

## 1. INTRODUCTION

- 1.1 I was tasked by the Land of Oak & Iron Board to write an Action Plan for Year 3 and 4 of the Landscape Partnership. The core purpose of the plan is to set out what is intended to be delivered over the remaining period of the partnership, the resources required to achieve this (financial and other), and the outputs and outcomes that we are committed to deliver. It also intends to provide a framework for legacy development during the final two years of the partnership to ensure a level of delivery and presence from 2020 onwards.
- 1.2 The plan will form the basis for an annual report on performance to the Board, supported by the financial updates provided at quarterly Board meetings.
- 1.3 The plan is divided into two sections:
  - 1) Delivery of the HLF Landscape Partnership to December 2019;
  - 2) Framework for Legacy Development.
- 1.4 This paper outlines the commitment by the partnership to HLF budget spend, outputs and outcomes. It also intends to start a discussion about the legacy of the Land of Oak & Iron based on priorities identified by the board at its January 2018 meeting.

## 2. DELIVERY OF THE HLF LANDSCAPE PARTNERSHIP

- 2.1 The Land of Oak & Iron Landscape Partnership is committed to deliver 14 inter-connected projects over a period of four years to December 2019. Each project is led by a partner organisation, which receives HLF and match funding to deliver agreed outputs and outcomes. The Landscape Partnership Action Plan (LCAP) provides further detail on this.
- 2.2 See Table 1 for a summary of the collective outputs the partnership is committed to deliver. Table 2 shows the outcomes we are working towards, and Table 3 is budget allocations and balances to March 2018.
- 2.3 Appendix 1 provides further detail of project progress to date against budget, outputs, and outcomes, where that information is available.
- 2.2 The mid-term programme evaluation (Countryside Training) will provide further information as to progress against these outputs and outcomes to December 2017. This will inform the priorities for delivery for 2018 and 2019 for both individual projects and across the programme. The mid-term evaluation will be presented to the Board in draft format at its April 2018 meeting.

**Table 1: Land of Oak & Iron outputs**

Output	Target
People engaged	140,000
New visitors to the area	400,000
Access improvements	13,715m
Monuments conserved	4
Buildings removed from the 'Heritage at Risk Register'	3
Sites improved	34
Sites interpreted	50
Young people gain new qualifications	188
People progressed into employment opportunities or apprenticeships	50
Volunteers taking part	1000
People trained (heritage skills)	300
Schools engaged	30
Youth groups engaged	30
Events delivered	12
Leaflets distributed	6,000
Press releases / newsletters	32
Woodland conserved	32ha
Wetland conserved	9ha
River conserved	24km
Heritage Centres developed	3

**Table 2: Land of Oak & Iron outcomes**

<b>Heritage will be...</b>	Better managed In better condition Identified/recorded
<b>People will have...</b>	Developed skills Learnt about heritage Volunteered time
<b>Communities will...</b>	Be a better place to live, work and visit More people and a wider range of people will have engaged with heritage Environmental impacts reduced

Table 3: Land of Oak & Iron budget summary (to March 2018)

	<b>Budget</b>	<b>Received</b>	<b>Balance</b>
<b>Income – HLF</b>	£2,234,200	£845,519	£1,388,682
<b>Income – match</b>	£635,952	£310,458	£325,494
<b>Expenditure</b>	<b>Budget</b>	<b>Spend</b>	<b>Balance</b>
<b>Capital Costs</b>	£1,325,993	£562,686	£763,307
<b>Activity Costs</b>	£1,019,798	£408,189	£611,609
<b>Other Costs</b>	£524,361	£169,403	£354,958

### 3. LEGACY DEVELOPMENT

- 3.1 The Land of Oak & Iron Board has identified three themed areas for development to ensure that there is a legacy of the Land of Oak & Iron; these are themed as Communication, Brand Identity, Developing Sustainable Income Streams, and Sustainable Tourism. Underpinning these is the development of a Legacy Group, which it is envisaged will play a key role in the longer term sustainability of the Land of Oak & Iron.
- 3.2 Appendix 2 contains the emerging action plans for the themes, including current issues and gaps. The themes are also summarised below.
- 3.3 Alongside writing this plan, I have looked into the legacy development of other Landscape Partnership Schemes around the country; this included those that have completed or are in the final stages of delivery.
- 3.4 Common threads running throughout were: the need for commitment from host organisations and partners at an early stage to legacy development; involvement of all partners and stakeholders in developing the legacy plan; agreement of what governance structure the partnership will take including staffing structure; and commitment by partners to continue using the brand of the Landscape Partnership.
- 3.5 The partnerships that are deemed to have successfully left a legacy are those that continued to have a shared vision and identified their role and purpose based on the evolution of projects during the HLF funded period. For example, The Heart of Argyll Tourism Alliance is “a thriving and award winning legacy of the Dalriada Project”. This organisation has a clear purpose of actively marketing the Dalriada Heart of Argyll region as a credible tourist destination, a need which was identified through the Landscape Partnership.
- 3.6 Many partnerships set up a separate ‘legacy steering group’ to guide the process. This group may become the succession organisation, for example the Wandle Valley Regional Park Trust. Membership includes people additional to the original partnership, but who are key to developing and subsequently delivering the legacy. Some partnerships re-write the LCAP to reassess the issues concerning the natural, built and cultural heritage and environment; ‘Up on the Downs’ did just this, producing a new strategic framework titled its Prospectus.



## EMERGING LEGACY THEMES

### BRAND IDENTITY

Legacy Aim: The Land of Oak & Iron brand is owned and valued by all Partners;  
The Land of Oak & Iron brand is embedded alongside partner's own identities

Owners: Land of Oak & Iron partners

Actions: Recognise and promote Land of Oak & Iron alongside partner brands when delivering continued activity in the area.

### SUSTAINABLE INCOME STREAMS

Legacy Aim: Sustainable income streams are developed for the Land of Oak & Iron to ensure a lasting presence and legacy

Owners: Land of Oak & Iron Board and partners

Actions: Identify plans and an execution plan  
Agree financial support and fundraising capacity

### SUSTAINABLE TOURISM

Legacy Aim: Adoption and promotion of the LOI as a destination for sustainable tourism.

Owners: Sub-group of the Land of Oak & Iron Board to include Destination Management Organisations.

Actions: Identify plans and an execution plan  
Agree financial support and fundraising capacity

#### 4. SUMMARY / NEXT STEPS

- 4.1 For this plan and the legacy work to progress, there are a number of key questions the Board needs to resolve. At the heart of these is the current partners' decision whether they see merit in the Land of Oak & Iron continuing beyond the current HLF funding, and if so, what that future commitment might entail. As mentioned in paragraph 3.4 above, the message from other areas is that support is crucial.

The issues are:

- 1) Are the partners, including the host organisation, committed to sustaining a level of Land of Oak & Iron delivery post HLF Landscape Partnership funding?
- 2) Are the partners content to recognise, and use, the Land of Oak & Iron brand alongside their existing material to help promote and develop the area beyond HLF?
- 3) Will the partners agree to adopt and promote the Land of Oak & Iron as a destination for sustainable tourism?
- 4) What form / governance structure will the Land of Oak & Iron take from 2020 onwards?

The decisions to these questions will have a major impact on what the legacy framework looks like.

- 4.2 There is the opportunity over the coming months to strengthen emerging networks and projects within the Land of Oak & Iron, such as woodland owners, the Legacy Group, Land of Oak & Iron Wildlife Group, and emerging business opportunities with Derwentside Business Network. The Land of Oak & Iron Heritage Centre is due to open in June 2018, which will play a significant role increasing the profile of the area and the partnership.
- 4.3 It is advised this document acts as the starting point for the legacy development of the Land of Oak & Iron. However, a broad group of people (as outlined in 3.7) need to invest in the plan under a shared vision and series of actions. It is proposed that there is a facilitated partnership event in September / October 2018 to start this process.

**APPENDIX 1: PROJECT DELIVERY AND TARGETS**

<b>Project Name</b>	<b>1. Community Archaeology</b>		
<b>Aim</b>	The project will research the archaeological evidence of the industrial development and transformations in the Land of Oak & Iron.		
<b>Budget</b>	£59,675	<b>Budget Balance</b>	£53,121

<b>Project Outputs</b>	<b>Year 2 - Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
50 volunteers trained in heritage research, surveying, excavation and interpretation	TBC. Achieved approx. 50%	2 digs, 40 vols.	n/a
200 participants in pot firing/woodland crafts at heritage fairs	Achieved (Chopwell WoodFest)	Chopwell WoodFest	n/a
200 attendees at presentations to local history groups and archaeological societies	88 attendees. 44% achieved	Presentation target 56 people	Final presentation-target 56 people
Production of interpretive material for leaflets, display boards and website	1 draft report received	Reports from all digs available on website	Reports from all digs available on website

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Volunteers will have increased their skills in a variety of research and participative activities with the outcomes recorded and interpreted.  Local people will be more engaged with their local heritage.	Quarterly claims  Photos  Dig reports

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- HLF Claims submitted and approved</li> <li>- High profile dig delivered early summer 2018</li> <li>- Improved communication between the project and LOI</li> <li>- Volunteer profiles and anecdotal evidence</li> </ul>

<b>Project Name</b>	<b>2. Built Restoration</b> 2a Whinnfield Coke Ovens, 2b Derwentcote Steel Furnace (English Heritage), 2c Allensfold Blast Furnace (Tom Cowie Family Trust), 2d Crowley's Dam (Gateshead)		
<b>Aim</b>	To improve the condition and management of four built structures that were integral to the development of industry within the Land of Oak & Iron		
<b>Budget</b>	£355,938	<b>Budget Balance</b>	<b>£301,149</b>

<b>Project Outputs</b>	<b>Year 2 ~ Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
3 buildings removed from the Heritage at Risk register	0%	2	1
890m of improved footpaths	0%	890m improved footpaths	n/a
<i>An increase in visitors by 40% ~ baseline is zero, how to count??</i>	n/a (HLF no longer recording).	n/a	n/a
150 people engaged in general activities	Delivery Yr 3 & 4	75 people engaged	75 people engaged
900 volunteer days delivered through the programme	Delivery Yr 3 & 4	Revise targets? 177 days	Revise targets? 177 days
<b>Training and Skills: 50 people to benefit from on-site training</b>	Delivery Yr 3 & 4	25 people	25 people

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
The key built and natural heritage features of the Land of Oak & Iron Landscape will better understood and restored with improved access and a fit for purpose system in place to ensure the benefits are sustained.	Quarterly claims Photos

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Derwentcote and Allensfold pathway improvements</li> <li>- Volunteer programme started; agree revised targets based on what is realistic. Can pick up any slack elsewhere in the programme.</li> <li>- Match funding secured</li> <li>- Volunteer profiles and anecdotal evidence</li> </ul>



<b>Project Name</b>	<b>3. River Restoration, to include 3a Fish Pass, 3b River Restoration</b>		
<b>Aim</b>	To restore the natural heritage in key areas of the river corridor using traditional 'river craft' techniques to help to return the river and its surrounds to a more natural state and deliver multiple benefits for people, wildlife and water quality.		
<b>Monitoring Lead</b>	Tyne Rivers Trust		
<b>Budget</b>	£227,462	<b>Budget Balance</b>	<b>£47,872</b>

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
Improved river bank habitat at 16 locations	TBC approx. 6 locations	5 locations	5 locations
Improved river bank vegetation to benefit river ecology			
New habitat for Grass Snakes and Otters			
100 brash bundles/habitat piles will be built			
Invasive species will be mapped along 35km of river			
Invasive species controlled at a minimum of 40 sites			
Volunteer outputs?? Pollution reduction? River crafts?			
Fish pass output?? Education output??			

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
The key built and natural heritage features of the Land of Oak & Iron landscape will better understood and restored with improved access and a fit for purpose system in place to ensure the benefits are sustained.	Quarterly claims Photos Newsletters

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Collate outputs for River Restoration – are they appropriate?</li> <li>- Volunteer programme planned for Year 3 and promoted</li> <li>- Match funding secured</li> <li>- Volunteer profiles and anecdotal evidence</li> </ul>

<b>Project Name</b>	<b>4. Woodland Restoration</b> 4a Derwenthead (Durham County Council); 4b Northumberland/Prudhoe (Groundwork); 4c Gateshead/Derwent Valley (Durham Wildlife Trust; 4d Derwenthead (Woodland Trust).		
<b>Aim</b>	To deliver a joined up suite of woodland conservation and management projects across the Land of Oak & Iron, coordinated by the Access and Woodland Officer.		
<b>Budget</b>	£235,962	<b>Budget Balance</b>	<b>£105,489</b>

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
98 ha of ancient semi natural woodland & habitat restored			
15.5 ha of native woodland extended	Achieved	Complete	Complete
<i>35 people on woodland and grassland management training</i>	0	20 people	15 people
94 community activities	TBC	25 activities	25 activities
1174 volunteer days delivered through the project	726 volunteer days	448 volunteer days	448 volunteer days

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
The key built and natural heritage features of the Land of Oak & Iron Landscape will better understood and restored with improved access and a fit for purpose system in place to ensure the benefits are sustained.	Quarterly claims Photos Community engagement Volunteer profiles and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Gateshead revised targets approved by HLF</li> <li>- Ongoing volunteer programme promoted</li> <li>- Match funding secured (Prudhoe)</li> <li>- Training programme established and delivered (with Woodland Trust?)</li> </ul>

<b>Project Name</b>	<b>5. Shibdon Meadow</b>		
<b>Aim</b>	To enhance a Local Wildlife Site, which has significant ecological, flood management and amenity potential but is currently neglected, degraded and overgrazed.		
<b>Budget</b>	£155,000	<b>Budget Balance</b>	£89,352

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
Restore 9.2 ha of wet meadow	0	0	9.2ha
Recreate 2 wetlands	0	0	2
Establish and restore 580m of traditional hedge	0	0	580m
Create 450m of new public access	0	0	450m
4 interpretation boards	0	0	4 boards
Provide regular activities and training for volunteers??	0	0	68 volunteer days

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
The key built and natural heritage features of the Land of Oak & Iron Landscape will better understood and restored with improved access and a fit for purpose system in place to ensure the benefits are sustained.	Quarterly claims Photos Community engagement Volunteer profiles and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Site investigations complete autumn 2018</li> <li>- Volunteer programme</li> <li>- Interpretation</li> <li>- Wetland restored</li> </ul>

<b>Project Name</b>	<b>6. Oak &amp; Iron Skills</b>		
<b>Aim</b>	To ensure a lasting legacy through increasing opportunities for heritage related vocational skills development alongside the various planned Land of Oak & Iron projects.		
<b>Budget</b>	£65,000	<b>Budget Balance</b>	<b>£57,768</b>

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
235 young people engaged and learnt about heritage skills	87 engaged	74 engaged	74 engaged
47 young people progress into employment including Apprentices	0	24	23
47 young people will achieve NVQ Level 3 qualifications	0	24	23
188 young people gain a recognised qualification	18	85	85
30 employers engaged	0	15	15
8 schools engaged	0	4	4
3 colleges engaged	0	2	1
16 youth and community groups engaged	0	8	8

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Participants have increased their skills and are motivated to find work in the heritage / land based sectors. There is an increase in the number of people gaining employment in the heritage, environmental and land based sector.	Quarterly claims Photos Student profiles and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Targets revised if not achievable</li> <li>- Business engagement programme</li> <li>- School engagement programme</li> </ul>

<b>Project Name</b>	<b>7. Educational Activities</b>		
<b>Aim</b>	To provide a series of innovative opportunities for children and families to learn about the history of the Land of Oak & Iron area		
<b>Budget</b>	£107,501	<b>Budget Balance</b>	<b>£74,825</b>

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
20 Primary Schools worked with	7	7	6
6 Youth Groups worked with	1	3	2
20 Learning packs distributed	7	7	6
20 School visits to sites	7	7	6
40 Outreach visits to schools	14	14	12
40 teachers engaged on a 1:1 basis in informal training	14	14	12
5 Cultural tradition projects	0	3	2
1 Festivals and re-enactments	0	1	0
1 Exhibition and display	0	1	0

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Increased understanding and appreciation of the natural, cultural and industrial heritage of the Land of Oak & Iron Landscape. Local people and visitors will be more engaged with the local heritage.	Quarterly claims Photos Anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Youth group engagement</li> <li>- Teaching resources available LOI website</li> <li>- Match funding secured</li> </ul>

Project Name	8. Geology and Wildlife Surveys		
<b>Aim</b>	To map, record and interpret the natural heritage of the Land of Oak & Iron. The project provides an opportunity to train local volunteers in the skills needed to record and promote the natural heritage of the area, ensuring it is widely appreciated, better managed and better protected in the future.		
<b>Budget</b>	£37,665	<b>Budget Balance</b>	£22,450

Project Outputs	Year 2. Progress by Jan 2018	Year 3 Target	Year 4 Target
Survey up to 50 sites to standard for RIGS designation	Phase 1 completed for 50 sites	Phase 2, 25 sites	Phase 2, 25 sites
Establish RIGS group covering project area	0	1	0
Designate RIGS sites and forward to LA's for potential recognition	4	3	3
Deliver 9 geology training sessions	1	4	4
Train 75 volunteers ~ Linked to 9 training sessions?	10	33	32
Develop a web based inventory of the project area's geology	0	1	0
Deliver 30 wildlife training sessions	20	10	10
450 attendees of which 300 are separate individuals	194	128	128
Develop web pages on the area's wildlife	1	0	0
Submit 5000 records to ERIC North East	240	2380	2380

Programme Outcome	Evidence or information of project contribution
People will have increased skills in researching, restoring and understanding their heritage. This work will be more accessible in the public domain located on appropriate websites and data records.	Quarterly claims Photos Community engagement Volunteer profiles and anecdotal evidence

Project Priorities
<ul style="list-style-type: none"> <li>- Geology surveys and RIGS designation</li> <li>- Wildlife Group</li> <li>- Web based information</li> </ul>

<b>Project Name</b>	<b>9. Access for All</b> 9a Northumberland, 4b Gateshead, 4c Durham		
<b>Aim</b>	To open up and promote the heritage of old wagonways which will improve access across the Land of Oak of Iron area. To include links to other project activity such as the built heritage sites and woodland areas.		
<b>Budget</b>	£218,000	<b>Budget Balance</b>	£187,780

<b>Project Outputs</b>	<b>Year 2. Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
9 heritage routes improved	4	3	2
5000m of enhanced access	1540	3635	0

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Improved access routes at key strategic locations enabling people to enjoy the natural and cultural heritage of the Land of Oak & Iron.	Quarterly claims Photos Public feedback

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Final schemes complete</li> <li>- Promotion</li> </ul>

<b>Project Name</b>	<b>10. Creative Interpretation</b>		
<b>Aim</b>	To promote a better understanding of the history, landscape and cultural heritage of the area. To enhance the visitor experience across the Land of Oak & Iron LP area, providing exciting, interesting and memorable activities.		
<b>Budget</b>	£171,696	<b>Budget Balance</b>	£154,445

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
Install 24 pieces of onsite interpretation	0	12	12
2 trails created	0	1	1
1 community archive established	0	0	1
2 musical and dramatic artistic interpretations created	0	2	0
25 sites interpreted	0	13	12
400 adults involved	86	157	157
600 children engaged	80	260	260
32 school visits	4	14	14

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Increased understanding and appreciation of the natural, cultural and industrial heritage of the Land of Oak & Iron Landscape. Local people and visitors will be more engaged with the local heritage.	Quarterly claims Photos Community engagement Volunteer profiles and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Onsite interpretation including sculpture</li> <li>- Drama commission</li> <li>- Oral history promoted, profiled and archive created</li> <li>- Include Andy M's outputs</li> </ul>



<b>Project Name</b>	<b>11. Go Green</b>		
<b>Aim</b>	To promote and improve opportunities for sustainable travel by identifying schemes that promote walking, cycling and the use of public transport in the LP area.		
<b>Budget</b>	£48,000	<b>Budget Balance</b>	£37,935

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
Create a Green Travel Plan to encourage sustainable transport	Achieved	Complete	Complete
2,000 leaflets produced to encourage sustainable transport	0	1000	1000
Create a Cycling Action Plan to improve facilities at 3 locations	0	3	0
100 residents supported by Bikeability cycle training courses	0	50	50
1000 residents engaged in cycling, walking and running	0	1000	1000

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Increased opportunities for informal recreation promote sustainability and health & well being benefits within the Land of Oak & Iron Landscape	Quarterly claims Photos Community engagement Volunteer profiles and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Go Green delivery</li> <li>- Change outputs re cycle action plan</li> </ul>

<b>Project Name</b>	<b>12. Community Grants</b>		
<b>Aim</b>	To provide the opportunity for community based groups and organisations to secure funding towards projects that will contribute towards the vision for the Land of Oak & Iron.		
<b>Budget</b>	£60,000	<b>Budget Balance</b>	£26,888

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
15 sites improved, 25 sites interpreted			
600 adults involved			
500 children engaged			
120 volunteers involved			
10 schools involved			
25 community groups engaged			
40 community projects/initiatives supported			

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Local communities, residents & visitors will have increased awareness, understanding and enjoyment of the heritage and landscape of the Land of Oak & Iron.	Quarterly claims Photos and monitoring reports Community engagement Volunteer profiles and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Collate outputs from grantees</li> <li>- Award final grants</li> </ul>



<b>Project Name</b>	<b>13. Heritage Centres</b>		
<b>Aim</b>	To create three 'heritage centres'. One main centre at Winlaton Mill and two satellites at The Lodge, Consett and Tyne Riverside Country Park centre, Prudhoe.		
<b>Budget</b>	£135,870	<b>Budget Balance</b>	£132,072

<b>Project Outputs</b>	<b>Year 2 ~ Progress by Jan 2018</b>	<b>Year 3 ~ Progress by Jan 2019</b>	<b>Year 4 ~ Final outputs</b>
3 visitor information facilities provided	0	3	0
Creation of new space for learning - 3	0	3	0

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Increased understanding and appreciation of the natural, cultural and industrial heritage of the Land of Oak & Iron Landscape. Local people and visitors will be more engaged with the local heritage.	Quarterly claims Photos Community engagement Visitor feedback and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Interpretation fitted</li> <li>- Monitor visitor numbers</li> </ul>

<b>Project Name</b>	<b>14. Marketing and Promotion</b>		
<b>Aim</b>	To celebrate the uniqueness of the area to encourage more people to visit and engage with the beautiful landscape and fascinating heritage of the Land of Oak & Iron.		
<b>Budget</b>	£57,000	<b>Budget Balance</b>	£28,024

<b>Project Outputs</b>	<b>Year 2 Progress by Jan 2018</b>	<b>Year 3 Targets</b>	<b>Year 4 Targets</b>
The Land of Oak & Iron website	1	0	0
Quarterly e-newsletters, specify 20?	8	6	6
At least 6 events and festivals	6	4	4
4 press releases per year	8	4	4
1000 facebook likes and 1000 twitter followers	fb -1075 twitter - 842	Fb – 250 Twitter - 100	Fb – 250 Twitter – 100
5000 leaflets	14,000	2,000	2,000

<b>Programme Outcome</b>	<b>Evidence or information of project contribution</b>
Increased understanding and appreciation of the natural, cultural and industrial heritage of the Land of Oak & Iron Landscape. Local people and visitors will be more engaged with the local heritage	Quarterly claims Photos Community engagement Volunteer profiles and anecdotal evidence

<b>Project Priorities</b>
<ul style="list-style-type: none"> <li>- Ongoing delivery</li> <li>- Match funding</li> </ul>