

Dearne Valley Landscape Partnership

Audience Development Plan and Engagement Strategy



Report by
Resources for Change
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Dearne Valley Landscape Partnership
Audience Development Plan and Engagement Strategy

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2. EXECUTIVE SUMMARY

The Dearne Valley Landscape Partnership Scheme (DVLP) aims to:

- Conserve, enhance, restore and promote access to the distinctive landscape of the Dearne Valley.
- Increase people's understanding, use and enjoyment of the heritage of the Dearne Valley
- Improve the economy of the Dearne Valley by making it a place where people want to live, work and visit.
- Support the local community by providing a range of training, skills and volunteering opportunities.
- Establish a long term partnership that continues to have a positive impact on the area after the initial five years of the programme.

As part of preparing the LCAP, the Partnership has commissioned an Audience Development Plan (ADP) and Engagement Strategy.

ADP Report

The report identifies current and potential audiences and describes research findings relating to awareness of and engagement with Dearne Valley's heritage and landscape. It recommends the most effective ways of providing opportunities for the priority audiences to be involved in accessing, learning about and understanding the landscape and heritage of Dearne Valley, and contributing in practical ways to its conservation and enhancement.

Context

A review of current national and local policies provided context for the scheme's development. Review of relevant local documents covering tourism, transport, shopping and community issues gave a profile of the area alongside demographic data.

This information underpinned the approach taken.

A high population within the LPS area and high levels of deprivation, poor health and disability reflects the recent mining and industrial past. Settlements appear inward looking, and there are concerns about anti-social behaviour and the future of young people. Recent economic development and substantial environmental regeneration have changed the landscape, but the two have not always been in harmony and perceptions are slower to change.

Approach

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The R4C team used a combination of on-line questionnaires, phone & face-to-face (street) interviews with key stakeholders, organisations, community groups and individuals.

The existing audiences can be grouped as follows:

Summary of existing audiences and their interest/stake in the Dearne Valley's heritage and landscape

Existing audience	Interest/stake
Residents - interested	Personal relationship with Dearne Valley's heritage & landscape. Concern for others to appreciate the area's intrinsic value, and therefore behave appropriately towards it.
Residents – passive Residents – recently arrived	Dearne Valley is where they live.
Dearne Valley community groups	Use of Dearne Valley as a base or a focus for their activities, e.g. local history, walking, scouts.
Specialist user/activity groups (non- Dearne Valley based), e.g. long distance walkers, birders, steam buffs	Dearne Valley presents an appealing venue in which to pursue their interest.
Young people – not engaged Young People - active, organised and self-organised	A place to meet, seen by others as sometimes anti- social Dearne Valley is a suitable place for their activities.
Students	Dearne Valley presents opportunities for studies of many topics, at different levels
Visitors – local or nearby families visiting nearby sites,	Enjoying Dearne Valley as a place to spend recreational time.
Visitors – older sightseers	Enjoying Dearne Valley as a place to spend recreational time.
Visitors – passing through	Stopping off briefly to see one or more particular sites.
Farmers and other landowners.	Custodians of Dearne Valley's natural heritage and landscape. Personal interest.
Visitor-focussed businesses	Dearne Valley's intrinsic special qualities form part or much of the business's offer.
Other businesses, shops	Based in Dearne Valley but not engaged with heritage and landscape at present

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A typology of audience interest shows potential progression from Unaware, through Awareness, Understanding and Engagement to Participation, and the Audience Development Plan recommendations set out processes to help audiences to progress along this pathway, where they wish to.

Findings of consultation and research showed:

The image of Dearne Valley splits between contrasting aspects, reflecting both past and present realities: mining and industrial dereliction; new industry and roads; and wildlife, nature and rural green space.

Wildlife sites and observing wildlife are the **greatest attractions**, and mining and industrial history are also popular.

People mainly learn about heritage by conventional methods – leaflets, information boards, guides

The activities they most enjoy are: short walks, wildlife watching, exploring on their own, and local food and drink.

The **main barriers** to more involvement are:

- Lack of information and awareness about what's available
- A perception of rubbish, rundown appearance and anti-social behaviour at some sites
- Lack of transport and cost

From all the findings the **priority audiences** to be developed are:

- Local residents, including those in poor health or with disabilities
- Families, with younger children
- Young people
- Visitors from outside the area
- Specialist interest groups

Three over-arching **outcomes** guide the development of this plan:

- Reaching unengaged communities
- Improving connectivity (between the LPS and communities, between LPS projects, between areas and different groups within them)
- Deepening engagement

Five specific audience development **objectives** are set out to achieve these outcomes, with recommendations for activities designed to meet the objectives.

Objective 1 Perspectives on the past – hearing and telling stories

Collecting and expressing community history, making connections with the deeper past and industrial history as well as mining.

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Proposed actions are:

Community Pride A programme to energise & excite local communities, reaching new audiences and contributing to health and wellbeing. Local communities decide their own plan of activities & projects exploring and conserving local heritage.

Creative & skilful

Community artists running workshops with local people, including young people, to produce works of art on all heritage themes.

Suggestions for the **Volunteering and Training Plan** include:

- **Volunteer support and network** linking with Community Pride project
- **Fishing & boating training** particularly for young people
- **Short courses on wildlife, industrial & pre-industrial history** following interests expressed

Schools programme

Guidance and learning materials connecting Dearne Valley heritage to the new National Curriculum, and a Dearne Valley Learning Network to share good practice. A one-stop shop to facilitate visits to sites, and a programme of practical involvement.

Objective 2 Walking into history (including cycling & riding)

Aiming for a series of trails of varying distances, and in varying locations and types of places, helping people to actively experience Dearne Valley and learn more about it. Routes into and between communities, for example short routes to the Trans Pennine Trail.

Action: Guided walks

A programme of guided walks throughout the area, including walks based from or taking in local businesses, covering the full range of LPS themes.

Activities for young people

A youth-focused project to involve those currently disengaged in positive activities, which will also help tackle perceptions of vandalism, anti-social behaviour and feeling unsafe. Proposed action is to contract a youth organisation to engage young people for a programme & menu of options which they will design & choose, such as cycling, camping and conservation work.

Suggestion for the **Access plan** for a series of trails linking settlements to each other and to existing footpaths & cycle paths, and new access when created.

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Objective 3: Heritage hosting - helping businesses and residents to inform and engage visitors & residents

Build on existing good practice, provide active support to those already involved, and encourage others to get started. Includes businesses in the town shopping centres. Proposed action is Sense of Place Training, presentations & tours informing people about features and places of heritage and landscape interest

Corporate Volunteer opportunities. A programme of corporate volunteer opportunities with larger employers, for personal development and team building objectives, and adding to their Corporate Social Responsibility programme.

Objective 4: Open your eyes and look beyond – for specialist interest users to broaden their perspectives

to help amateur specialists spread their knowledge more widely in the community, by understanding the facility or feature they are focussed on within a bigger context.

Proposed action: Walks & Tours

integrated with community short courses above.

Objective 5: Dearne Valley on your doorstep - to attract more visitors from the region and to extend visitor stay.

Proposed Action: **Promotion, information & business network**, for hospitality businesses in the area and across the region, tourism groups & TICs.

Promoting a package of linked attractions within the area and nearby, signposting from & to regional attractions outside the area. Potentially create a business network to help cross-promotion.

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1. INTRODUCTION

The Dearne Valley Landscape Partnership has been successful in gaining funding for the detailed planning of this Scheme from the Heritage Lottery Fund (HLF). This planning stage allows the preparation of the Landscape Conservation Action Plan (LCAP) and submission to HLF as the final stage of the funding application for the Landscape Partnership Scheme programme.

As part of preparing the LCAP, the Partnership has commissioned an Audience Development and Community Engagement Plan. The ADP identifies current and potential audiences, describes research findings relating to awareness of and engagement with Dearne Valley's heritage and landscape, and recommends the most effective ways of providing opportunities for the priority audiences to be involved in accessing, learning about and understanding the landscape and heritage of Dearne Valley, as well as contributing in practical ways to its conservation and enhancement. The Community Engagement Plan is integrated with the ADP analysis and proposals, identifying opportunities for local groups and individuals to participate more fully in the LPS, contributing to community cohesion in a mutually beneficial process.

The Partnership is keen for the ADP to assess the potential to enrich the experience of Dearne Valley's audiences, as well as to consider how audience development can work alongside community regeneration and economic development. Also, there is interest in how audience development can meld with contemporary interpretation approaches, whilst not taking away from valued but more traditional approaches.

1.1. DEARNE VALLEY PARTNERSHIP

The Scheme's development is being overseen by a broad partnership of organisations, with Barnsley MBC as the lead partner. The Dearne Valley Green Heart Partnership has been in existence for over seven years, aiming to create a better natural environment for people and wildlife, getting people involved, creating cost effective and sustainable solutions to problems in the area. The Partnership's successes include the creation of wetlands, development of access routes, engaging the community, raising awareness of the natural environment, promotion of health related activities (walking and cycling). It has raised funding to deliver and manage these projects.

Partners include:

Barnsley MBC Lead Partner

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RSPB

Rotherham Metropolitan Borough Council

Doncaster Metropolitan Borough Council

Environment Agency

Natural England

Dearne Valley Eco-Vision

Groundwork Sheffield

DVLP Forum. To provide direct community representation and participation at board level, and representation of local Civic Societies / Heritage Forums

Garganey Trust

In addition there will be a number of Working Groups established to deliver particular areas of work and projects.

1.2. DEARNE VALLEY LANDSCAPE PARTNERSHIP SCHEME

The Scheme can build on the existing Partnership's success and experience. In addition the Dearne Valley has been designated as a Nature Improvement Areas (NIA) from 1st April 2012 receiving £560,000 of funding. NIAs aim to improve the quality of the natural environment across England, halt the decline in habitats and species, and strengthen the connection between people and nature. The Dearne Valley NIA will help local people deliver their vision to restore the ecological functionality of the river, its floodplain and its link to habitats on surrounding sandstone and limestone hills. It will create a 1300ha core of wetland and woodland habitats, buffered by 2690ha of open land and reclaimed industrial areas whose biodiversity areas will be enhanced. This will link up core areas and target farmland areas of poor ecological functionality covering 1700ha.

Collaborative working between the two schemes will be able to enhance the overall impact considerably.

Introduction to Dearne Valley

The Dearne Valley is in the eastern Pennine foothills of South Yorkshire, between the towns of Barnsley, Rotherham and Doncaster. The Valley follows the River Dearne and is a semi rural landscape. It covers three local authority areas, sitting within both the Leeds and Sheffield City Regions. The Dearne Valley is close to both the A1(M) and M1 motorways with a good network of railway stations providing easy connections to Barnsley, Sheffield and Leeds. It is ideally placed as a sub-regional centre for recreation, leisure and enjoyment of the natural and historic environment. The DVGHL area is defined by the valley through which the River Dearne flows. The Valley extends from Elsecar Heritage Centre in the west,

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skirts the southern boundary of Barnsley, before sweeping in a south-easterly direction. As a consequence, it encompasses both the Rivers Dearne and Dove, historic buildings, mining villages, woodlands, grasslands and a string of wetlands, with the RSPB Old Moor and wetland nature reserves at its heart. RSPB Old Moor attracts over 100,000 visitors each year, with 3,500 school children benefiting from its education and outreach programme. Further downstream, the waters join the River Don and Don Gorge near Sprotbrough and Conisbrough, featuring both the Sprotbrough Viaduct and Conisbrough Castle. The latter is home to Sir Walter Scott's Ivanhoe and casts a dramatic shadow over the area. Sprotbrough Viaduct, now part of the Sustrans Cycle Network, and formerly part of the LNER rail network, dramatically spans the Don Gorge and provides a spectacular southern gateway to the Dearne Valley.

Vision & Objectives

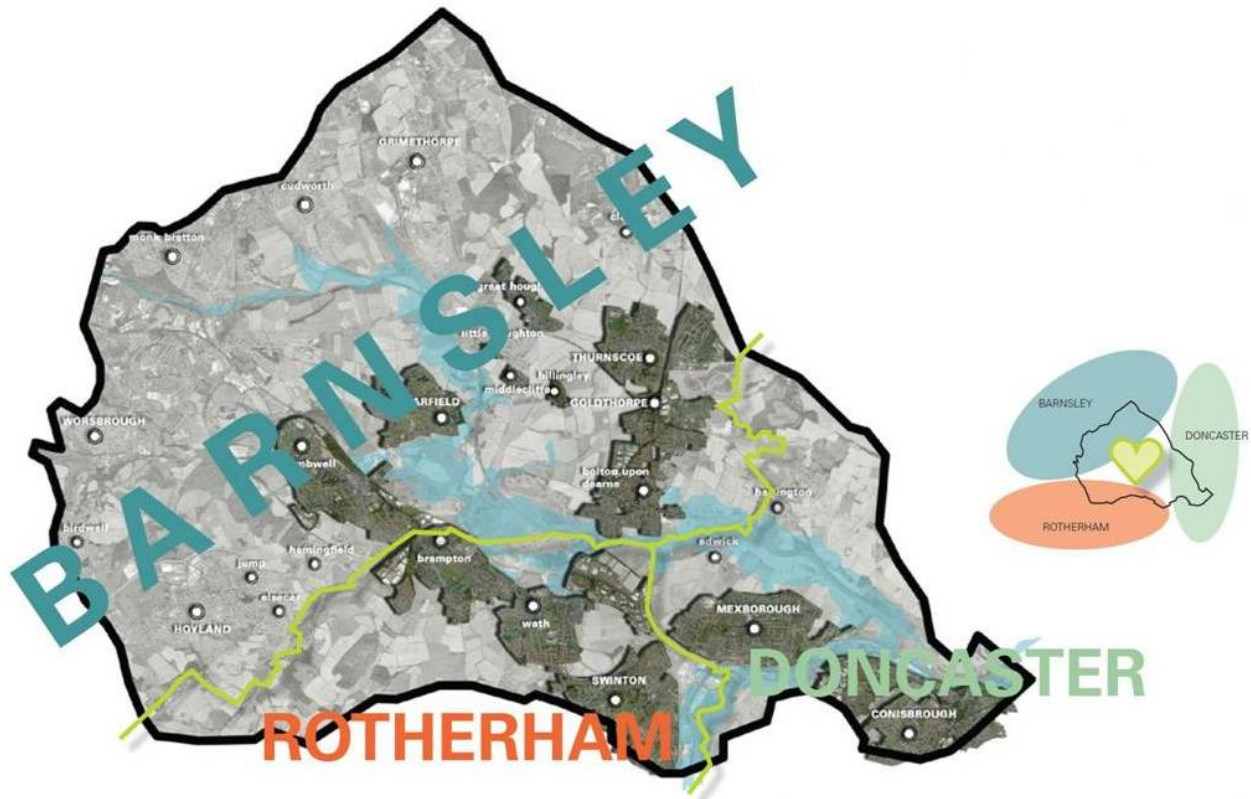
In line with the aims of the national Landscape Partnership Scheme objectives, the DVLP aims to:

- Conserve and enhance the natural and built heritage;
- Promote opportunities for the understanding and enjoyment of the special qualities of the area by the public;
- Create opportunities for community participation through a range of projects and activities;
- Provide opportunities to learn heritage skills.

Specifically, the Partnership aims for the Scheme to:

- Conserve, protect and enhance the built, natural and cultural heritage of the Dearne Valley.
- Increase people's understanding, use and enjoyment of the heritage of the Dearne Valley
- Improve the economy of the Dearne Valley by making it a place where people want to live, work and visit.
- Support the local community by providing a range of training, skills and volunteering opportunities.
- Establish a long term partnership that continues to have a positive impact on the area after the initial five years of the programme

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Heritage & Landscape Significance

People have lived in the Dearne Valley for thousands of years, shaping and adapting the rich landscape and leaving fascinating traces of their lives as each generation faced new challenges. Industry has shaped the landscape of the Dearne, as the centre of coal mining in South Yorkshire, with a legacy of former pit heads, colliery buildings as well as a series of fens (water meadows and marshes) and many spoil heaps that have been reclaimed by nature. The valley is now a mix of agricultural land, rivers, woodlands, grasslands, reed beds, bird species, wildlife, canals, listed buildings, villages, railways, roads, footpaths and cycleways.

The natural environment has started to reclaim the land lost through industry creating a landscape of great environmental and heritage value. Over 20 key sites were noted in earlier phases of the Dearne Valley Green Heart project, and there are 14 conservation areas, 15

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scheduled ancient monuments, over 249 listed buildings and over 50 landscapes classed as having special value, including 1 registered park/garden. Over 600 sites, buildings and find spots of archaeological interest within the area are recorded in the South Yorkshire Sites & Monuments Record.

However, habitats and land are under threat, there is a risk of flooding in some areas, the industrial heritage is being lost, new developments risk reducing distinctiveness and there is a lack of awareness of what there is in the Dearne and the special value it has. Within the area unemployment levels are high and skills and education levels could be improved. In some parts of the area there are problems with anti-social behaviour and there are opportunities to increase community identity and encourage more people and groups to work together.

1.3. 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 audience¹”.

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 for the future. It includes understanding what sorts of people are currently aware of Dearne Valley’s 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 these people’s awareness, understanding and engagement in heritage.

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 ADP 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; this will be possible through implementation of the Scheme.

The ADP has been developed through a number of steps:

- Inception meeting with staff.
- Research planning, including stakeholder mapping

¹ Thinking about audience development, HLF (2010)

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- Desk review of existing research and policy documents relevant to audience development
- Information gathering
 - street interviews across the area
 - Semi-structured phone interviews – key informants, partners,
 - Web questionnaire distributed via email – organisations, community groups
- Collation, analysis and Plan development
- Internal collation and creative brainstorming
- Draft Plan submission & discussion
- Writing the ADP, including review by LPS development officer.

2. CONTEXT

2.1. NATIONAL POLICY

Heritage Lottery Fund Strategic framework for 2013-2018²

This document 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, and the strategic framework identifies the range of outcomes that we want to achieve with our funding. Those relevant to the Participation & Learning 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

2

<http://www.hlf.org.uk/aboutus/whatwedo/Pages/StrategicFramework2013to2018.aspx#.UQb7m-HJ2A>

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- local areas/communities will be better places to live, work or visit.

Localism Act 2011³

Measures of the Localism Act mean:

New rights and powers for local communities. The Act:

- makes it easier for local people to take over the amenities they love and keep them part of local life;
- ensures that local social enterprises, volunteers and community groups with a bright idea for improving local services get a chance to change how things are done.

Reform to make the planning system clearer, more democratic and more effective. The Act:

- places significantly more influence in the hands of local people over issues that make a big difference to their lives;
- provides appropriate support and recognition to communities who welcome new development.

National Planning Policy Framework 2012⁴

This framework updates or replaces previous planning policy and addresses the issues that have put people off from getting involved, particularly at the local community level, because planning policy had become so elaborate and complex – the preserve of specialists, rather than people in communities.

Introducing Neighbourhood Planning aims to address this; giving communities more say in the development that takes place in their locality. The framework recognises that both the natural environment and our historic environment – buildings, landscapes, towns and villages – can be cherished better if their spirit of place thrives, rather than withers.

A Neighbourhood Plan provides a community with a greater say over how its local area changes over time. A Neighbourhood Plan outlines the characteristics of a place, those elements which local people may wish to preserve and those areas where changes could be made. It identifies the opportunities for improvement and the challenges that will need to be faced. Consideration of the built, natural and historic environment in the plan area from the outset can help ensure that Neighbourhood Plans are sustainable.

The Natural Environment White Paper⁵

The White Paper sets out four ambitions:

³ <http://www.legislation.gov.uk/ukpga/2011/20/contents/enacted>

⁴ <http://communities.gov.uk/publications/planningandbuilding/nppf>

⁵ <http://www.defra.gov.uk/environment/natural/whitepaper/>

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1. Protecting and improving our natural environment
2. Growing a green economy
3. Reconnecting people and nature
4. International and EU leadership

It identifies that high-quality natural environments foster healthy neighbourhoods: green spaces encourage social activity and reduce crime and the natural environment can help children's learning which can have a positive impact on mental and physical health.

The White Paper champions the goal of making 'enhancing nature' a central goal of social action across the country by making it easier for people to do the right thing, with action in the health and education systems and in communities.

Countryside and Rights of Way (CROW) Act (2000)

This Act covers the creation of access land, amending the laws relating to rights of rights of way, the requirement for Local Access Forums, and also refers to Sites of Special Scientific Interest and Areas of Outstanding National Beauty.

2.2. LOCAL POLICY

The Dearne Valley includes parts of three local authority areas, of which the largest is Barnsley. Community strategies for each area are produced by Local Strategic Partnerships of mainly statutory agencies, including voluntary and private sector bodies.

Barnsley Community Strategy 2011-15

Four principles are set out. An extract of relevant principles and aims is summarised below **Growing a 21st century economy** aims to:

- Inspire a more enterprising culture,
- Regenerate and grow the Barnsley Dearne, and develop employment clusters.

A 21st Century relationship between citizens, voluntary/community sector and public sector agencies, includes:

- Engaging with communities, listening to citizens' views about local priorities, and harnessing people's knowledge, skills and enthusiasm to co-create solutions.

A low carbon future includes

- increasing public transport use
- introducing low carbon transport technology

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Doncaster Borough Strategy 2010-2015

Seven Priority Themes, of which five include relevant aims summarised below.

Creating a strong, connected and inclusive economy

- Enabling local businesses to start, innovate, expand, adapt and thrive
- Increasing aspirations and skills, Improving education at all levels
- Having a 'buy local' policy wherever possible

Developing stronger communities

- Equipping individuals with confidence and skills,
- Enabling residents to have greater involvement and influence in decision making
- Increasing collaboration between public services, businesses, charities and voluntary groups
- Additional and more diverse volunteer placements

Protecting and improving children's lives

Aspirations for children and young people to be:

- Healthier and have access to good advice and services
- Fully engaged and influence the design and quality of services
- Able to engage in positive activities

Improving health and support for independent lives, includes:

- Reduction in health inequalities
- Encouraging healthy lifestyle choices

Tackling crime and anti-social behaviour includes:

- Encouraging positive behaviour through education, engagement and peer pressure

Creating a cleaner and better environment includes:

- Protecting our environmental assets, maintaining and developing heritage sites and open spaces
- access to quality recreational opportunities, including open space, and to the natural environment and cultural assets
- Residents taking responsibility for a clean & tidy environment

Rotherham Community Strategy 2012 – 2015

Three Priorities are set out.

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Help local people and businesses benefit from a growing economy, including

- providing the environment and opportunities to prepare young people for work
- supporting those that are seeking work

Ensure the best start in life for children and families

Support the most vulnerable

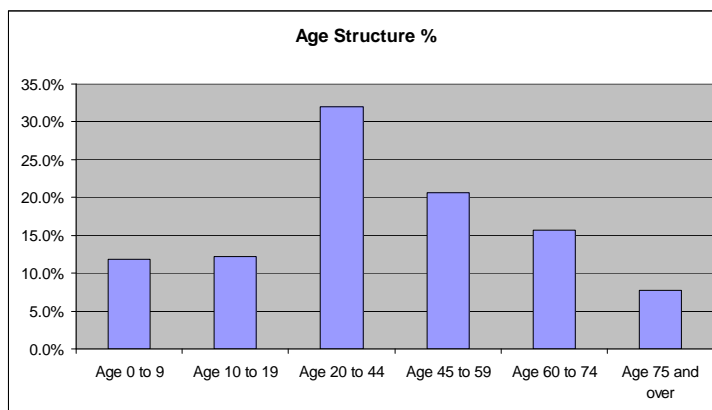
The extracts above show where Community Strategy and LPS priorities are supportive of each other.

2.3. BASELINE DATA

Demographics

The total population of the area is 185,074. Age profile is shown in Figure 1. This is a fairly average age profile for England and the region, showing a relatively high proportion of people of working age, compared to the outmigration of younger people and higher numbers of older people seen in many rural areas.

Figure 1: Age Structure



Deprivation and Economic Activity

On several indicators, the Dearne Valley area shows higher levels of deprivation than the England or regional average. In particular, the proportion economically inactive is higher than average, and the levels of disability and poor health are significantly higher, as the following table shows.

	England	Yorkshire and Humber	Dearne Valley
	% of total population		
No cars or vans in household	26	28	29
Economically Inactive	30	32	35
Long-term health problem or disability	18	19	25
Providing some unpaid care	10	10	12

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3. STUDY METHODOLOGY

3.1. STAKEHOLDER MAPPING

A stakeholder mapping exercise was carried out at the start of the work, and aimed to identify the key audience groups for Dearne Valley's heritage and landscape. This then provided base information for planning the audience development research, namely which groupings to consult and the most appropriate consultation method. The main stakeholder groupings identified and focussed on for the ADP research were:

1. Residents
2. Organisations working in or for Dearne Valley
3. Visitors
4. Community groups
5. Businesses, including visitor-focussed businesses
6. Volunteers

Given the constraints of timescale and budget, direct face to face and phone contacts were concentrated on groupings 1 & 2. The other groupings were reached through the online questionnaire, and visitor information analysed using previous studies.

3.2. RESEARCH SCOPING & PLANNING

Initial scoping work to inform the information-gathering, began with the Scheme Development Officer at the inception meeting and with key informants afterwards, and during a visit to the area which identified potential consultation sites as well as many of the key sites & features of the LPS. This was complemented by a simple desk review of relevant project information, e.g. HLF application form.

We also carried out a literature review of key documents thought to contain relevant audience data and insights. A summary of the key findings are presented in Section 4. The methodology for the ADP was based on a number of key principles:

- The aim to get input from across the range of current and potential audiences for Dearne Valley's heritage and landscape, concentrating on the large population within the area.
- Recognition of the issues of the perception and reality of litter, anti-social behaviour and vandalism.
- The need to balance new development with the need to conserve the special qualities of Dearne Valley's heritage and landscape.

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- The importance of building a solid foundation for audience development to be taken forward through continuing stakeholder engagement

Design Rationale

We focused our consultation work on the communities inside the Dearne Valley LPS area, a total population of 185,000. This population is substantial in size, and also presents challenges in engagement. We drew on other recent studies for conclusions on the role and potential for tourism from outside the area.

3.3. STREET INTERVIEWS

The public consultation comprised informal face-to-face conversations in locations within the Dearne Valley LPS area, aimed primarily at residents:

Conisbrough	Brampton
Mexborough	Bolton
Swinton	Goldthorpe
Wath	Darfield

This work focussed on two main aspects:

- Building a profile of existing users, their awareness of and interest in Dearne Valley's landscape and heritage, finding out how they liked to access and learn about heritage, and ways they could become more involved
- Ascertaining the profile of residents who are not users at present, the barriers to involvement and what would help remove those barriers

Overall, the team heard from over 40 individuals, singly and in groups, mainly young families, older people, and young adults. Some of the settlements were not visited, but this was not a significant limitation because responses to the interviews were very consistent in all the settlements visited.

3.4. COMMUNITY GROUPS

The stakeholder mapping identified the relevance of community groups. A semi-structured format was used, based around a prepared set of questions from which responses could be probed in more depth or additional points covered as they arose. These were done by phone. A total of 20 interviews were completed.

3.5. WEB QUESTIONNAIRES

In order to try to extend the reach of the consultation, questionnaires were made available

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on the Web aimed at individuals, organisations and community groups. Selected organisations were asked to help to publicise these questionnaires by sending out an email to their networks/members, within which a weblink took the reader directly to the questionnaire. 55 individual questionnaires were completed, and 11 questionnaires for organisations (including phone interviews).

4. DOCUMENT REVIEW SUMMARY

A considerable amount of research has already been done which contains relevant information about audiences for the DVLP area. A summary of the key findings follows:

Title	Topic
1. Smaller Centres Study 2010	Shopping in Barnsley
1. A Sustainable Journey to Work in South Yorkshire – a Key Component Application	LEP sustainable transport bid
2. A Sustainable Journey to Work in South Yorkshire – Large Project Business Case	Sustainable transport bid
3. Welcome to Yorkshire Insight compiled statistics	Tourism
4. Destination Profiles 2009-10 – Small Towns in Barnsley	Tourism PP
5. Dearne Valley Green Heart Interpretation Study Draft Sept 2012	Interpretation study for Eco-Vision
6. The Dearne Approach Summary of findings	Community issues

4.1. SHOPPING

The information available referred only to the part of Dearne Valley in Barnsley MBC area. Goldthorpe and Wombwell are the largest district centres, in the northern part of the area in terms of both retail units and total retail and service units. The research by England and Lyle (2010) describes these as District Centres reflecting their role in providing services other than shopping, such as doctors, dentists, solicitors, banks etc, together with a range of educational establishments. It is likely that people visit these centres for a range of services as well as shopping. The report shows the highest level of satisfaction (51%) was with Wombwell, used for food and other shopping. The lowest satisfaction was with Goldthorpe (41%)

Wombwell draws shoppers from both the local area but also from Goldthorpe and

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Cudworth, whereas Goldthorpe's shoppers are nearly all drawn from the local area.

In terms of travel to shopping, people from Wombwell shop mainly (30%) at Cortonwood, with 14% at Meadowhall and 6% in Rotherham. In Goldthorpe and Cudworth 12% of residents mostly shop at Cortonwood, with 11% travelling to Doncaster, 9% at Meadowhall and 7% in Rotherham.

4.2. TOURISM

The information available referred only to the part of Dearne Valley in Barnsley MBC area. Welcome Yorkshire's compilation of statistics from 2008 – 10 showed that many residents indicated they visited local attractions and heritage sites within the Barnsley Borough area, and the chart below shows the most popular. Almost 10% of residents never visit an attraction in the area

The strength of the area's tourism industry lies with domestic tourism (Welcome to Yorkshire report 2010) especially the day visitor market, which represents 8 out of 10 visitors which includes residents visiting other parts of the area, and those from outside the area visiting for a day. The attractions listed include culture and heritage e.g. museums, the arts and attractions based on the environment e.g. Old Moor.

Responses indicate that of the visitor attractions and heritage sites in the Dearne Valley area, particularly popular attractions with respondents are Elsecar Heritage Centre (35%) and the Trans Pennine Trail (24%),

Visitors from elsewhere

Recent studies with visitors (Welcome to Yorkshire report 2010, and the Yorks/Humber Visitor Survey) have sought to qualify the reason people visit the area, and its strengths. All age groups are evenly represented amongst the visitors, and young families with children are the most popular type of visitors in the area (55%). They find out about the area via recommendations, leaflets, the internet and specialist activity magazines.

The key words chosen to describe the area by visitors reveal all its attractive aspects.

- **Visitors find the area as being 'natural', 'friendly' 'peaceful' and a bit 'old-fashioned'**
- **Visitors to the area were very happy with the general atmosphere and appearance of the area. 81% said they are very likely to return to the area within the next two years, compared to the regional average of 71%**
- **98% said they were likely to recommend the area to someone else**

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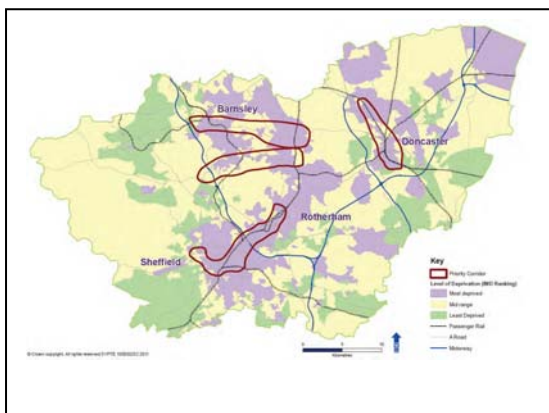
Visitors from elsewhere find out about the area in a variety of ways, with more people visiting due to word of mouth, than the average Yorkshire visitor, and 79% of visitors stayed more than 3 hours, but fewer than 8% stayed overnight
Most visitor spend is on shopping (38%) and travel (28%).

4.3. TRAVEL

The information available referred only to the part of Dearne Valley in Barnsley MBC area. The report A Sustainable Journey to work in South Yorkshire, 2011 identifies the Dearne Valley as facing a number of challenges, including an increase in reliance on car journeys in the Northern area due to limited rail and bus infrastructure, and lack of access issues for people in what is described as the Cross Dearne route (centred on Grimethorpe) for people employed in new industries and who need to reach them safely on foot, by public transport or by cycle

The map overleaf shows the areas identified as “corridors of travel” linked to areas of deprivation, which includes areas of the Dearne Valley, and the report notes

Note: the definition of Dearne Valley in this report is a much smaller area than in the Landscape Partnership Scheme



Dearne Valley Statistics	
Population	49,428
Proportion of Households with No Car	24%
Unemployment rate	6.5%
Deprived or Low Income LSOAs (Top 10% Most Deprived)	6/44 (13.6%)

The reliance on one industry left a legacy of poor road connections (owing to a predominance of rail freight for the transportation of coal) and an inward-facing community (owing in part to the proximity of people’s home to employment), which means it has been a challenge for residents in Dearne to take jobs elsewhere.

Whilst the issue of connectivity has been partially addressed through the provision of new road links, to the M1 for example, many residents do not own a car or earn sufficient money to enable them to access job or training opportunities elsewhere or existing public transport services are not matched to areas of opportunity. In addition for many residents, the cost of

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travel to low-wage jobs often means it is unviable and creating worklessness and a dependency on benefits. This is reflected in unemployment data, which reveals that the Dearne Valley is amongst the highest in South Yorkshire and has above average long-term unemployed.

The report makes a number of recommendations, including:

- An enhanced **Wheels to Work** project, increasing the ability for those in the most isolated areas to travel, using bike, scooter and electric scooters where public transport is not an option
- A **Cycle Package** to combine new cycling infrastructure training, education and marketing along selected routes, in partnership with other agencies such as Sustrans, CFC and Pedal Ready
- A **Jobconnector Bus** service, initially between Grimethorpe and Wombwell
- A **Behaviour Change** package, promoting public transport, walking and cycling as the preferred modes for travel to work

In addition, walking and cycling already attract people to the area for leisure pursuits (the Trans Pennine Trail travels through the valley) and recommendations have already been made in the draft DVGH Interpretation Study to enhance these experiences through improved way marking, improved footbridges and pathways, enhanced inclusive access from railway stations and car parks and improved signage.

4.4. COMMUNITY ISSUES

The Dearne Approach, developed by Turning Point and Barnsley MBC, trained local community researchers to interview residents in the Thurnscoe, Goldthorpe, Bolton-upon-Deerne and Highgate areas. The main issues highlighted were:

- Access to GPs,
- Housing issues,
- Debt & benefit problems,
- Unemployment & training,
- Teenage anti-social behaviour & gangs,
- Dogs mess & causing nuisance,
- Drug dealing and usage.

Young people's opinions showed similar issues, and in addition:

- Lack of facilities and activities for them
- Street litter, including broken glass in play areas.

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5. CURRENT AUDIENCES AND BARRIERS TO ENGAGEMENT

5.1. INTRODUCTION

Background

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 what types of people are missing. Identifying audiences for landscape is complicated by a number of factors:

1. The variety of the nature of the heritage 'item' (it can be natural, built, modern and ancient, and industrial);
2. Its lack of clear boundaries (where does a particular landscape start and end); and
3. The difficulties experienced in 'getting it over' to people as a concept to develop their interest/involvement in.

Data Presented

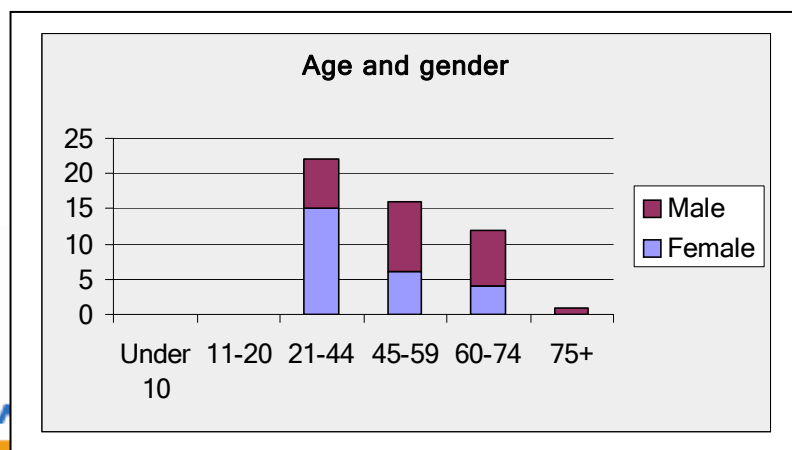
The information-gathering process was designed to cover common themes, e.g. what aspects of heritage and landscape there is interest in, how people could be encouraged to become more involved. Depending on the method used to gather the information, some of this data can be amalgamated, but this is not possible where data is qualitative in nature. In this section, we present the amalgamated data gathered, street interviews and the online survey, and then go on to present summaries from the phone interviews with organisations and key informants. The detailed data is presented in Appendix 2, p.61

5.2. FINDINGS

Audience Profile

The chart below shows that most respondents were of working age, with an overall even gender balance. Children and young people were not well represented in the consultation.

Figure 2: Age and gender of respondents

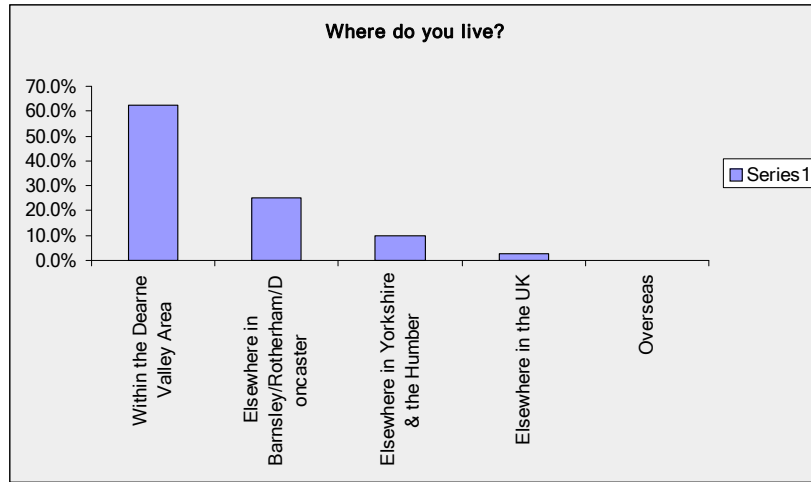


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Ethnicity: respondents were overwhelmingly White British (97%). There is a working population on Eastern Europeans, who do not appear to be resident locally, and are commuting in.

Reflecting the target population for consultation, the majority of respondents were local residents.

Figure 3: Where respondents live

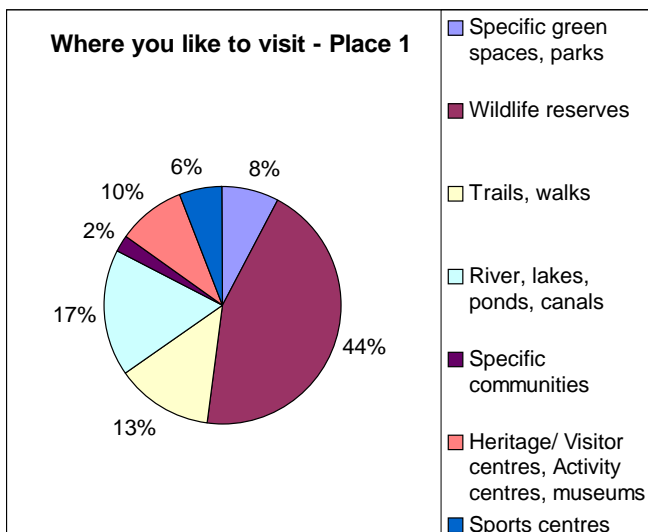


Interest in Deerne Valley's History & Landscape

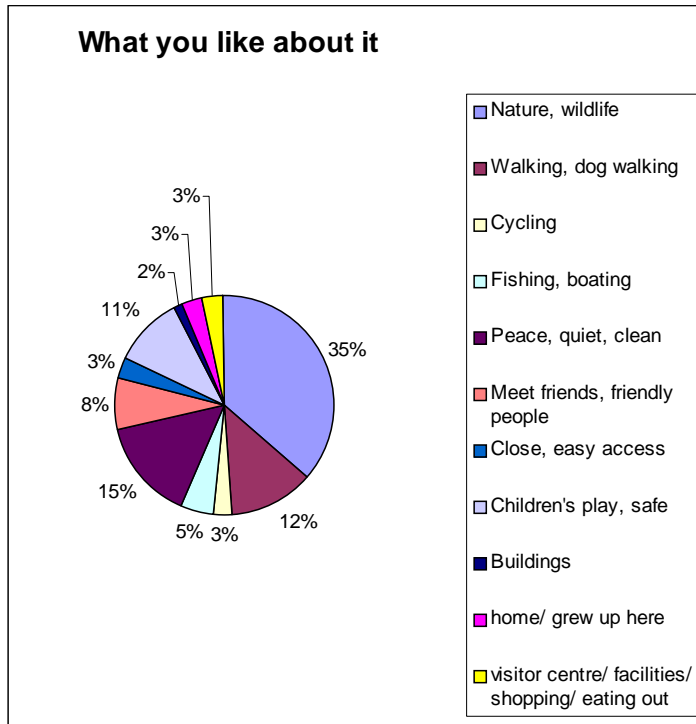
Wildlife sites and observing wildlife emerged strongly as the greatest attractions of the area for respondents, though the river with other wetlands, and trails and walks, were also popular.

'RSPB Old Moor' 'The Wetlands at Old Moor' 'Bolton Brickyard Pond' 'Canal for fishing' 'Trans Pennine Trail'

Figures 4 & 5: Where people like visiting and why



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'Green space with a lovely café'

'Contact with wildlife and friendly people'.

'Safe for kids, easy walking'

'Fishing, peace & tranquillity, see kingfishers, woodpeckers'

'Strong family connections going back four generations. We all have enjoyed the site in its many different stages from a boating lake to making a real difference to its present state so our village can be proud of it.'

The aspects of landscape and history people are most interested in

Wildlife and natural history again emerge as what people are most interested in, but mining and industrial history are also popular.

'I'd like something on mining history - didn't know about Barnsley Museum'

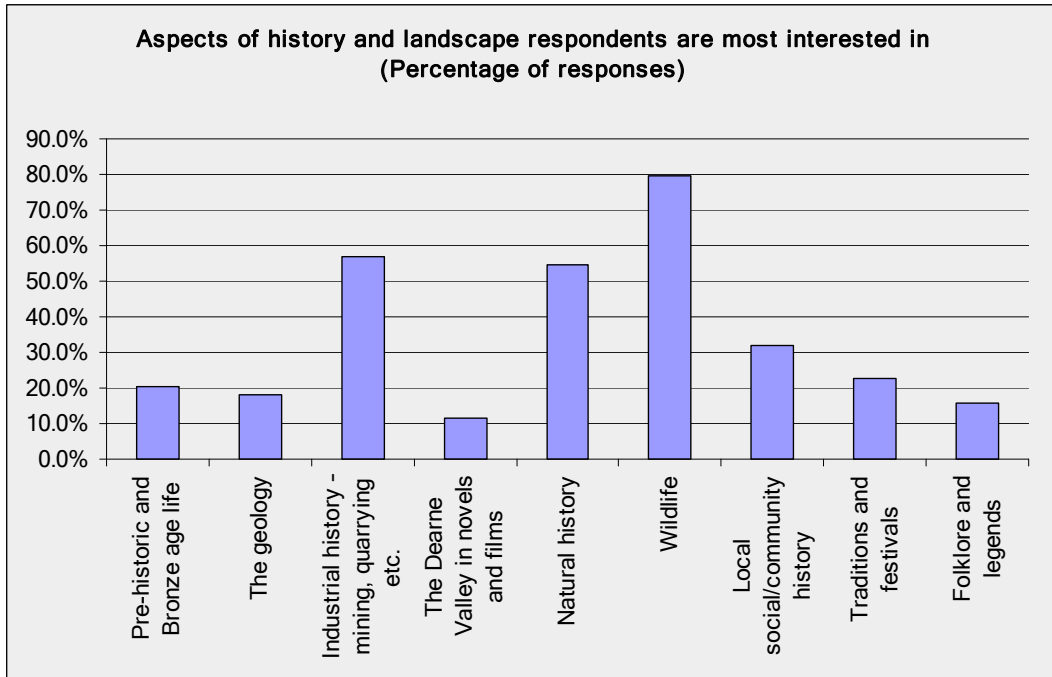
'Old houses, all history'

'Relative told me stories - it will never die'

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Figure 6: Aspects of history & landscape

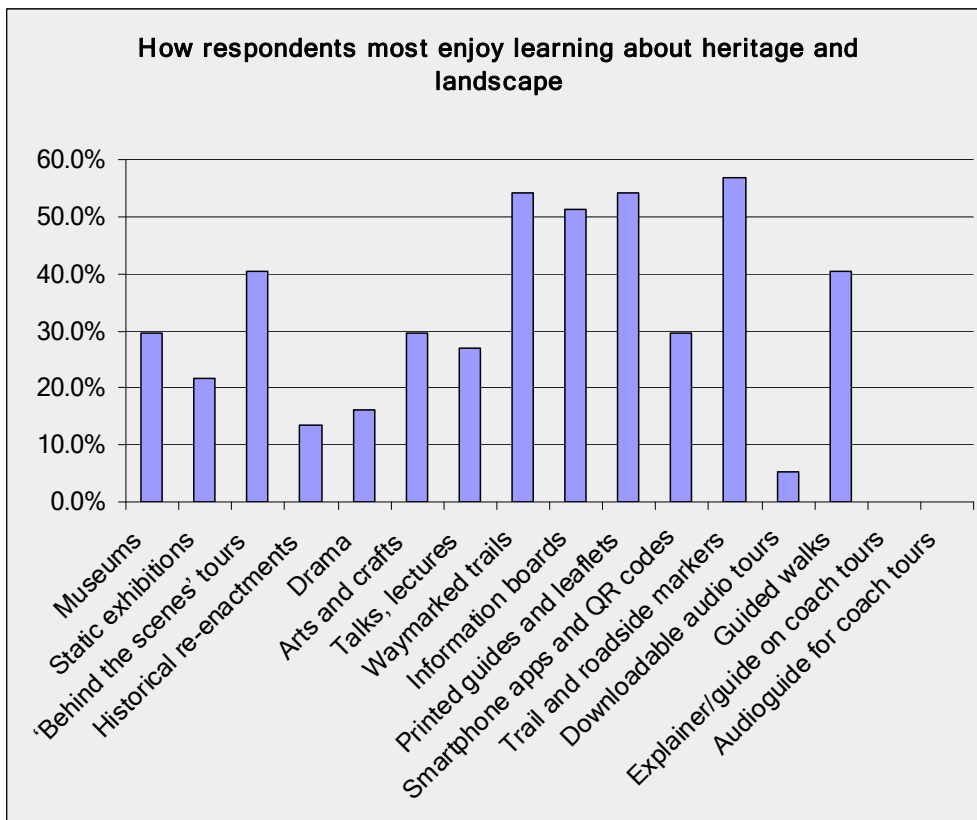


How people most enjoy learning about heritage

Conventional methods – leaflets, information boards, guides – are the most popular, at over 50% of responses.

‘Getting out and exploring it’

Figure 7: Learning about heritage & landscape



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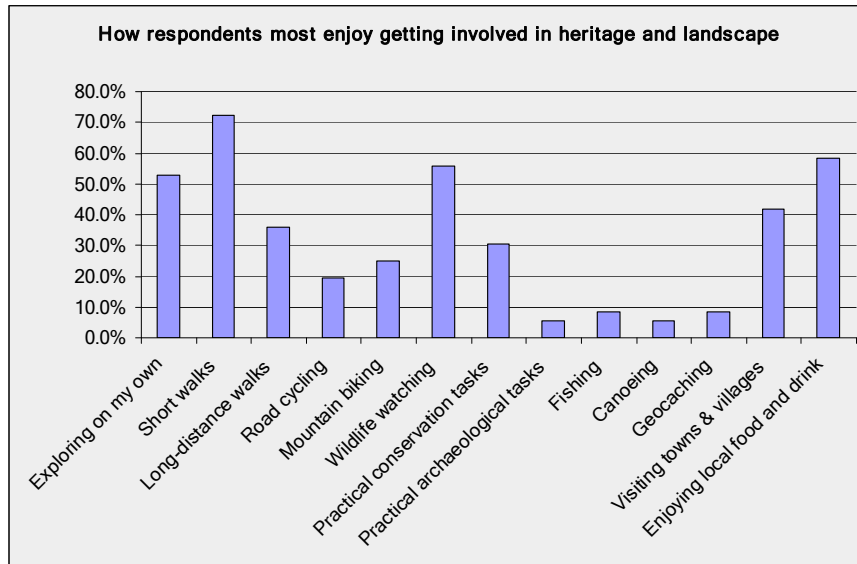
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The activities people most enjoy

Short walks are enjoyed by over 70%. Wildlife watching, local food and drink and exploring independently, are also very popular.

‘with grandchildren’ ; ‘with children’

Figure 8: Involvement in heritage & landscape

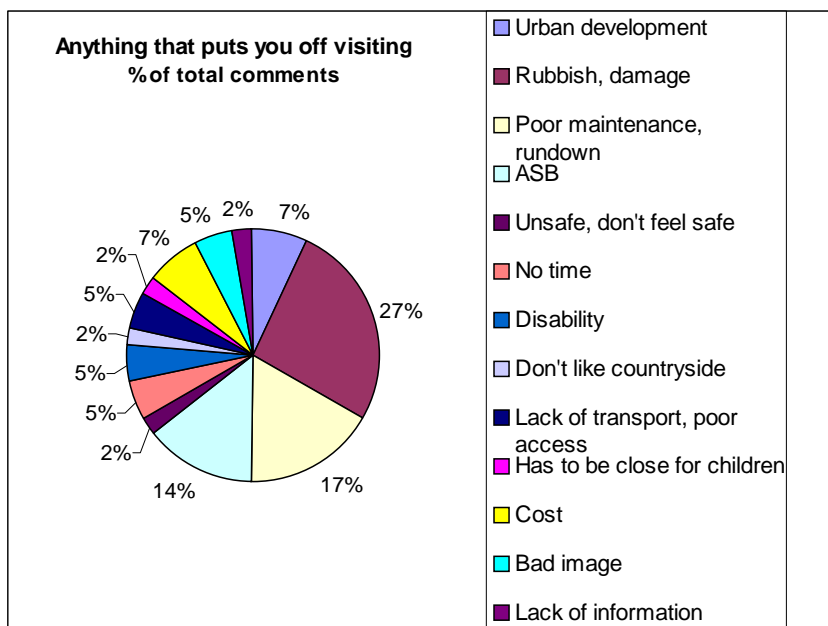


What makes it difficult to visit Dearne Valley

Barriers facing existing and underrepresented groups.

When asked if anything put people off visiting places in the area, 63% said yes. The most significant factors were rubbish, vandalism, rundown appearance and anti-social behaviour.

Figure 9: Barriers to visiting



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Respondents considered that lack of information was the most important factor that made it difficult for people to learn about or get involved in heritage.

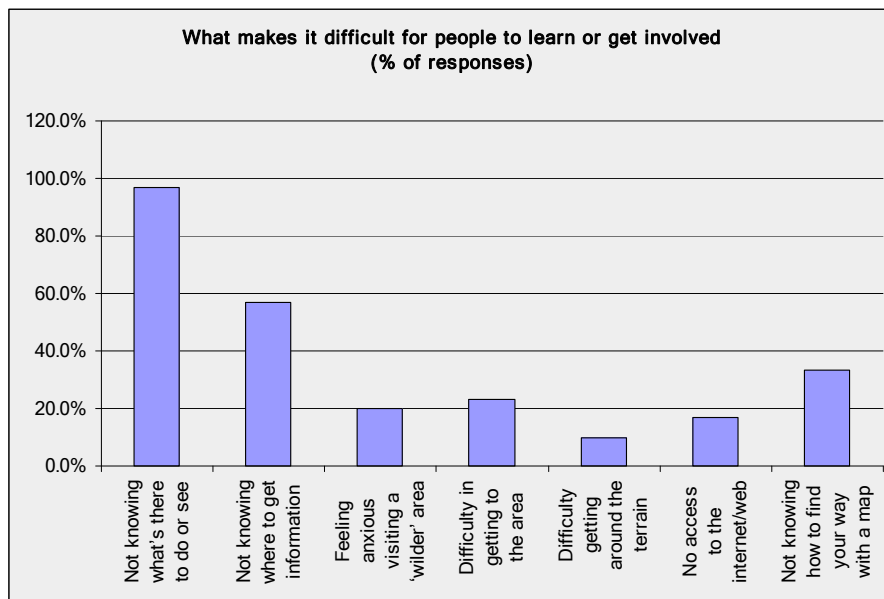
‘Leaflets, guides, & info in local paper would help’

‘It would help to have info in local paper. And sites accessible by train’

‘Not trying it. Safety, especially for women. It would be good to have posters up – information’

‘A lot of lazy people’

Figure 10: Barriers to involvement



What does Dearne Valley mean to people?

The strongest responses to the question about the image of Dearne Valley were balanced between three contrasting aspects:

Mining and industrial dereliction; new industry and roads; and wildlife, nature and rural green space.

‘I recall the dereliction and the filth that represented the Dearne Valley in the past ... a remarkable change.’

‘An area that has changed dramatically over the last 10 - 15 years, from an area of industrial dereliction to a much cleaner, greener place to live and work.’

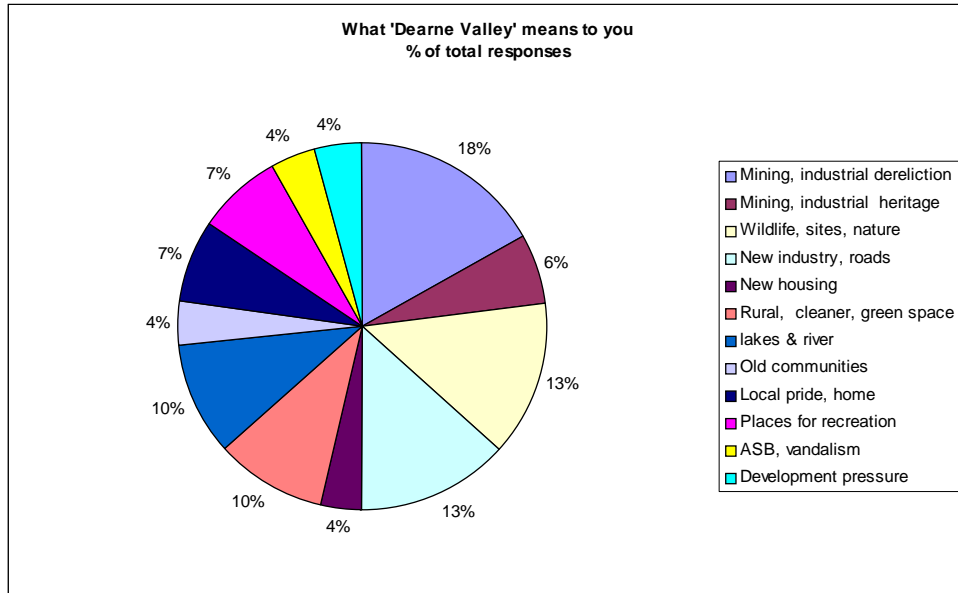
‘Large area proud of its industrial past but enjoying its ever greening sites and trails.’

‘Open green space, regeneration, new housing, large factories’

‘Some lovely bits of countryside, but marred by call centres, lack of resources and aspiration.’

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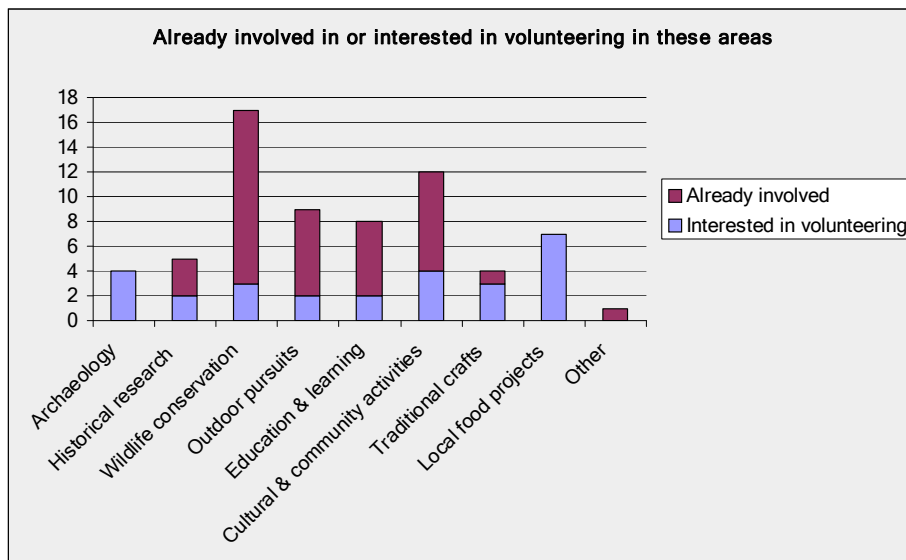
Figure 11: What Dearne Valley means to people



Potential for Volunteering and further involvement

Over half (53%) of respondents were already involved, or would be interested in volunteering. The majority of those were involved in wildlife conservation, and there was significant interest in local food projects.

Figure 12: Volunteering involvement



Nearly half (49%) of all respondents gave contact details and said they wanted to be kept

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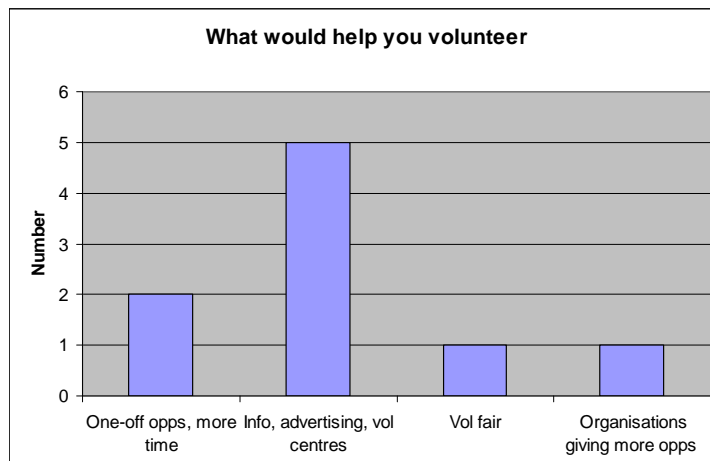
informed about the Scheme, and 9% want to be informed of volunteering opportunities.

The most important factor identified which would help people volunteer was more information.

‘Having more information about what is available to see and do’

‘Good description of volunteer task, central information point about all volunteer roles I can get involved with’

Figure 13: Volunteering incentive



Community Groups & organisations

Local organisations were interviewed, and a few also completed an online survey, a total of 11.

They were evenly split between the voluntary and local authority sectors.

Most of those interviewed want to be involved at some level with the LPS, and to work on or create specific projects.

The most significant barriers to involvement identified mirrored the responses of individuals:

- lack of community awareness and information,
- lack of transport
- antisocial behaviour,

but responses also identified as barriers:

- deprivation
- lack of organisational capacity (staff, volunteers or funding).

To encourage more involvement, respondents considered the following would help:

- training and support for local groups,

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- recruiting more volunteers
- funding for projects
- better information & signage
- projects with young people,

Key informants, LPS partner organisations

A small number of individuals from partner organisations were interviewed. Responses are summarised below.

Aspects people you work with are most interested in:

- Wildlife & nature conservation
- Mining heritage
- Earlier industrial history
- Development threat to distinctiveness
- Pride & Prosperity
- Reversing pollution, zero-carbon
- Access to recreation
- Education on wetlands and river corridor
- Water quality & flood risk
- Negative impact of development

What would encourage more involvement:

- Sense it is possible;
- Coherent suite of proposals
- Better environment
- New opportunities for fishing
- Celebration of distinctiveness
- Better communication with community groups
- innovative ways of engaging communities
- Work on health agenda, with health providers

The features/themes/places of most interest to the people you work with:

- Wildlife reserves
- The river & wetlands

Groups or types of people not visiting the Dearne Valley much or having little interest in its heritage and landscape, and why:

- those living further away/ in urban areas, because of lack of awareness, distorted

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- perception, distinctiveness damaged by development
- Will never be a tourist destination.
- Cyclists, cycling not made enough of

Comments on the best ways to pique interest included:

‘Make it accessible and relevant. Accessible: people need to know where to go to find out about things, it’s a two way process, make it easier to engage with/contribute to it. Relevant: understanding what makes people tick, .. the intended audiences - ..[eg] families with lots of young children need more play based activities, but we could bring archaeology alive through play’.

‘People are slowly losing sense of community and identity, We need to create a narrative that people can attach themselves to. .. create a story, sense of purpose and direction.

When the pits closed people became displaced and are hurt by the history of the Dearne.

People here are incredibly proud of their history and there is still a sense of community.’

‘the history of industry and mining, making more of how landscapes have come about which will build bridges with local community, ..Making more of.. developing nature reserves, restored industrial sites, .. how they have changed and focus people on change rather than what they have lost.’

‘innovative photography projects, creative writing classes. A display of silk batiks of the waterfront views from years ago, helping to open up the hidden river. Use the Dearne Valley to deliver some of the curriculum of local schools, and local college courses in tourism. Work with South Yorkshire passenger transport executive to pull people from Barnsley, Rotherham and Doncaster.’

These comments are generally in line with results from the organisation interviews and individual surveys, showing a broad consensus of views about the current audiences, barriers to involvement and types of action to help develop the audience. The main point of difference is the tension between new commercial and residential development on the one hand, and the value of the area’s natural and historic distinctiveness on the other.

Significant suggestions for audience development include working with health providers, and using new ways of engaging with the local community

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5.3. SUMMARY OF EXISTING AUDIENCES

Existing audiences and their particular interest/stake

Existing audience	Interest/stake
Residents - interested	Personal relationship with Dearne Valley's heritage & landscape. Concern for others to appreciate the area's intrinsic value, and therefore behave appropriately towards it.
Residents – passive Residents – recently arrived	Dearne Valley is where they live.
Dearne Valley community groups	Use of Dearne Valley as a base or a focus for their activities, e.g. local history, walking, scouts.
Specialist user/activity groups (non- Dearne Valley based), e.g. LD walkers, birders, steam buffs	Dearne Valley presents an appealing venue in which to pursue their interest.
Young people – not engaged Young People - active, organised and self-organised	A place to meet, seen by others as sometimes anti-social Dearne Valley is a suitable place for their activities.
Students	Dearne Valley presents opportunities for studies of many topics, at different levels
Visitors – local or nearby families visiting nearby sites,	Enjoying Dearne Valley as a place to spend recreational time.
Visitors – older sightseers	Enjoying Dearne Valley as a place to spend recreational time.
Visitors – passing through	Stopping off briefly to see one or more particular sites.
Farmers and other landowners.	Custodians of Dearne Valley's natural heritage and landscape. Personal interest.
Visitor-focussed businesses	Dearne Valley's intrinsic special qualities form part or much of the business's offer.
Other businesses, shops	Based in Dearne Valley but not engaged with heritage and landscape at present

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A typology of audience interest in Dearne Valley's heritage & landscape

Audience Development Typology

Definitions

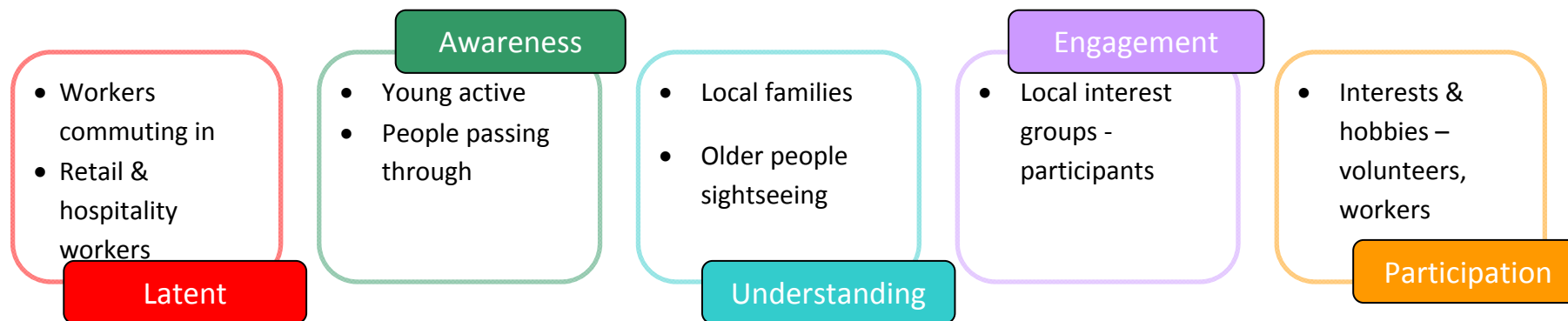
Unaware - the audience or potential audience does not know that there is a landscape or heritage interest

Awareness – the audience or potential audience knows that there is a landscape or heritage interest

Understanding - the audience or potential audience is aware of the landscape or heritage interest and understands its significance

Engagement – the audience or potential audience takes an active interest in the landscape or heritage through visits, learning & activities

Participation – the audience or potential audience actively participates in the care and maintenance of the landscape or heritage interest, for example through volunteering, research, fund-raising.



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 onto consider what changes are required to make that happen. It should also be noted that not all audiences will want to move and for these it is probably a case of focussing on the quality of the experience in a particular category. The changes suggested below relate directly to the audience development objectives for DVLP which are presented in Section 6.3.

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Using the typology to plan changes to the way particular audiences engage with heritage

Audience	Unaware	Awareness	Understanding	Engagement	Participation	Audience development objective that will help bring this about
Residents - interested			→			Objective 1 & 2
Residents – passive and recently arrived		→				Objectives 1 & 2
Community groups					-----	Objectives 1 & 2
Specialist user/activity groups, e.g. anglers, birders, canoeists	→					Objectives 2 & 4
Young active – organised and self-organised		→				Objective 2 & 4
Visitors – families into exploring						Objective 1,2, & 5
Visitors – older sightseers		→		→		Objective 2, 3 & 5
Visitors – passing through		→				Objective 3 & 5
Farmers and other landowners, commoners.			→			Objective 1 & 4
Businesses				→		Objective 3
Students			→			Objective 1,2, & 4

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6. AUDIENCE DEVELOPMENT

6.1. CONTEXT FOR DEARNE VALLEY AUDIENCE DEVELOPMENT

Nature of the Dearne Valley

There is a perceived gap between audience development for Dearne Valley's growing natural and historic appeal, and the pressure for economic and residential development which is a response to the deprivation of the area, but can also be seen as threatening the area's distinctiveness.

DVLP audience development could help to address this gap, using a community engagement approach to improving wellbeing and health and involving more excluded groups including children and young people. The Scheme also has the potential to harness the knowledge, experience and commitment of local communities, groups and individuals in aspects of heritage & landscape they particularly value, which hopefully will contribute to appropriate behaviour and reduced levels of vandalism and anti-social behaviour.

Audience development in the context of the nature of the Dearne Valley is therefore based on the ethos of:

- Deepening and enriching the experience of local residents and existing visitors in order to increase their awareness, understanding and appreciation of Dearne Valley's heritage and landscape.
- Contributing to the health and wellbeing of residents and the strength and cohesiveness of local communities, building bridges between inward-looking settlements
- Aiming to increase active involvement, particularly amongst local communities and businesses, as a way to help actively with the conservation and enhancement of the Dearne Valley's heritage and landscape, and as a way to help enrich visitors' experiences.
- Encouraging visitors to stay longer, learn more and support local services.

6.2. AUDIENCES TO BE DEVELOPED

In Section 5.3, we summarised the current audiences for Dearne Valley. In this section, we propose a sub-set of this listing as priority audiences, where audience development effort should be focussed, with the reasons for targeting these groups. As the Scheme progresses, it would be helpful to review these priorities, as circumstances change and Scheme tasks and aims are achieved.

1. Local residents. A large population within the area (185,000) makes them an obvious priority target. Already aware, to a greater or lesser extent, of what the LPS area offers, many will also have much to offer in local knowledge and commitment to local heritage.

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This broad category includes those in poor health or with disabilities, a group that justifies special attention.

2. Families, with younger children. As a group they are readily engaged with activities and opportunities involving children, but experience particular barriers to be addressed
3. Young people. They are harder to engage and can also be seen as intimidating, putting off other residents and visitors, so engaging with this group creatively is a priority.
4. Visitors from outside the area. There are economic benefits in increasing visitor numbers and especially length of stay, and there is a base of known attractions to build on. It is unlikely however that the area will be a significant tourist destination for visitors from outside the region.
5. Interest groups. There are active 'Friends of' groups attached to existing attractions, and walking, boating, cycling, local history and community groups. There is potential for shared knowledge with each other, the wider population and visitors.

6.3. AUDIENCE DEVELOPMENT AND COMMUNITY ENGAGEMENT POLICIES AND PROPOSALS

There are three over-arching outcomes that we have defined to guide audience development and community engagement work:

- Reaching unengaged communities
- Improving connectivity
- Deepening engagement.

Within these, we have set out a series of five specific audience development objectives derived from the findings of the research. They are based on a small number of underlying observations:

- Most local residents live mainly in ex-pit villages with a history of inward-looking employment, travel and community life. Engagement with local heritage is generally confined to the very local, for practical reasons as well as historic lack of awareness and knowledge.
- There is a need to strengthen connections, in several dimensions. The LPS is connecting with its project partners and working to build connections with local communities. The projects will need time to build connections between themselves, and between the sites where LPS project activity takes place, through telling 'The Dearne Valley Story'.
- High levels of disability and poor health are a significant feature of the local population. Outdoor activity of all kinds has demonstrable health and wellbeing benefits as well as consequent beneficial impact on health budgets.
- A significant barrier to engagement is the perception and reality of litter, vandalism and anti-social behaviour. In particular women, with or without young children, can feel intimidated. Young people lacking positive activities to engage them are often seen as an important

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source of negative behaviour, although they are not the only group responsible.

- This ADP and its development work are the start of an engagement process, not a one-off exercise. There is not yet an appetite amongst most local communities for more engagement with the LPS, and the audience development work is one part of building that engagement.

Objective 1: Perspectives on the past

– hearing and telling stories

The image of Dearne Valley is split significantly three ways: the first, one of old industrial dereliction, the second of new industry and employment, and the third of wildlife and a green rural aspect. The second and third are now predominating, but the first is connected strongly with the mining past and its mixed associations of community pride with a sense of loss. Other industries such as glassmaking and ceramics also play their part in the distinctive working identity of the area. There is a very strong potential for cultural projects, for example oral history, drama, creative activities with families and in schools, to collect and express community history and also make connections with the deeper past (It's not just about mining). This process will help mining history to take its place as one of the important stories of the valley, no longer the all-dominant one but to be acknowledged, not airbrushed out of sight. New industry is also connected to the past, for example Lightmain in Wath now specialising in broader engineering and street furniture / playground equipment, previously producing specialist underground mining equipment. The audiences for mining and other industrial history include residents less engaged with the landscape, and young people.

Objective 2: Walking into history

(including cycling, riding..)

The ADP research shows that most people explore Dearne Valley on their own. Short walks (up to 30 mins) are one of the most popular ways for people to get involved in heritage, as well as wildlife watching. There is also noticeable interest in longer distance walks. These preferences demonstrate the potential for creating a series of walking trails of varying distances, and in varying locations and types of places, which enable someone to actively experience Dearne Valley and to learn more about it. In particular, there is a need for routes into and between communities, for example short routes to the Trans Pennine Trail. The existing train stations could also be exploited to create and sign local walks. The Interpretation Plan will be important here.

Walking is highlighted here, but where possible trails for cycling and horse-riding should be developed and promoted.

The audiences which could be particularly targeted through this objective are residents (passive and active) and their visiting friends and family, visitors, families and young active people.

There is a need to tackle the perception and reality of vandalism, anti-social behaviour and feeling unsafe, especially on routes/sites nearest to settlements. A youth-focused project or

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projects can make an important contribution to improving this situation.

Enabling and encouraging walking has proven health benefits, important in an area of high disability and health problems. There is good potential for working with health providers, children's centres and the education sector to promote wellbeing and changed behaviour.

Objective 3: Heritage hosting

– help more local businesses and residents to inform and engage others about the local heritage.

Hospitality and retail businesses (including visitor-focussed ones) and interested local residents have the potential to act as 'heritage hosts'. This role could include: informing people about what features and places of heritage and landscape interest there are in the local area; explaining why these are interesting and significant, and where to get more in-depth information if they want it; describing how to get to these places.

Visitor-focussed businesses have a key role to play, as they are often a visitor's first or primary personal contact; also, a visitor may have contact with them before they actually go anywhere on Dearne Valley. Many of these businesses already fill all or part of this hosting role already; the LPS can build on existing good practice, provide active support to those already doing it, as well as encourage others to get started.

Interested local residents are also important 'gatekeepers', either to their local friends and neighbours who are currently passive (i.e. they just live in the area but are not actively interested or engaged in its heritage or landscape) or their visiting friends and family. As they are already actively engaged themselves in Dearne Valley's heritage and landscape, they have the potential to pass on their interest and enthusiasm to others, so the heritage hosting role is designed to equip them with the confidence, skills and information to do so. The role could be quite informal, or it could be developed into a formalised scheme.

An unexploited potential strength of the area is the small town shopping centres, still relatively active including traditional markets (Mexborough, Hoyland, Wombwell, Goldthorpe). Developing good links between local shops & businesses and the LPS would have mutual benefits. Adding a visitor-friendly dimension would encourage another source of income, probably not large but potentially significant to small local businesses.

Objective 4: Open your eyes and look beyond

– work with specialist interest users to broaden their perspectives on Dearne Valley.

Users such as birders, long distance walkers & cyclists and horse riders, anglers, steam buffs, and antique hunters use Dearne Valley because it offers good facilities for their activity, but their interest beyond their own immediate activity can be limited. There is therefore potential to broaden these people's outlook, so that they place the facility or feature they are focussed on within a bigger context. The ADP approach would be similar to Objective 3, and other ways that this could be done fall within the remit of the Interpretation Plan. Benefits to these user groups

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include wider cultural understanding and increased enjoyment, and they will be better able to introduce other local residents and visitors to new aspects of heritage.

Objective 5: Dearne Valley on your doorstep

– aim to attract more visitors from the rest of Yorkshire and Humberside, and to extend the stay of those visitors already coming.

Welcome to Yorkshire research showed the majority of tourists to the area are domestic, and are mainly day visitors from within Yorkshire.

There is potential for trying to increase visitors from the wider region, for whom a visit to Dearne Valley could be an ideal short break. With the ADP research showing that the two biggest barriers to visiting Dearne Valley are information (knowing what to do and see) and signage (getting around once you are there), these would be key issues to address when working to attract and consolidate this new audience.

To increase spend and stay, increasing the number and quality of eating places was identified. ADP respondents also identified shopping and eating out as primary or secondary reasons to visit.

Supporting audience development

Some groupings will be key to supporting the LPS's work to develop the target audiences. Land owners and managers, including farmers, as custodians of Dearne Valley's natural heritage and landscape, have the potential to pass on their appreciation and knowledge. In the same vein, 'interested' residents already involved as volunteers or participants, and staff in key sites like reserves and heritage centres have a great resource of knowledge that can be shared. The other large grouping that has potential to strengthen audience development activities are local businesses, some of which are currently visitor-focussed, such as B&Bs, shops, cafes and pubs. Many have regular exposure to visitors, and may be the primary source of information for a visitor. And finally, the students, volunteers and trainees who will be involved in many of the projects will gain knowledge, skills and enthusiasm, all of which there is potential to pass on to others.

6.4. PROGRAMME & ACTION PLAN

Audience development and the emerging LPS projects

Audience development will take place within the structure of the LPS as a whole, fitting into and enhancing the individual projects that together make up the Landscape Partnership Scheme. A table has been prepared which lists the ten current projects, and for each one, suggests the main audiences who could be involved, and considers what the audience development potential is in terms of the five audience development objectives. This is in the form of an Excel spreadsheet, and is attached separately.

This is written during a period of uncertainty for education in the Dearne Valley and across the

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country. It highlights the possible barriers to schools using the Dearne Valley for outdoor education and offers some solutions and recommendations, which could enable more use of this valuable teaching resource.

A new curriculum

Education systems are undergoing change both nationally and locally in the Dearne Valley area. These changes will take time to bed in and schools will be reviewing their vision and priorities as their cohorts change.

The wider picture is also unsettled. The Secretary of State for Education ordered a review of the National Curriculum in January 2011. A draft curriculum was produced and was under consultation until April 2013. The education establishment is now awaiting the result of the consultation process and a new National Curriculum should appear in Autumn 2013 and become statutory in September 2014. This means that both primary and secondary schools are caught in a limbo of uncertainty and will not be in a position to decide on any changes to their local curriculum until they see the new orders.

It is difficult to know how the changes will affect the way children learn. Early indications from the draft curriculum suggest a more subject specific approach to teaching where children learn facts rather than skills. For example, citizenship education has been removed from the curriculum until key stage 3 and sustainability has been removed completely. The history proposals are for chronological teaching from early Britons in key stage 2 through to the Cold War by the end of key stage 3. If these changes are to be put into place, this will have an effect on the sort of school trips and resources that will be needed.

Currently, primary education centres itself around cross-curricular opportunities where links are being made through different subject areas. So for example a school could pick a topic to do with the River Dearne and an associated wetland. Within the topic they look at how plants grow (plant life cycles); birds, fish and animals that live in the river and wetlands (food chains); write stories about people/animals that use the water (narrative writing); place the river on a map (geography); show how the river valley has changed through time and how the people who used it have changed through time (history); construct dens (PE and DT); photography or painting (art); compose songs about the river (music). Where the cultural backgrounds of children is diverse, links to similarities and differences between the home country and types of wetland/landscape would also be made.

Many sites in the Dearne Valley lend themselves to this approach to teaching and learning and it is hoped that the new curriculum will allow teachers to continue to develop a topic based

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curriculum which stimulates and engages the children, fostering a love of learning and an understanding of their local environment.

The secondary curriculum operates differently, where the needs are subject specific so students studying geography would benefit from a visit to a relevant site to see how the last ice age affected their environment. Again, until the new curriculum is finalised it will be difficult to identify what the subject specific needs of each school are. However, it is safe to say that students studying history, geography, art, and science would find many sites useful for information gathering.

Barriers and solutions to using the Dearne Valley as a learning resource

Online Resources

Getting information about sites can be time consuming and if not readily available teachers will pick visits that are tried and trusted. Site specific information would enable teachers to quickly assess if the site is suitable for a visit and what the constraints might be. Toilets, parking, risks and hazards are all key areas that must be considered before a trip is booked. Some sites are subject to national marketing and information policies, such as English Heritage, which limits both their budgets and their ability to commit resources without external support.

Downloadable printed resources that are age specific would be useful. These could be developed by different schools as they use a site and shared on line for other schools to access. Detailed site maps are invaluable and an ability to customise the map for a particular purpose would be useful, for example as an orienteering map or for a treasure hunt. Historical maps for specific sites would also be helpful when looking at changes through time. Care needs to be taken though to ensure that any new resources produced are done in conjunction with the schools so that it meets their specific requirements.

A real area of difficulty in schools generally is access to copyright free images so if this were made available it would be extremely useful. Across the age ranges an online resource would be an invaluable tool. Facts and images will fit very well with the new shape curriculum across many different subject areas.

Transport Costs

Cost of getting to a site is the biggest limitation to travel as coach prices are extremely expensive. Any way that this could be subsidised would greatly increase the frequency of trips out of school. For example a 50% bursary to cover travel costs for local schools visiting the Dearne Valley would provide a practical measure to help school children learn and enjoy the landscape close to where

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they live.

Training

A lack of confidence among some teachers in taking children on outdoor learning visits is another barrier that can restrict outdoor visits. Good and well planned INSETT training and teacher support can significantly improve the confidence and ability of teachers to make the best use of both field visits and the available printed and online resources.

Factors that affect school visits are often to do with available staff to engage with school parties, appropriate information on what to do at unmanned sites and with the promotion of what is on offer at any one location.

Local Research with three of the Centres in the area who host school visits shows that:

- Primary schools are using heritage resources and there is potential for more
- Secondary schools are less engaged. The current offer may be less sophisticated than elsewhere; it needs to be clearly geared towards GCSE, and provide more hands-on specific activities.

The main barriers are:

- Cost, particularly transport. The transport cost for a short journey is often the same as that for a longer one, tempting schools to go further afield.
- Communication. General mail-shots & emails do not necessarily reach the right person, building up personal relationships is key.
- Procedural complications – health & safety, consents etc are burdensome for schools.

Recommendations

It may be best that decisions regarding how schools interact with the Dearne Valley are left until the new curriculum is in place. It is therefore suggested that in Spring 2014, if possible, all schools in the area are surveyed to assess how they might use the expertise of the Dearne Valley Partnership and be involved in the scheme.

The added incentive for schools, children and ultimately parents to become more aware of the Dearne Valley landscape could be through the creation of a 'Dearne Valley one stop shop'.

Aims:

- Encouraging outdoor learning in the Dearne Valley
- Making it easier for teachers to provide outdoor learning.

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- Enabling children and families to connect with their local landscape.
- Highlighting services and support for teachers to do outdoor learning

The 'one stop shop' is a project bringing outdoor learning providers together under one accessible umbrella to make it easier for schools, groups and communities to be aware of what is on offer in the Dearne Valley and have easy access to information. The range of outdoor learning activities on offer would include wildlife, landscape, history, art, rural skills etc. Each provider could offer a free visit to a school in the Dearne Valley (10 visits on offer per year for 4 years) with costs (approx. £200 per day) and a transport bursary of £100 covered by the Landscape Partnership Scheme. The schools would be able to choose their visit so that it fitted in with their programmes of study and would be encouraged to visit somewhere different each year.

Each of the main centres in the Dearne Valley already experienced in working with schools, could lead on a different strand, for example:

Elsecar – industrial heritage

Worsborough Mill – pre-industrial heritage

Old Moor – wildlife

Swinton Lock – hands-on skills, older groups

These are suggestions which need consultation and development with all the relevant stakeholders.

The group formed (Dearne Valley Learning Network) would need to be guided by someone initially with the aim of it becoming self-sustaining to ensure long term sustainability. This model has been used on the Suffolk Coast and in the Stour Valley and has worked successfully, the main reason was the common aim to encourage people to visit their sites, providing a support network within the group and that there was an active task for all to get involved in.

With schools, timing is essential. Gathering information at the end of the summer term or beginning of the autumn term delivers a poor return so it is essential to canvass further opinion before final decisions are made on any of the above recommendations. Resourcing any new school work, championing and sustaining it are also other factors that need to be considered.

6.5. AUDIENCE DEVELOPMENT AND ENGAGEMENT ACTION PLAN

The matrix below details a plan for Audience Development and Engagement for Dearne Valley LPS, with indicative costings. This part of the LPS can be a process for integrating many other projects of the Scheme, involving community groups, individual residents, visitors and schools in taking part in any aspect of the scheme. The process will enable those who choose to move along the typology pathway ([P28](#)) towards fuller participation.

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The Plan is directed towards the outcomes of:

- Reaching unengaged communities
- Improving connectivity
- Deepening engagement

It has three main routes to achieve these objectives:

- Community involvement plan, incorporating health and wellbeing
- Business enhancing visitor experience
- Education and young people plan

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7. ACTION PLAN MATRIX

Objective 1 Perspectives on the Past

Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost
<p>1. Community Pride A programme to energise & excite local communities, reaching new audiences and connecting with health and wellbeing improvements. Engage communities in three suggested groups:</p> <ol style="list-style-type: none"> 1. Rotherham/Doncaster south of the Dearne 2. Barnsley/Doncaster north of the Dearne 3. Barnsley south of the Dearne <p>A series of mini-events leading to focused events in accessible locations, with the theme What are we proud of? Create community plan of activities & projects exploring and conserving local heritage. Source local additional funding for specific projects Involve existing experts/ amateur specialists as guides, tour leaders, mentors Local projects delivering community plan Celebration events of achievements within each group, & final area-wide festival</p>	<p>Residents, all Disabled Young families Walkers/cyclists Volunteers</p>	<p>All partner organisations Community groups Organisations working with communities, eg Big Local groups, Dearne Approach groups. Health providers, organisations working with children & families</p>	<p>Engagement & consultation, work with established groups: Year 1 Group 1; Y2 Group 2: y3 Group 3: Y4 Celebrations, legacy planning Yr 5</p>	<p>Staff time to engage and work with communities 15 mini-events @ £100 each = £1,500 12 focused events @ £250 each = £3,000 Start-up grants for 9 local projects @ £600 each = 5,400 Specialist advice/support £2,000 per project = £18,000 Marketing leaflets £500 Celebration events & festival £8,000 Volunteer expenses £2,000</p> <p>Total £38,400</p>

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Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost
<p>2. Creative & skilful Projects with local artists working with local people. Workshops to produce works of art on LPS themes, integrating with other projects & thematic areas, especially Interpretation, Schools & Young People, and specific historic conservation, archaeological & biodiversity projects. Link to Community Pride activity</p> <p>Include</p> <ul style="list-style-type: none"> • Film making, animation • Painting, drawing, sculpture • Creative writing • Yarn bombing • Willow weaving • Dance, song • Drama <p>Involve artists in landscape discovery tour, leading to planning workshops & projects with target groups. Appoint lead artist for each project/series of workshops. Run taster workshops as family fun days to test interest Develop weekly creative clubs according to interests, and workshops for larger scale projects Involve participants in planning & delivery of final festival.</p>	<p>All existing and new audiences Young people Disabled people</p>	<p>Local sculptors and crafts people Community artists Poets & writers Film-makers & animators Community & youth groups</p>	<p>Plan Project, taster workshops: Year 1 Run: Years 2- 4 Involvement in final festival Yr 5</p>	<p>Staff time to develop & manage programme. Landscape discovery tour £400 3 Taster Workshops @ £2,400 = £7,200 Weekly creative clubs, 4 for 40 weeks/yr = £32,000 Project workshops larger scale 4 X yr = £12,800 Materials, equipment hire £15,000</p> <p>Total £67,400</p>

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Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost
<p>Suggestions for links with Training and Volunteering Strategy: Volunteer support and network linking with Community Pride project and Open your Eyes.. project</p>	<p>Special interest groups Community groups</p>	<p>All partners working with local groups Community groups, including Big Local</p>	<p>Develop 4 yr plan with groups/networks: yr 1</p>	<p>Training & volunteering budget</p>
<p>Fishing & boating training for young people which will educate and mentor them in responsible angling and safe boating as well as the wider river & water environment</p>	<p>Young people Young families</p>	<p>Environment Agency DVLV VAB Angling clubs & individuals Manvers Boat Club Schools Youth clubs & groups Youth Offending Teams, Big Local groups Specialist groups Partners Businesses</p>	<p>Training for new /enhanced roles in LPS: ongoing yrs 1 – 5</p>	<p>Training & volunteering budget</p>
<p>Short courses on wildlife, habitats & water resources Following community pride events & guided walks, tailored to interests expressed. Connect with local businesses & run courses at local hotels, pubs etc where possible. Also integrate with opening new trails, paths, viewing platforms etc.</p> <p>Short courses on industrial & pre-industrial history & sites Organised as above</p>	<p>Residents Visitors – families Young people</p>	<p>As above</p>		<p>Training & volunteering budget</p>

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Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost
<p>Suggestions for links with Branding and Communication Strategy Newsletter, Enewsletter, social networking Community group and volunteer involvement in co-designing, contributing, distributing</p>	<p>All audiences Young people</p>	<p>All partner organisations Potential Volunteer group</p>		
<p>Schools programme Activities & Resources Development of project to increase young people’s awareness and learning Work with schools & specialist advisers to develop guidance on how the Dearne Valley heritage can link to the National Curriculum at all Key Stages. Set up one-stop shop to co-ordinate visits, ensure site suitability and provide materials. Develop Dearne Valley Learning Network to ensure sustainability and buy-in. Development & promotion of free downloadable educational materials for schools & youth groups</p> <p>Develop a programme of practical involvement, eg wildlife monitoring and identification workshops, activities for ‘badges’, recording archaeological features Encourage schools’ and youth groups sign-up for John Muir Awards; Research & build on existing good practice examples & encourage take-up at other local schools</p>	<p>Young people</p>	<p>Primary schools Secondary schools Children’s Centres Scouts Other local youth groups Heritage Centre & reserve staff, eg Elsecar, Worsborough Mill, Old Moor, Swinton Lock</p>	<p>Research & consult schools & other stakeholders. Develop guidance & action plan Yr 1 Web-based materials developed Year 1 One-stop shop yr 1 - 2 Visits/Workshops/Activities: Years 2-5</p>	<p>Staff time to engage schools, develop & manage programme</p> <p>Web based material £10,000 + maintenance @ £1,500/Yr = £16,000 Set up costs £2,000 10 visits per year for 4 years to different sites, @ £200 + transport bursary of £100, = £12,000</p> <p>Programme of workshops and activities 6/yr @£500/event = £12,000</p> <p>Local initiatives, taken up in further 6 schools</p>

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Proposed action	Target audience	Groups/organisations to work with	Timeframe	Outline cost
Support & training for teachers & youth workers				£2,000/school = £12,000
Materials				Materials £7,000
				Total £61,000
Total Objective Cost				£166,800

Objective 2: Walking into History

Proposed Action	Target Audience	Groups/organisations to work with	Timeframe	Outline costs
<p>Guided walks Development & promotion of a programme of guided walks throughout the area, covering:</p> <ul style="list-style-type: none"> • Wildlife • Ecology & habitats • Health walks • Water resources • History & archaeology <ul style="list-style-type: none"> - industrial - pre-industrial <p>Where possible walks based from or taking in local businesses (e.g. pubs, cafes, shops), heritage centres, activity centres e.g. Swinton Lock, Manvers Boat Club.</p>	All audiences	Local amateur specialists Specialist interest groups Professional experts Health walks co-ordinators YWT	Yrs 1-5	Staff time to develop programme Promotion £1,500/yr = £7,500 Volunteer expenses £1,000/yr = £5,000 4 walks a year at £200, = £4,000 Total £16,500

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Proposed Action	Target Audience	Groups/organisations to work with	Timeframe	Outline costs
Follow on from new trails/walks, as below Follow with short courses, as above, designed to fit interest shown in walks Promote in all local news outlets, web & social media				
Activities for young people: Contract youth organisation to deliver programme & involve disengaged YP Develop menu of options, involving young people & groups to design & choose, such as: Cycling & mountain biking Wild camping & cooking Bushcraft, coppicing Active conservation days: e.g. making boardwalks, bridges, scrub clearance, pond creation, wildlife surveys	Young people, especially young active	Cycle businesses Triathlon organisers Manvers Lake & Dearne Valley Trust Youth groups NIA YWT RSPB Swinton Lock	Involve organisations working with young people Plan programme of activities Engage young people Yr 1 Deliver activities 8 sessions per yr, yrs 2 -5	Contract youth organisation: 300 young people involved, take part in 32 sessions, average 9 per session. = £10,200 Specialist support £500 per session = £16,000 Materials £300 per session = £9,600 Total £35,800
Suggestion for Access Plan Series of trails linking settlements And to - existing footpaths & cycle paths, - New access to water - New viewing platform		Community groups Walking groups, DV Ramblers – help design & test		Staff time to manage programme. Meetings, trial walks in walks budget above Access budget

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Proposed Action	Target Audience	Groups/organisations to work with	Timeframe	Outline costs
Name after settlement, e.g. Darfield wildlife walk Promote at train stations & bus stops, local newspapers & outlets, web & social media Routes including businesses (e.g. pub walks) New publicised routes with mutual benefits to walkers/cyclists/riders and local business				
Total Objective Cost				£52,300

Objective 3 Heritage Hosting

Proposed Action	Target audience	Groups/organisations to work with	Timeframe	Outline costs
Sense of Place Training Work with businesses to develop ideas and action plan. Programme of presentations & tours Integrate with Community Pride events, guided walks & promotional materials where possible	Businesses in the area and nearby, involved in retail, hospitality and local produce	Business organisations, e.g. Barnsley Visitor Economy Board, LEP, Chamber of Commerce, Eco-vision Specialist groups Professional specialists	Audit appropriate businesses in & near the area Develop action plan with interested businesses – y1 Training for 10 people each of yrs2, 3 & 4 Develop legacy plan, ongoing events based at local businesses – Yr 5	Staff time to involve businesses, develop & manage programme Specialist staff time Venue costs (contributed by businesses where possible) £1,500 per course, Total £3,500

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Proposed Action	Target audience	Groups/organisations to work with	Timeframe	Outline costs
<p>Corporate volunteer opportunities Development of a programme of corporate volunteer opportunities with local businesses for personal development and team building objectives. Work with interested employers to develop programme for mutual benefit. Promotion, development of volunteer programme & administration</p>	Local employees, resident and commuting in. Volunteers	Large employers Business organisations	Develop: Year 1 Promote & run: Years 2 to 4	Staff time to develop, promote and administer Commercial project
Total Objective Cost				£ 3,500

Objective 4: Open your eyes & look beyond

Proposed Action	Target audience	Groups/organisations to work with	Timeframe	Outline costs
<p>Walks & Tours to widen the understanding & involvement of members of specialist groups Courses integrated with community short courses above Knowledge & expertise feeding into Community Pride activities where possible</p>	Specialist groups Local amateur specialists Residents – interested New volunteers	Specialist groups sharing knowledge Partners with specialist knowledge Heritage Centre & Reserve staff	Work with specialist groups to develop events & training – y1 Promote & run courses – y 2 – 4 Develop exit strategy – y5	Staff time to involve groups & manage programme 4 events a year for 4 years £8,000 Total £8,000
Total Objective Cost				£8,000

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Objective 5: Dearne Valley on your Doorstep

Proposed Action	Target audience	Groups/organisations to work with	Timeframe	Outline costs
<p>Promotion, information & business network Promotion and information campaign, targeting: Hospitality businesses in the area and across the region Trains, buses, stations & car parks Tourism groups & TICs Promote package of linked attractions within the area and nearby Signpost from & to regional attractions outside the area Consider business network for cross-promotion Use websites & social media</p>	Visitors New visitors	Businesses Welcome To Yorkshire Barnsley Visitor Economy Board (BVEB)	Work with business groups and interested businesses to develop package & promotional materials – year 1 Deliver promotional activities years 2 -5	Staff time Interpretation, signage & communication budgets Potential network meetings X 5 £1,500 Total £1,500
Total Objective Cost				£1,500
Total ADP Cost				£232,100

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Rationale

Objective 1: Perspectives on the past

Action 1

Community Pride

The aim is to engage specific groups of communities in caring and learning about the landscape, through activities and local projects chosen by themselves. The activities will be based on those aspects of heritage local people identify with as sources of community pride. Activities will also build on those most popular and beneficial to wellbeing, such as walking for health, short walks with children.

Consultation findings confirmed that settlements tend to be inward looking and most residents are unaware of opportunities. Choosing manageable areas that are fairly close and settlements reasonably accessible to each other, will help communities to overcome relative isolation and work together.

Activities and projects may include:

- Local history and character – discovering and recording images, documents, film clips etc, oral records, telling the story of each community, including present residents and businesses
- Restore & create wildlife habitats
- Improve access routes & signage
- Creative arts projects including drama, film-making (link with Action 2)
- Young people involved in creative projects and volunteering
- Improvements to recreation sites
- Researching, recording, and active involvement in archaeological sites

Preparatory work with appropriate local groups where possible will lead to **a series of very local mini-events** in shopping centres, visitor centres, health & children's centres, at local events etc, for example:

- Fun family activities (low-cost), making relevant things (Design-a-sign, bughouses, birdboxes, mini-willow weaving etc)
- Quizzes
- Am-dram representations of scenes from history, dressing up as iconic animals/birds/fish

All these will be based where people already are, with the intention to:

- Enthuse people
- Signpost them to opportunities already available
- Gather their ideas

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- Invite them to sign up to the next stage

Focused series of events in an accessible location will follow, with food & transport:

Theme of What are we proud of?

Elements could include:

1. Invite participants to bring memorabilia – record (archivist/historian on hand)
2. Experts on hand, with displays /stalls – a selection from:
 - Conservation specialists/enthusiasts/ landowners
 - Friends of../other specialist volunteering groups
 - Archaeologist, historian
 - Geologist
 - River & wetlands experts
 - Access (footpaths etc) specialist

3. Tour (minibuses):

Experts/enthusiasts show special sites, important features, share their vision

The conclusion will shape what people want to work on in their community. For example habitat creation, researching archaeology on sites, improving trails, new outdoor activities for health groups. The events will gather ideas & plans and enthuse participants to be involved.

A community plan will develop, by a group or community planning day, to detail the projects for three years, and identify local extra funding for specific projects. Individuals & groups can also be signposted to other LPS projects.

Health proofing. Recruit from existing groups e.g. Walking for Health, Children’s Centres etc, to advise and set up panel to health/disability proof materials, viewing platforms

Action 2

Creative & skilful

Creative activities are effective at involving those currently disengaged, and will also contribute to improving the local environment, and involving young people in positive activities and environmental improvements.

This action also provides the opportunity to connect with nationally known local creative people, poets, musicians etc, for example to run a session at the start of a specific activity (How to write a poem, compose a song, take a great photo, etc).

The budget here is quite high, allowing for professional involvement and more expensive materials and equipment. The weekly clubs may not need this level of input, and a lower

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budget for materials would also be workable. Experience has shown that each project needs a lead artist to manage the process.

Suggestions for Training and Volunteering strategy, and Branding and communication

There are opportunities for links here, involving interested groups and individuals in contributing to other LPS projects. Likewise training for volunteers will help them get more involved with their local community.

Short courses, for example can integrate with community pride events and guided walks with mutual benefit.

Schools programme

The rationale is detailed on P 41, [Audience development and engagement programme for Schools](#)

Objective 2: Walking into History

Guided walks are a low-key and low-cost way of involving people in a popular activity. They can be tailored to specific groups such as families with small children, and can lead on to further involvement in other projects.

Walks can be adapted to other projects and events, eg opening a new trail, an improved site, a historic monument restored.

Activities for young people

The suggestion is to contract a specialist youth work organisation to specifically target young people not currently involved in any youth groups or other activity. If practical this approach will connect with young people hard to reach in other ways. It will require a fairly substantial budget, though the one shown is at the low end for engaging this number of young people.

If successful the people involved can also be signposted to other activities and projects, such as the creative ones.

Series of trails linking settlements.

This suggestion for the Access Plan, would integrate well with the Community Pride and Guided Walks activities, helping to connect nearby settlements with each other, and to existing well used trails such as the Trans Pennine Trail.

Objective 3: Heritage Hosting

Sense of Place Training

This action will help local businesses enhance visitor experience, and promote those not already involved with visitors, as being visitor-friendly. It should also be very enjoyable for participants,

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and help to lead on to further involvement, for example:

Hosting community, business or themed events (eg local produce)

Involvement in new routes (Guided walks, and Routes including Businesses, above)

Business network, below

There may be potential for a directory of relevant businesses and other promotional initiatives.

Corporate Volunteer opportunities

There are a number of big employers in the area, some of whom may welcome the opportunity for staff and team development, and adding to their Corporate Social Responsibility programme.

This programme will provide another way of connecting with residents who are employed there, and a route to connecting with workers commuting in from nearby towns.

Objective 4: Open your eyes & look beyond

Walks & Tours

Will extend & develop the expertise of specialist individuals and groups to help them spread their knowledge more widely in the community. This action will link and overlap with several other projects.

Objective 5: Dearne Valley on your Doorstep

The purpose is to bring in more visitors from the region, and encourage existing and new visitors to stay longer, by creating a coherent package linking attractions inside and outside the area. The budget will be primarily in interpretation, communication & signage, but there is a small budget for business networking if there is a potential demand.

8. MONITORING & EVALUATION

Monitoring & evaluation will be considered separately, but should include a strategy for capturing audience data relating to the landscape partnership in terms of numbers, satisfaction and economic impact, and will include the purpose, impact and possible success indicators for m & e. Some principles are outlined below:

8.1. 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

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organisations

- To act as a constructive management tool to support sound Scheme delivery

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

8.2. IMPACT

In the context of audience development, the main differences that we would expect the Scheme's spend to make are:

- Audiences having more awareness and understanding of Dearne Valley's heritage and landscape
- Audiences being more actively involved in Dearne Valley's heritage and landscape
- Partner organisations being more aware of audience development and more actively involved in it.

8.3. POSSIBLE INDICATORS OF SUCCESS

The measures of this success in relation to audience development might include:

- Reports of increased awareness & understanding of Dearne Valley's heritage and landscape
- Improved behaviours, e.g. in relation to litter, damage to sites, ASB
- Increased number and range of volunteers and trainees
- Increased numbers and range of event/activity participants
- Increased visitor numbers at sites promoted by the Scheme
- Increased length of visitor stay in the area and at sites supported by the Scheme
- Increased use of information supplied through the Scheme
- More people trained in and practising skills, e.g. botanical recording
- Range of barriers for potential audiences reduced and/or removed, e.g. information what they can do once they have arrived in Dearne Valley, and people reporting barriers removed.

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9. APPENDICES

9.1 APPENDIX 1 CONSULTATION MATERIALS

9.2 APPENDIX 2 RESEARCH RESULTS

9.3 APPENDIX 3 CURRENT PROJECTS AND ADP OBJECTIVES



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