

## DETAILED PROJECT PLAN

HLF Programme Area			
Area	Programme Title	Main Area (tick <b>one</b> box only)	Links to Other Areas
A	<b>Conserving or restoring the built and natural features</b> that create the historic landscape character.		✓
B	<b>Increasing community participation</b> in local heritage		✓
C	<b>Increasing access</b> to and <b>learning</b> about the landscape and its heritage	✓	
D	<b>Increasing training</b> opportunities in local heritage <b>skills</b>		
E	Scheme staffing, overheads and running costs		

### PC1

## Discovering the Dartmoor Story

### MTMTE Interpretation



Heading	Content
<b>Summary</b>	Telling the story of people and landscape of Dartmoor over 4,000 years this project will help a wider range of local people and visitors engage with the heritage of Dartmoor. It will tell the story by embracing a range of interpretive techniques that are sensitive to the landscape.
<b>Project description</b>	<p>Discovering the Dartmoor Story is about reconnecting people with the landscape and the story that it tells about our ancestors. The project will provide a range of interpretation across the Moor than meets the eye area to meet the needs of the different audiences that live in or visit the area.</p> <p>In particular it will engage the three audience groupings currently identified as priorities:</p> <ol style="list-style-type: none"> <li>1. Local residents, including those interested and those currently less engaged</li> <li>2. Families, including young people</li> <li>3. Honeypot site visitors, including those 'passing through' to raise awareness of the special and vulnerable nature of the area's rich heritage</li> </ol>

The project will focus on increasing the quality of the experience for the people who are already on Dartmoor or already visiting Dartmoor, rather than aiming to increase visitor numbers. This was a strong theme coming from community engagement and it was recognised that local visitor-focussed businesses are seen as a conduit towards working with visitors.

The project will use new technology to reach different and wider audiences, be more sustainable and engage a wider range of target audiences. It will use live interpretation through a mixture of events and activities and it will use traditional techniques in the form of information boards, leaflets and guides.

**The Dartmoor Story will be told in the form of mobile/smartphone ready webpages** which will be hosted on the DNPA website. Hosting them with DNPA will provide a legacy beyond the length of the project. These pages will tell the story of Dartmoor as set out by the themes in the interpretive strategy. It will then link to more detailed information that is available now or that will become available through the scheme.

**A downloadable Dartmoor Story app for Smartphones will be developed** which will work like a self-guided trail and information leaflet but allowing a more interactive experience with a map, text, photos and a simple game element. This will be applied to the whole of the MTMTE area. Several projects identified the need for an app. We plan to create the Dartmoor Story app to help these projects interpret their areas. In particular this will help people discover more about tin mining- the Brimpts Tin Trail, ponies around Bellever and a Widecombe explorer trail website/page will be crucial to this work.

**Discovering the Dartmoor Story...Heritage events.** Throughout the 5 years of the scheme there will be a programme of events and activities to reach out to a range of visitors and local people to interpret the heritage of the moor. There will be one large scale event per year focussing on the cultural heritage of the area working with partner organisations. There will also be 4 smaller events per year which will focus on specific areas of heritage. These will complement the smaller community events that will take place through Parishscapes and the existing provision by wildlife and heritage guides on Dartmoor.

**Discovering the Dartmoor Story...Moor medieval: Higher Uppacott and the story of medieval farming.** To complement the building repair works being undertaken at Higher Uppacott medieval longhouse, as part of this scheme, an interpretive strategy will be developed to help people understand its importance in telling the story of medieval farming on the moor. This will inform the provision of a range of interpretive media to bring to life the story.

**Discovering the Dartmoor Story...In the footsteps of the Victorians...interpreting the heritage of the Wray Valley.** During the course of this scheme local history groups will be working with the wider community to explore the impact of the railway on the landscape of this part of the moor. This work will inform interpretation along the route of the old railway line and through consultation with local people and visitors a mixture of interpretive techniques will be used.

	<p><b>Discovering the Dartmoor Story Interpretation boards.</b> There will be interpretive boards in the Dart Valley (wildlife heritage), Birch Tor (lost industrial landscapes) and Hay Tor (wildlife heritage)</p> <p><b>As part of the wider Discovering the Nature of the Bovey Valley project</b> we will look at access and interpretation within the East Dartmoor National Nature Reserve. Based on consultation with local people and visitors there will be low key interpretation reflecting the work and conservation aspects of the reserve. There will be an annual events programme, interpretive boards at the Pullabrook and Yarner wood car parks. There will be the development of flexible web based leaflets which can be downloaded and a trail linking in to the Dartmoor Story using smartphone technology. In relation to access, options to link existing paths are to be created and upgraded to prevent erosions and multiple desire lines. A single re-routing option where conflicts with cyclists are increasingly apparent and involve re-routing cyclist or possibly providing an alternative option for pedestrians.</p>
<p><b>Beneficiaries and communication</b></p>	<ol style="list-style-type: none"> <li>1. Local residents, including those interested and those currently less engaged with the area</li> <li>2. Families, including young people</li> <li>3. Honey-pot site visitors, including those 'passing through'</li> </ol> <p>These are groups of people identified as target audiences through the Audience Development Plan but all visitors will benefit. The website will provide a source of inspiration and information for businesses and local residents as well as visitors.</p> <p><b>Key messages</b></p> <ul style="list-style-type: none"> <li>• There is a need to better explain the story of the landscape</li> <li>• Interpretation will be sensitive to the landscape</li> <li>• This project is about helping increase the quality of the experience for visitors already on Dartmoor or already visiting Dartmoor</li> </ul> <p><b>Communication</b></p> <p>This project is at the heart of the MTMTE scheme, helping people to connect with the story of Dartmoor and giving them pointers as to where to find out more. It will have its own dedicated web pages to tell the story which will be hosted on the DNPA website and an app. The project will be supported by the MTMTE website where people can find out more and see how the project is developing. An Interpretation Strategy has been written during the development phase to help everyone involved have a clear understanding of the aims of the project. This project will be coordinated by the MTMTE Community Officer.</p>
<p><b>Project buy-in</b></p>	<p>The interpretation strategy has been approved in principle by the Project Board, the LSG and also the DNPA. The balance of providing on site interpretation with the ability to discover and explore for oneself are very important for local communities and interest groups and this has been picked up in the proposals. There has also been extensive consultation with local people and visitors to the East Dartmoor NNR in the development of these proposals.</p>

<b>Project lead</b>	DNPA (MTMTE project team)																																																																							
<b>Partners / contractors etc.</b>	Natural England and Woodland Trust will be delivery partners for aspects of the interpretation. Possible contractors include Imagemakes and Countryscapes Any new contract would need to adhere to procurement policies.																																																																							
<b>Project development</b>	This project has been revised since the original bid and the detail is based on the Audience Development Plan and Interpretation Strategy which was produced during the development phase. We know through our experience with the Hands on Heritage events, the Ranger Ralph Club, the success of our local conservation groups and the success of new initiatives developed by staff at the East Dartmoor Destination NNR that the public like drop- in events where they can meet staff and take part in heritage based activities. The Lantern walk in November 2013 organised by the MTMTE Community Events Officer shows the popularity of events and activities for families that have a theme but are a little bit different.																																																																							
<b>Activities and Timetable</b>	<table border="1"> <thead> <tr> <th>Project</th> <th>Y1</th> <th>Y2</th> <th>Y3</th> <th>Y4</th> <th>Y5</th> </tr> </thead> <tbody> <tr> <td>Dartmoor Story- mobile ready Web pages to go on DNPA website(£5,000)</td> <td></td> <td>£5,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Dartmoor Story App (£30,000)</td> <td></td> <td>£30,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Discovering the Dartmoor Story Events (including Discovering the Dart events)(£15,000)</td> <td>£4,000</td> <td>£3,000</td> <td>£3,000</td> <td>£3,000</td> <td>£2,000</td> </tr> <tr> <td>The Dartmoor Story- Haytor hub interpretive board (£5,000)</td> <td>£5,000</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>The Dartmoor Story Marketing materials-stickers, leaflet (£1,600)</td> <td></td> <td>£1,600</td> <td></td> <td></td> <td></td> </tr> <tr> <td>The Dartmoor Story... Moor medieval-Higher Uppacott and the story of medieval farming £8,000</td> <td></td> <td></td> <td></td> <td></td> <td>£8,000</td> </tr> <tr> <td>The Dartmoor Story... In the footsteps of the Victorians-Interpreting the heritage of the Wray Valley Trail £20,000</td> <td></td> <td></td> <td>£10,000</td> <td>£10,000</td> <td></td> </tr> <tr> <td>The Dartmoor Story -Lost Industrial Landscapes-interpretive panel at Birch Tor (£5,000)</td> <td>£5,000</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Discovering the nature of the Bovey Valley- Interpretation and access inc contingency and inflation(£78,386)</td> <td>29,630</td> <td>34,170</td> <td>4,860</td> <td>3,060</td> <td>6,666</td> </tr> <tr> <td>Discovering the nature of the Dart Valley Interpretive boards and leaflet (£10,000)</td> <td></td> <td>10,000</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>The costs above have been developed by the NPA and NE/WT. Figures for the website are based on the recent experience of the NPA in producing a new a new webpage for the National Park Management plan. The costs for information boards and leaflets and the Dartmoor app have been taken from figures advised by the consultant who produced the Interpretation strategy and researched current prices. these concur with recent estimates received by the DNPA for other information boards across the national park in 2013.</p> <p>Please note a number of other leaflets will be produced but as saleable items the costs of these will be covered by the DNPA and income set against costs,</p>						Project	Y1	Y2	Y3	Y4	Y5	Dartmoor Story- mobile ready Web pages to go on DNPA website(£5,000)		£5,000				Dartmoor Story App (£30,000)		£30,000				Discovering the Dartmoor Story Events (including Discovering the Dart events)(£15,000)	£4,000	£3,000	£3,000	£3,000	£2,000	The Dartmoor Story- Haytor hub interpretive board (£5,000)	£5,000					The Dartmoor Story Marketing materials-stickers, leaflet (£1,600)		£1,600				The Dartmoor Story... Moor medieval-Higher Uppacott and the story of medieval farming £8,000					£8,000	The Dartmoor Story... In the footsteps of the Victorians-Interpreting the heritage of the Wray Valley Trail £20,000			£10,000	£10,000		The Dartmoor Story -Lost Industrial Landscapes-interpretive panel at Birch Tor (£5,000)	£5,000					Discovering the nature of the Bovey Valley- Interpretation and access inc contingency and inflation(£78,386)	29,630	34,170	4,860	3,060	6,666	Discovering the nature of the Dart Valley Interpretive boards and leaflet (£10,000)		10,000			
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	<p>these include a leaflet for the Dart Valley, a booklet on the industrial heritage of the Birch Tor area and Whitehorse Hill.</p>
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Activity Timeline	Y1						Y2				Y3				Y4				Y5									
	7	8	9	10	11	12	1	2	3	4	5	6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
PC1 Discovering the Dartmoor Story																												
<b>Mobile ready Web pages to go on DNPA website(£5,000)</b>																												
Scope out scheme		█	█																									
Invitations to quote				█	█	█																						
Appoint designer							█	█																				
Dartmoor Story- goes live														█														
marketing materials															█													
<b>Dartmoor Story App (£30,000)</b>																												
Develop Detailed proposals							█	█																				
Develop tender documents									█	█																		
Advertise tender										█	█																	
Award contract												█																
Dartmoor Story App launched														█														
<b>Events (£15,000)</b>																												
Launch event			█																									
Annual programme of events x 5							█							█				█				█						
Celebration and sharing events																											█	
<b>Haytor hub</b>																												
Interpretive board							█																					

Activity Timeline	Y1						Y2				Y3				Y4				Y5									
	7	8	9	10	11	12	1	2	3	4	5	6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
PC1 Discovering the Dartmoor Story																												
<b>Higher Uppacott and the story of medieval farming £8,000</b>																												
Develop interpretation plan																												
Implement plan																												
<b>Interpreting the heritage of the Wray Valley Trail £20,000</b>																												
Develop ideas working with the local community																												
Implement proposals																												
<b>Lost Industrial Landscapes-interpretive panel at Birch Tor</b>																												
Agree content and location																												
Commission board and install																												

Activity Timeline	Y1						Y2				Y3				Y4				Y5									
	7	8	9	10	11	12	1	2	3	4	5	6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Discovering the nature of the Bovey Valley- Interpretation</b>																												
Development of interpretive themes			█			█			█	█																		
Consultation of Interpretation/Access Proposals									█	█																		
Interpretation Boards - Yarner Reservoir, Pullabrook														█														
Update interpretation in car parks Trendlebere (x3) and at threshold points to the reserve Neadon Cleave /Houndtor (x2 )														█														
Simple way marking tags						█								█					█									
Natural Log Seating									█						█													
Interactive Way marking - Development of smart phone application			█			█			█	█																		
Seasonal walks template						█																						
Leaflet Design Using Template and Print Run (300)						█				█				█		█		█		█		█		█		█		█
Event Leaflets						█				█				█		█		█		█		█		█		█		█
Creation of interpretation panel artwork for main car parks x 2													█									█					█	



Activity Timeline	Y1												Y2				Y3				Y4				Y5			
	7	8	9	10	11	12	1	2	3	4	5	6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Discovering the Nature of the Bovey Valley- Access</b>																												
Viniemore - Step stile/Post and Rail, Resolution of drainage off Old Manaton Road																												
Pullabrook Mire Connection to Old Manaton Road - Boardwalk																												
<b>Dart Valley Interpretive boards and leaflet</b>																												
Develop proposals with local community																												
2 boards commissioned																												
2 boards installed																												
Dart Valley leaflet designed																												

Budgets	Cost Breakdown		
Estimated Total Cost	Cost:		Contingency:
	£177,986 (inc WT contingency)		£3,426(WT)
VAT	a. Is VAT applicable?	b. Is VAT reclaimable?	c. VAT amount:
	YES	NO	£11,660(WT irrecoverable)
Lead Partner Contributions	Type:	Secured:	Unsecured:
	Cash (source):	£0	£0
	Staff:	£0	£0
	Volunteers:	£0	£0
	In-kind:	£0	£0
	<b>TOTAL:</b>	<b>£0</b>	<b>£0</b>
Other Contributions	Type:	Secured:	Unsecured:
	Cash (source):	£39,193(WT)	£0
	Staff (source):	£0	£0
	Volunteers (source):	£0	£0
	In-kind (source):	£0	£0
	<b>TOTAL:</b>	<b>£39,193</b>	<b>£0</b>
<i>Moor than meets the eye contribution</i>	Contribution:		Intervention Rate (%)
	£138,793		78%

Outputs	
	<ul style="list-style-type: none"> <li>• New web page for the Dartmoor Story which is mobile phone ready</li> <li>• New app for Dartmoor Story, to include elements relating to key themes including archaeology, ponies, tin mining, and wildlife as identified in the interpretation strategy.</li> <li>• 3 new information boards across the area.</li> <li>• 25 Discovering the Dartmoor Story heritage events. 700 people a year. 3,500 people attending over 5 years</li> <li>• Interpretation Boards - Yarner Reservoir, Pullabrook , dart valley x2, Haytor, Birch tor area</li> <li>• Update of current interpretation provision in car parks along Trendlebere (x3) and at threshold points to the reserve Neadon Cleave /Houndtor (x2)</li> <li>• Creation of 2 page map based walk leaflet template to permit the quick creation of seasonal walk offering - template suitable for local small run printing and downloadable PDF (membership statement)</li> <li>• Leaflet of up to 6 leaflets per annum</li> <li>• Vinniemore - Step stile/Post and Rail</li> <li>• Resolution of drainage off Old Manaton Road</li> <li>• Pullabrook Mire Connection to Old Manaton Road – Boardwalk x 300 metres</li> </ul>

<b>Output indicators and targets</b>	<ul style="list-style-type: none"> <li>• Number of people who leave with a better understanding of the area's heritage is increased: target 80% of people responding to event and site surveys have a greater understanding of heritage after their visit or activity.</li> <li>• Number of people attending heritage events and activities Target 3,500</li> <li>• Hits on Dartmoor Story webpage grows steadily during the 5 years to 100,000 in year 5</li> </ul>
<b>Outcomes</b>	<p>Our aim is to encourage more people to ask questions about the things they come across in the landscape and learn about its history.</p> <p><b>Heritage will be in a better condition</b>  By providing opportunities for people to engage with the heritage of Dartmoor and develop an understanding of it people will leave with a much better appreciation of the heritage of the landscape, the need for care and conservation and hopefully, with a desire to support conservation of Dartmoor's heritage.</p> <p><b>More people and a wider range of people will have engaged with heritage</b>  Visitors already coming to Dartmoor but not engaged with heritage are provided with new opportunities to discover the Dartmoor Story</p> <p>Visitors to our heavily used sites leave with a greater sense of place and understanding about the special and fragile nature of our landscape and act in ways which care for the environment.</p> <p>More of our visitors will engage with the area's heritage and attend events and activities which celebrate the area.</p>
<b>Evidence</b>	<p>Evidence of this will be provided through the production of the outputs listed above and through the <i>Moor than meets the eye</i> Monitoring and Evaluation programme.</p>
<b>Wider context</b>	<p>Telling the Dartmoor Story is crucial to the success of this scheme The Dartmoor wide Interpretation Strategy will ensure that messages are reinforced across the wider area whilst allowing local detail. The DNPA will adopt the principles of the strategy in its future interpretation which will be rolled out over a number of years when current provision is improved or replaced.</p> <p>The Dartmoor Story webpages will link with all the projects in the scheme. The production of the app will link directly with</p> <p>PB1 Bellever and Postbridge Trails  PB5 Welcome to Widecombe  PC4 Brimpts Tin Trail</p> <p>In particular the other elements in this scheme directly relate to</p> <p>PA4 Discovering the Nature of the Bovey Valley  PA6 Higher Uppacott  PB3 Moor medieval  PB4 Engaging with Nature in the Bovey Valley</p>

	PB7 In the Footsteps of the Victorians PC5 Wray Valley Trail			
<b>Legacy and maintenance of benefits</b>	<p>The web – pages on the Dartmoor Story will be will be maintained and updated by the lead partners beyond the life of the project but hopefully the partnership approach will be maintained and all project partners will continue to monitor and upload information</p> <p>Any on site interpretation will be maintained by the project lead, the boards will be checked annually and reviewed on a five year basis at which point they will be updated, reprinted or removed depending on whether the content is still relevant.</p>			
<b>Risks and Risk Mitigation</b>	Risk Register			
	Risk	Severity	Likelihood	Measures undertaken
	Information Boards may suffer from vandalism –	H	L	The design of boards will take account of any potential issues. The DNPA has experience of good design.
	Self-Guided trails – risk of users getting lost or hurt –	M	L	Appropriate waymarking and field testing. DNPA has many years experience of designing such leaflets.
	Events and activities – risk that participants get hurt	L	L	suitable risk assessments to be undertaken
<b>Background information</b>	See the Audience Develop and Interpretation Plan in File 4			