay vales. Greensand Country is rich in stories that stretch back in time; many of them are hidden. – small here may be a story about past peat digging on the site Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Very Strong
Notes on themes	This project has the potential to cover two themes strongly To do this it must emphasise: • How the uniqueness of the habitat and associated wildlife in the area • Relationship to the wider Greensand Country, (river valley, "borrowing landscape character from the surrounding landscape") • It must also help visitors relate to key peatland species that they otherwise might not notice. • It needs to highlight the ways in which people can help the peatland & its wildlife by volunteering.
Proposed media	The Trust had originally put in for just two A1 interpretation panels. The site has a number of **old interpretation panels** created by a range of organisations – Jon Balaam encouraged the Trust to take this opportunity to update and rationalise these. The Trust was concerned about whether it could raise the match funding that would be required. There could also be opportunities for: **Use smaller welcome signs** at other access points cf. Cooper's Hill **Small A4 clip frames / A boards** with laminated notices to use as temporary changeable notices re management work being planned or undertaken. **Public events** e.g. guided walks, talks (possibly run by Flit Vale Local Group - promoted via local magazines Trust "Local Wildlife", and websites (Greensand Country, Wildlife Trust, and Ampthill Town Council.

Relationship with other projects	The wildlife Trust is limited in its staff resources at present (1 visit a month on average) , so although there is a desire to undertake community involvement projects, they may be limited in what they can achieve. The Greensand Country community based engagement projects will therefore be a very important support for this project. The proposed Flit Valley trail will pass through part of the site.
Notes	Will need support with Style Guide to ensure that the interpretation integrates Greensand Country branding with Trust brand. Perhaps the Scheme can help provide support for the production of changeable interpretation? NB this reserve is of particularly high nature conservation value and is considered to already be at its carrying capacity so the Trust is not seeking to increase numbers of visitors, through this work. Instead it is looking to increase the awareness and understanding of existing visitors. The Trust is interested in Setting up / developing a "Walking Wardens" scheme at Flitwick. These volunteers would benefit from being trained in relation to the wider Greensand Country themes and messages.

PROJECT NAME: RSPB The Lodge Living Heath	
Project description	Although initially a self-guided trail loop into the heath at The Lodge, now after detailed planning this route includes an Iron Age hillfort and a disused greensand quarry creating more interest.
Target audiences	**Active and interested** **Attraction site users** Urban groups from neighbouring towns Non–user resident Future residents
Notes on target audiences	The active and interested audiences relate to the RSPB's Active Nature Enthusiasts, their primary target which including birdwatchers and people with a more general interest in natural history. Also volunteers. Attraction site users includes everyone whose only contact with Greensand Country is through the Lodge. 42% of visitors to the Lodge travel more than 10 miles. The opportunity here is to connect the Lodge to the rest of the Greensand Country landscape, especially the heaths. Urban groups from neighbouring towns - is strong because RSPB have already targeted Bedford for visitors with a marketing and promotion campaign, which has led to some success with eastern Europeans Non-user residents – is small Future residents – there are big new developments around the nearby Biggleswade which could be an opportunity (see below)
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	This project has the potential to cover all five themes strongly or very strongly. To do this it must emphasise: • How the habitats relate to the greensand • Relationships to the wider Greensand Country, particularly the heaths • Local vernacular building style e.g. of wall, the quarry and document landuse as a warren. • This site shows of much of the Greensand country would have been in the past • Highlight the personal stories including of the Peel family, Malcolm steward who owned the brickworks and developed the formal garden, quarry owners and workers, warreners and hillfort residents • The role and value of volunteers and their many and varied contributions • Routes through the heath and other routes elsewhere in Greensand Country and providing good information on accommodation and orientation within Greensand Country
Proposed media	A1 information panels at beginning and end of Heath Trail 2 new A1c panels near the hillfort about the hillforts and their history New A1 panel at the quarry Series (up to 24) temporary interpretation features (could be small clipboards, small whiteboards or slates) along the trail Trail leaflet – based on RSPB standard reserves leaflet with Greensand country logo Keen to develop costumed interpretation on human history of heaths

Relationship with other projects	Quarry panel was originally included as part of the Geological Trails but we recommend that the RSPB produce this with advice from Geology Group. Hillfort and the Quarry and the Lodge offer good venues and content for storytelling in the Secret Stories project The Lodge Gardens can be used as a venue for performances as part of the Festival RSPB as a leading and future-visioning conservation organisation could be a good host for The Talking Landscape Destination Plus should include information on The Lodge and the heath and on volunteering opportunities particularly for people within 5 miles. Can distribute Greensand Country materials (newsletters, events promotion, walks packs etc.) in visitor centre Will consider making Greensand Country interpretive map available for visitors in Visitor centre. Excellent location for Your Views Count activities Will train volunteers and visitor facing staff so that they are better informed about Greensand Country and better able to talk to visitors to Sandy about that (but will obviously need information from other projects to do that)
Notes	Need support with Style Guide to ensure that RSPB designers can integrate Greensand Country with RSPB brand.

PROJECT NAME: Community Projects: third party grants

Project description	This project will engage local communities in the identification, conservation, restoration and celebration of their local landscape heritage; where it meets our priorities. This will be achieved through the following methods:
	• Community engagement and training (based on early demonstrator projects)
	• Third party community grant scheme
	
	The activities which will take place under this strand of the programme are:
	
	Community Engagement and Training
	This strand will seek to engage with communities:
	1. Inspiring them to come forward with community heritage projects
	2. Providing training and support to deliver:
	   a. Project management
	   b. Managing budgets
	   c. Accessing funding
	
	Community Grant Scheme
	Projects will be funded through a third party grant scheme.
	1. Sandstone structures
	   a. Restoration of sandstone structures
	   b. Training planners, owners, architects, builders, stonemasons, etc, to ensure they have the appropriate skills
	2. Wider heritage projects, eg. Geophysics at Old Warden Abbey
	
	Geology and Geomorphology Trails *Led by the Bedfordshire Geology Group*

Target audiences	Active and interested Non–user resident Future residents
Notes on target audiences	Active and interested – this project is likely to attract participation from people with a strong interest in their local community and/ environment. It should aim to equip and encourage them to become advocates for the special features of Greensand Country by giving them, opportunities Non-user residents – 'passing trade' may be intrigued by activity in their community Future residents - as above
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. (Greensand Country is rich in wildlife, that is different from that in the surrounding countryside) (Greensand Country is rich in stories that stretch back in time; many of them are hidden.) (Greensand Country rewards exploring and we can help you to discover it.)
Notes on themes	The main themes for this project are concerned with the distinctiveness of the greensand structures and the involvement of local people. The churchyard work may bring in biodiversity and people stories. There are likely to be some elements to discover for the participants particularly if the communities involved network as a way of exchanging skills and experiences.
Proposed media	Simple A-frames describing work in progress GPS triggers to highlight work on GPS app

	Micro-caches celebrating work
Relationship with other projects	A-frames - shared with other projects involving practical conservation work such as Living Heaths Feature on GPS triggered app Will provide speakers and/or demonstrations for the Festival May provide content for Secret Stories and Your Views Count
Notes	This is a low-key interpretation project

PROJECT NAME: Geophysical survey at Old Warden Abbey	
Project description	Insight sessions for local community into a geophysical survey, covering both process and outputs.
Target audiences	Active and interested Non-user resident Future residents
Notes on target audiences	This project has low capacity because of the sensitivity of the site and is aimed at local people.
Themes	Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	This project should endeavour to ensure that the greensand setting is included as far as possible. This is likely to focus on the location of abbey in relation to the nearby springs.
Proposed media	Workshops and invited visits – pre survey, during analysis and during the creation of the reconstructed drawing. Creation of a high quality reconstructed drawing of Old Warden Abbey based on the findings of the geophysical survey.
Relationship with other projects	Provides venue and activities for Festival Provides source material for Secret Stories and Your Views Count Could provide activity for The Talking Landscape Could feature on GPs app (featuring reconstructed drawing)
Notes	

PROJECT NAME: Celebrating Greensand Country: Secret Stories / Your Views Count	
Project description	These are now two related strands of the community arts project that will enable people to explore and express their creative responses to the inspiration of the landscape and its heritage, past and present. Secret Stories will research the human and natural history of the landscape and encourage the retelling of old stories and the creation of new ones relating to Greensand Country in a range of narrative forms and the presentation of these at performance and in exhibition. Your Views Count focuses on visual media, particularly photography.
Target audiences	Active and interested Attraction site users Non–user resident Urban groups from neighbouring towns Future residents
Notes on target audiences	This project has huge potential for reaching a wide range of audiences. The extent to which it does this will depend on the detailed planning, timing, location and promotion of the events that will make up this arts programme. As the budget is limited, choices will have to be made. The following list highlights some of the potential. Active and interested – these groups are likely to be attracted to the research elements of Secret Stories (maybe via local history) and the photographic elements (via photographic societies). Attraction site users - using these places as venues for drop-in workshops or for performances could attract this group. Non-user residents – creative activities may attract people who are not attracted to traditional conservation / heritage organisations, or who are looking to engage with social activities, or who are involved in creative groups that are arts rather than landscape related. Urban groups from neighbouring towns – performances /exhibitions linked to storymaking or visual arts activities, looking at different landscapes in the nearby towns Future residents – as non-users residents. If the outputs are published or made available on line, this could be an exciting and non-traditional introduction to the landscape.
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	All these themes could and for a project of this size should be covered – subject to detailed project planning. The character and distinctiveness of the greensand is particularly important.
Proposed media	To be determined by detailed planning.
Relationship with other projects	This is a vital project that in many ways is the public face of the whole project and its key engagement tool for broader audiences. It should be rooted in all the other work and provide a showcase for it. Ideally it will use the sites of other activities as venues for both creating and performing/ exhibiting the work. This project should provide material for engaging social media activity and for local, regional and possibly national press coverage. It should generate photographs of people enjoying their local landscape.

PROJECT NAME: Celebrating Greensand Country: The Talking Landscape	
Project description	A programme of talks, walks and other presentations designed to provoke discussion and debate about the present and future Greensand Country landscape.
Target audiences	Active and interested Other?
Notes on target audiences	This project is likely to appeal immediately to people with a connection to the landscape and an investment in the future. The challenge will be to design it so that it appeals to and facilitates contributions from new audiences.
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	Any or all of the above themes could be a part of this project but in many ways the core of this is more about listening than telling. The themes may therefore be presented as statements that are vulnerable to challenge – they are all true but do they matter to everyone? If they don't, what does?
Proposed media	To be specified but will include challenging, iconoclastic presentations at a range of other venues, indoor and out. Could also include virtual forums.
Relationship with other projects	All projects that have a contribution to the future of the landscape including Community Projects, Living Heaths, Historic Parklands could participate in this. There is an interesting possibility for a link with the Roadshow, which will go to schools. The Roadshow may take the form of a debate about the future landscape, involving theatre or role-play. In that case, this project may adapt that classroom set-piece for a community and public setting.
Notes	Considerable development is needed.

Relationship with other projects	Provides research opportunities and content for Secret Stories
	Provides venue and content for events for Festival
	Provides content for The Talking Landscape
	Provides venues for "Your Views Count" – including veteran trees
	Eastern and Millennium Routes link to Working Woodlands and Living Heaths sites
	Publication will use Interpretative map
	Publication and on-line resources may use commissioned photography, particularly of veteran trees
	Will use Greensand Country branding and Style Guide
	Could link with Roadshow by providing materials for local Lower Schools relevant to ' my local environment' in the curriculum.
	Champion trees, sandstone structures, personal stories from research and conservation work could all feature on the Greensand Country GPS app and/ or the micro-cache trail
Notes	This should be co-ordinated, including in design and editorial style of publications and waymarking, as far as possible with the other routes and access projects in the Landscape Partnership Scheme.
	Social media campaign will be important for making connections within the community e.g. with people whose family have connections with the parklands and their houses
	This project has good potential for generating stories for the local and regional (possibly national) media.
	Co-ordinating, collating, disseminating and archiving the material generated from the social history research will require considerable staff time.

PROJECT NAME: Celebrating Greensand Country: Greensand Country Festival

Project description	The Festival will run in two years – probably 2018 and 2020. It brings together a range of activities involving all the projects within the Scheme I a festival running over a week and two weekends. This will include diverse events, including guided walks, talks, exhibitions, performances, competitions, quizzes across the entire project area, aimed at the widest audiences. These projects are being detailed by Laura Pottinger
Target audiences	Active and interested Attraction site users Urban groups from neighbouring towns Non–user residents Future residents
Notes on target audiences	The audience appeal will depend on the range of activities, their locations, timing and promotion. In order to engage with non-users nearby some of the events should be in the neighbouring conurbations.
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country is rich in wildlife, that is different from that in the surrounding countryside Greensand Country is rich in stories that stretch back in time; many of them are hidden. Local people are working together to protect the special features, heritage and landscape of this area – you can help us. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	Covering all these themes should be a fundamental part of the Festival design and a measure of its success.
Proposed media	Events, and activities of all sorts.
Relationship with other projects	All projects should contribute to the Festival. This could be a requirement of all other projects. It is an opportunity for volunteers to engage with a wider public and to get communities talking to one another about their landscape.
Notes	The Festival should be carefully scheduled in relation to other competing events. It has been suggested that the shoulder seasons, particularly Spring, may be beneficial for attracting tourists to the area.

PROJECT NAME: Visiting Greensand Country on horseback	
Project description	Promoting five routes for horses and riders in Greensand Country.
Target audiences	Active and interested users
Notes on target audiences	This is a tightly targeted project aimed at horseowners / riders, who need appropriate information to help them ride in Greensand Country. This will include information on the length and degree of difficulty of the routes, parking for horseboxes and horse-friendly pubs. Horse-riders are unlikely to stop at heritage features and attractions but as a group they tend to be observant and may return to visit places of interest encountered on the ride on another occasions
Themes	The wildlife and way of life of Greensand Country all stem from the greensand. Greensand Country rewards exploring and we can help you to discover it.
Notes on themes	In order to address these themes the project must emphasise: • That these rides are on the greensand and in Greensand Country • why the greensand creates good riding conditions i.e. good ground that does not generally get waterlogged, away from t=roads, great views from Greensand Ridge • Relationships to the wider Greensand Country
Proposed media	A4 folded to DL promotional leaflet 5 detailed route descriptions available as PDFs
Relationship with other projects	Will use the interpretative map in the DL leaflet Will use Greensand Country branding and Style Guide
Notes	The content will follow a well-established and successful format created by the British Horse Society. This should be co-ordinated as far as possible with the other routes and access projects in the Landscape Partnership Scheme.

13.0 AUDIENCE DEVELOPMENT AND INTERPRETATION: MONITORING AND EVALUATION

Continuing evaluation, review and improvement should be embedded in the delivery programme as part of improving the quality of interpretation skills and media delivery across the Landscape Partnership. This should be a collaborative and supportive activity.

13.1   Purpose

Evaluation has five main purposes:
*   To account for appropriate spend of public money.
*   To find out what difference the spend has made (outcomes).
*   To understand the legacy of the scheme (impact).
*   To find out what difference the Scheme has made to the Partnership and its constituent organisations.
*   To act as a constructive management tool to support sound Scheme delivery.

Monitoring provides the information to inform the evaluation's analysis.

13.2   Impact

In the context of audience development and interpretation, the main differences that we would expect the Scheme's spend to make are:
*   Audiences having more awareness and understanding of Greensand Country heritage and landscape.
*   Audiences being more actively involved in the heritage and landscape of the area.
*   Partner organisations being more aware of audience development and more actively involved in it.

13.3   Possible indicators of success

The measures of this success in relation to audience development and interpretation might include:
*   Reports of increased awareness and understanding of the Greensand Country heritage and landscape.
*   Increased number and range of volunteers.
*   Increased numbers and range of event/activity participants.

- Uptake of interpretation provision
- Attendance at events and participation in activities
- High levels of satisfaction with interpretation events and other provision.
- Increased use of information supplied through the Scheme.
- Increased use (both independent and supported) of recreational use of rights of way outside key attractions.
- More people trained in and practising interpretation skills.
- Range of barriers for potential audiences reduced and/or removed.