SOUTH WEST PEAK LANDSCAPE PARTNERSHIP

FINAL PROJECT REPORT

Name of Project	Bigger, Better More Connected
Delivery Partner	Peak District National Park Authority (PDNPA)
Name of Person Completing Report	Andrew Tetlow
Start Date of Project	March 2017
End Date of Project	December 2021
Date of Report	October 2021

Aims and Objectives of the Project

Bigger Better More Connected (BBMC) was designed to ensure that everyone in the South West Peak Landscape Partnership (SWPLP) was communicating to the community and to visitors in a way that made sense and was easily understood. The mission of this project was to create jargon free interpretation programmes, to promote our wonderful projects and educate people about all the South West Peak (SWP) has to offer.

This was undertaken through the SWPLP website, along with our Facebook and Twitter accounts. Ensuring standardized materials were used by project partners and responding to design needs so

that the branding of the SWPLP was consistent and in-line with National Lottery Heritage Fund (NLHF) standards was also a goal of this project. Originally, on-site interpretation of flagship locations throughout the SWP by the project officer was envisioned as well.

Project Delivery

Staff resource

A part-time Communication & Interpretation Officer was employed initially on 2.5 days, rising to 3 days a week for the five year programme. During 2021 this member of staff reduced his hours to take on a second part-time role with the PDNPA. Supplementary staff resource from existing part-time PDNPA staff was bought in in 2021 and early 2022 to help complete specific design and communication tasks.

Budget resource

The initial planned project budget for Bigger Better More Connected was £345,000 (figures excluding VAT) and was subdivided as follows, showing planned and actual costs incurred against each budget heading:

NLHF budget heading	Example items	Intended cost	Actual cost
New staff costs	project officer salary (started at 0.5fte, increased to 0.6fte)	£69,920	£67,265
New staff costs - additional staff resource		£0	£6,203
Training for staff		£300	£49
Training for volunteers	interpretive techniques	£1,200	£1,200
Travel for staff		£1,200	£701
Travel and expenses for volunteers	includes training packs for volunteers	£3,300	£3,467
Equipment and materials (activity)	interpretation materials for events and schools	£11,000	£1,390
Other costs (activity)			£8
Recruitment	advertise for project officer	£200	£58
Publicity and promotion	leaflets/posters for events	£1,000	£4,666
TOTAL		**£88,120**	**£85,008**

Partnership working – team involvement, steering group etc

Close working arrangement with both PDNPA based staff as well as with extended team working for various partner organizations. The project officer attempted to be responsive to the needs of the team and to support the overall vision of the SWPLP within the limits of being part-time.

Volunteers

Volunteer assistance was invaluable with the important contributions of audio editing in support of the Peak Land Lives (PLL) project. Through the work of a dedicated volunteer we now have an

exceptional audio and text archive of oral histories related to the book *The Land That Made Us*, which was produced by the Peak Land Lives project.

Consultants and contractors

External contractors were used in 2017 to design the partnership website and were available for further updates on request. Responsibility for the technical build was shared between IT staff at the PDNPA and the Lake District National Park.

Community involvement

Community involvement in the sense of interaction with people through the social media and web platforms was overall successful with other project officers contributing heavily to the content that allowed people to interact with the SWPLP and get excited about our projects.

What Has (and has not) Been Achieved

Outputs

List the intended outputs of the project (taken from the project plan), beside these outline what was delivered (be specific over numbers etc), (if they were not delivered, say why). Include agreed changes to outputs.

	Intended Output	Delivered Output
1	Interpretive Training Packs Produced (20)	5 packs were produced
2	Materials Prod/Used at Events (20)	21 = displays, leaflets, posters etc
3	Materials Prod/Used at School Visits (20)	14, plus material produced by other projects
4	People Exposed to SWPLP Message (5,000)	759,154 = total number of website hits and social media interactions
5	People Volunteering with the SWPLP (50)	18 related to this project
6	Volunteer Days Supporting the SWPLP (50)	71 days
8	Training Days for Staff/Volunteers (4)	7 training days delivered

Interpretive Training Packs: These packages were envisioned as a means for volunteers to learn about different aspects of the SWPLP but there was not a large level of interest in using the packs that had been produced and the time commitments of other aspects of the SWPLP meant that this was placed aside as not being critical.

People Volunteering with the SWPLP: Originally it was envisioned that BBMC would provide on-site interpretive programmes utilizing a number of trained volunteers as both leaders and assistants. This also fell aside due to time commitments and in some cases a lack of interest or insufficient publicity/marketing on the part of the project officer.

Key Outputs

1: Vastly exceeded the target goal of number of people exposed to the SWPLP message and the use of social media platforms and the website was critical to reaching this goal and exceeding it. These

resources will also persist in a legacy context and will be useful for any future extension of the SWPLP or even if they are repurposed for a new endeavour.

2: Volunteer days supporting the SWPLP: The contribution of, primarily, one volunteer in relation to BBMC is part of the success of this output. His work in creating an audio archive related to the Peak Land Lives project has been extremely successful and his contribution is exceptionally important in that it has created an accessible record of oral histories that can be used in perpetuity.

Outcomes

A clear and consistent set of South West Peak messages developed and agreed by the Partnership to be delivered in all interpretation projects.
- Achieved but with some exceptions. Ensuring that the message and branding of the SWPLP was consistent across all partners was challenging and there were some instances of improper branding or language being used that should have been caught by the project officer. In hindsight more aggressive follow-up and policing of these issues should have been undertaken.

Staff and volunteers will know about the messages and will be trained to communicate them clearly to the public.
- Achieved. Staff and (to a lesser extent in some cases) volunteers communicated well with one another and with the public and if someone was unsure about the correct message then other staff members were very accessible to assist.

Target audiences will know about and understand the value of the landscape and the threats it faces (Target audiences are: engaged families, committed recreationalists, new urban visitors, local people).
- Within the confines of the SWPLP audience (which can be viewed through the data collected through our social media platforms and website) there is an understanding of the value that the SWP landscape holds. However, there is always a certain proportion that simply do not agree with the goals of the SWPLP (or associated partners) and as a result value the landscape in a different way. This can prove to be an interpretive hurdle to get over.

Target audiences will change their behaviour as a result of a deeper understanding and be inspired to help (Target audiences are: engaged families, committed recreationalists, new urban visitors, local people).
- Possibly achieved but unsure. Tracking changes in behaviour can be difficult and there is not a large amount of evidence of this from the sources used as metrics for BBMC (such as social media and website analytics).

Key Outcomes

A key outcome for this project is the language and message that the SWPLP has spread. This will continue to persist both in the people and organizations that have been a part of the SWPLP and through our legacy channel such as the website. A key part of this can be seen in the success stories published through the SWPLP Blog and News sites.
https://www.southwestpeak.co.uk/blogs

What Made The Difference

The key factor that made a difference in this project was the cohesion and willingness of the extended SWPLP team to work together and support one another in dynamic ways. Without the support, enterprise and information provided by other project officers BBMC would not have any material to use in any of the sources mentioned above.

Challenges

Challenges to this project were primarily:
Technical: The training and use of a new piece of software to manage the SWPLP website. This was a steep learning curve at the outset of the project and with the support and training of the extended team in the PDNP it was overcome.

Covid: The limits on travel and recreation did not allow for objectives that had been slipping (such as providing interpretive programmes) to be addressed. As a result it was difficult to catch up as the project progressed.

Case Studies

Delivery of interpretive programme on the Roaches to Mosaic Champions group. This was one of a number of successful collaborations with other project officers.

Although more limited than originally intended the production of videos covering the activities of the SWPLP have proven popular and will be maintained in a legacy status for future use along with a large library of video and images that demonstrate the impact and success of the SWPLP.
https://youtu.be/yEVsYXBQvAg

https://youtu.be/OjeNNTWf23w
https://youtu.be/36au1KKGhYE

Legacy

Skills/knowledge/experience

Trained volunteer in audio editing that may be interested in continuing to work with partner organizations after the end of the SWPLP. Project staff trained in website management software that allows for independent work without relying on extended partner staff.

Data

Surveys undertaken through our digital channels along with a large photo and video library.

Equipment

New equipment in the form of laptops and software that can continue to be used.

Connections/collaboration

Close ties with individual partner organizations and individuals throughout the SWPLP that can be maintained and used for future projects.

Educational Resources/Other Resources

The full extent of the SWPLP website is an excellent resource and will continue to be maintained for a period of 5 years after completion of the LPS.

Lessons Learned

What I would do differently:
- Be more aggressive in pursuing partner organizations that were not falling in line with branding guidelines. I would also be more aggressive in seeking out publicity opportunities for the SWPLP.
- I would have shown more initiative and creativity in scheduling and marketing in-person (before covid) or virtual interpretive programs (during covid).

The Big Headline

The best thing that has happened as part of this project is the connections made between staff and volunteers. I have genuinely enjoyed working with all members of the team.

Additionally, the most unexpected part of this project was that I ended up becoming a website manager and that is a very useful skill and one that allowed the SWPLP a great deal more independence to manage our branding and vision through this online channel.