

Project Brief – Landscape and Heritage Festival

Introduction

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is the lead partner of the proposed Pendle Hill Landscape Partnership (LP). This exciting programme of activity looks to re-connect people with their landscape and their past, to safeguard the area's wildlife and heritage and to improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. This programme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.

The Pendle Hill LP scheme has three themes:

- To improve the environment
- To build the local economy
- To provide opportunity for everyone to get involved

These themes incorporate a number of projects, and you can read more about these and the area and its heritage here <http://forestofbowland.com/Pendle-Hill-Landscape-Partnership> . The themes will be gathered together with a series of creative and digital threads, bringing the two sides of the hill together and inspiring and involving people in this special place.

Identified Needs and Threats for this project

There is a threat to the development and retention of local history research skills

There is a growing disconnection between people and their past, and their landscape

Local history groups have a limited appeal and membership

There is little networking and sharing of knowledge between local history groups

There has been a loss of traditional building skills

There is a threat to local vernacular styles of village housing from insensitive conversions and modernisation of older buildings

Description of the Project

The aim is to organise an annual festival to raise awareness of the area's historic landscape and buildings, working closely with local history groups, expert professionals and museums. The Festival will uncover the hidden histories of places less well known and under researched, and will enable people to visit places and buildings not always open to the public.

Key aims will be to:

- Engage new audiences for heritage events
- Share knowledge and understanding between local history groups and populations on the two sides of the hill
- Provide learning and training experiences for local history group members
- Provide learning and training for residents and contractors in traditional building survey and restoration skills
- Create a sustainable legacy for the LP programme

The Festival will start as a week long programme of activities, possibly to be held in September 2018. If successful the programme can be extended to 10 or 14 days in future years. A number of training days and seminars could be run in a lead up to the Festival.

Pendle Hill Landscape Partnership

The Festival will be co-ordinated by a member of staff who will research, contact, support and co-ordinate local history groups and event leaders, manage the programme promotion and bookings, oversee smooth delivery of the events, and evaluate and refine the programme from feedback.

Volunteer leaders will be recruited from local history groups to lead guided walks, talks or other events. They will run events around local places, buildings or events which they have researched. They will have any expenses reimbursed and training will be provided for them in risk assessment, walk preparation, health and safety/basic first aid etc. Their volunteer time will be a valuable match funding contribution to the project.

Potential topics for events could include:

- Guided walking tour of the vaccaries
- Tour and seminar to disseminate expert building history
- Vernacular building styles – village tours
- Dry stone wall/enclosure history walks
- Parkland and designed landscape tours
- Non-conformist chapels and graveyards
- Geology Trails
- Tours/talks about recent archaeological activity/finds/sites in the LP programme
- Early industrial sites – water mills, kilns and mines
- Prehistoric and medieval history – landscape and documentary evidence

Identified Outputs

The initial projection is for:

25 volunteers to be engaged over the 4 years

25 training days to be provided

Partners to liaise with

Pendle and Ribble Valley tourism officers and associations

Towneley Hall museum

Clitheroe Castle museum

Lancashire Archives

The Clarion Club

GeoLancashire

Friends of Bowland

Dry Stone Walling Association

UCLAN archaeology department

Local historians and writers

Local History groups including:

Pendle Forest

Downham

Pendleton

Read & Simonstone

Worston

Clitheroe Civic Society

Budget

The outline budget is for £20,000 (ie £5000 a year); however this is flexible and could be increased, especially if alternative match funds could be identified eg from the partner or tourism bodies. HLF is currently providing the full £20,000. It is anticipated that the budget will include a 20-30% project management fee or staff cost allowance.

In the long term the Festival could aim to become self-financing via charging for events.

Publicity and promotion will be provided by the central LP team (budget of £15,000 over 4 years)

The budget is supplemented by a contribution of 125 volunteer days over the 4 years @£50 a day = £6250

Development work required (2016-17)

Liaison and discussion with partners – is this feasible, attractive, is there a demand? Preferred time of year?

Identify what kinds of events they would like to run

Identify leaders/volunteers training needs

Draw up detailed costings

Agree HLF outcomes to be delivered

Identify and secure match funds – will partner or AONB be applicant?

Agree how co-ordinator can be recruited and employed and by whom

Consider how the event can be promoted and bookings managed