

Ouse Washes: The Heart of the Fens Landscape Partnership Scheme

Proposal for Understanding Audience and Access

Cambridgeshire ACRE

1. **Summary**

- 1.1. As part of the development work necessary for taking the project to Stage 2, Cambridgeshire ACRE wishes to undertake a study in order to obtain a better understanding of the audiences and access for the scheme area (Appendix 1).
- 1.2. The resulting Audience and Access Development Plan will have multiple uses throughout the Ouse Washes Landscape Partnership (LP) scheme. Its main aim is to inform how the LP scheme could engage with a range of audiences to improve participation, learning and access. This information will feed directly into the Landscape Conservation Action Plan (LCAP), which will form the core of the Stage 2 submission to the Heritage Lottery Fund (HLF).
- 1.3. The Audience and Access Development Plan should provide comprehensive baseline data about the audiences who are utilising the Ouse Washes LP area, how these different audiences engage with the landscape and its heritage, and what access opportunities are in place. Extensive community consultation should, in addition, provide information about how locals and visitors feel about the landscape and its heritage, and how they would like to engage with these. From this, a development plan is to be created outlining which audience types the Ouse Washes LP should target and where additional access and engagement opportunities could be created.
- 1.4. Together, the above-mentioned outputs should provide a robust context for further works carried out during the development and delivery phases of the Ouse Washes LP. This includes feeding directly into the production of a LCAP, guiding the further development of the portfolio of projects, and forming the baseline data from which all monitoring and evaluation mechanisms for the scheme can be developed.

2. **General requirements**

- 2.1. The HLF are a key audience and as such its guidance, in particular the “2nd round help notes” needs to be consulted in detail,
<http://www.hlf.org.uk/HowToApply/programmes/Documents/LPSAPHelpNotes02round.pdf>
- 2.2. Other relevant HLF guidance which should be consulted includes:
 - ‘Thinking about Audience Development’,
<http://www.hlf.org.uk/HowToApply/furtherresources/Pages/Thinkingaboutaudiencedevelopment.aspx>
 - ‘Evaluating your Project’,
<http://www.hlf.org.uk/HowToApply/furtherresources/Pages/EvaluatingyourHLFproject.aspx>
- 2.3. The work produced will form a fundamental part of the LCAP; the structure and contents of the final report should take this into account.
- 2.4. The report will be widely distributed to both the general public and professionals.
- 2.5. The resulting Audience and Access Development Plan should particularly focus on providing:
 - an understanding of the audiences engaged with the Ouse Washes LP area;
 - an understanding of the current access and engagement opportunities and challenges;
 - an understanding of the knowledge, awareness and values with existing and potential audiences towards the Ouse Washes landscape and its heritage;
 - an understanding of the needs of existing and potential audiences in terms of access and engagement;
 - recommendations on how to develop new audiences;
 - recommendations on how to augment engagement opportunities for all audiences;
 - recommendations on how to overcome barriers (real or perceived) to access and participation.

3. **Project Outputs**

- 3.1. **Output 1 – Desk-based study**, to capture existing audience and access data.
 - 3.1.1 To provide a comprehensive desk-based study, to gather data concerning the existing audiences, engagement opportunities and access facilities within the Ouse Washes LP area.
 - 3.1.2 The desk-based study should provide for an understanding of the groups of people who have an interest, involvement in or value the Ouse Washes landscape and its heritage. The written output should incorporate all relevant data, including demographic and lifestyle data; socio-economic analyses; visitor and participation survey data; and audience statistics and trends.
 - 3.1.3 The desk-based study should also provide for an understanding of how the current audiences are engaged with the Ouse Washes landscape and its heritage. The written output should provide for an overview of the current access, engagement, learning and training opportunities within the Ouse Washes LP area. This should include relevant strategic documents; data relating to natural and historic environment designations; Rights of Way; (public) transport infrastructure; mooring facilities; land ownership; information provisions; tourism facilities; and heritage sites and events.

- 3.1.4 The data collated through the desk-based study should form an integral aspect of the overall Audience and Access Development Plan, but should be produced in a way that it could also be read as a stand-alone document.
- 3.2. **Output 2 – Community Consultation**, to capture input from locals and visitors about their needs and aspirations for engagement with the landscape and heritage.
- 3.2.1 An in-depth community consultation should form part of the study. This should focus on engaging with all different stakeholders and beneficiary groups, in order to:
- assess people’s knowledge of the Ouse Washes LP area and its heritage;
 - assess people’s attitudes towards the Ouse Washes LP area, its heritage and the processes of change affecting it;
 - assess what people value in the landscape, and what current audiences think of what is currently on offer;
 - assess people’s type and level of engagement with the Ouse Washes LP area and its heritage (including an understanding of people’s engagement in terms of visiting sites, taking part in events, volunteering or training, or making a living within the landscape);
 - understand which groups are currently not audiences and why;
 - understand what barriers there are for people to access the area or for certain groups (e.g., disabled; older people; young people; people without own transport) to become involved;
 - assess people’s needs and aspirations in terms of engagement and access opportunities with the Ouse Washes LP area and its heritage. Although this should be analysed for all audiences, the focus should primarily be on the local communities.
- 3.2.2 Key audiences to be consulted for the Ouse Washes LP scheme include:
- Farmers and landowners;
 - Residents and community groups in surrounding villages, including pupils and staff from local schools;
 - Residents in the surrounding market towns, including Downham Market; March; Chatteris; Littleport; Ely; and St. Ives;
 - Owners and managers of small tourism businesses in the area, including B&Bs, gastro-pubs, farm shops, tearooms and boat rental companies;
 - User groups, including recreational and sports users of the area, in particular day-trippers associated with bird watching, walking, cycling, fishing and boating;
 - Longer-stay visitors to the area;
 - Stakeholders of partner organisations and wider community organisations. This should include all relevant heritage and conservation organisations, as well as Parish, District and County councils.
 - Migrant workers
- 3.2.3 It is envisaged that the consultations should include a combination of meetings with stakeholders, parishes and community groups, as well as questionnaires or online, telephone, and face-to-face surveys.
- 3.3. **Output 3 – Audience and Access Development**; a plan outlining the future direction for the Ouse Washes LP scheme in terms of audience targeting and provision of new access and engagement opportunities.



- 3.3.1 The Audience and Access Development study should form the main element of the overall report. This should logically follow from the results from Outputs 1 and 2. It should provide a practical and realistic framework for the outputs and activities of the Ouse Washes LP's delivery phase.
- 3.3.2 This plan will be vital for all partners throughout the duration of the Ouse Washes LP scheme, as well as beyond the timescales of the project. The development plan is to be designed to meet the needs of both professionals and local community audiences.
- 3.3.3 The report should form clear and concise guidance, setting out for the different target audiences the opportunities to develop participation and engagement activities and to overcome barriers. The overarching aim for the Ouse Washes LP scheme should be to enable as many people as possible to engage with the landscape and its heritage, whilst making the biggest difference to local needs.
- 3.3.4 The plan should explain what opportunities there are for the Ouse Washes LP landscape, its heritage and communities to increase audience participation and access, and how the Ouse Washes LP scheme could provide for this. This should be broken down into the following elements:
- **Audience targeting:** which (potential) audiences should the Ouse Washes LP scheme target, and why? this should also explain how the nature of the heritage might mean that it could attract particular audiences;
 - **The offer:** What does the Ouse Washes LP area has to offer for each of the (potential) audiences? This should include the development of audience group objectives for each of the existing and potential target audience groups;
 - **Understanding and awareness:** What are the opportunities to increase understanding and to raise awareness of the landscape and its heritage?
 - **Access:** What are the opportunities to increase physical and intellectual access to the landscape and its heritage?
 - **Audience participation:** What are the opportunities to increase audience participation with the landscape's heritage, both for existing and for new audiences?
 - **Volunteering opportunities:** What are the opportunities for increasing the offer of volunteering opportunities in conservation, management and maintenance of the landscape and its heritage?
 - **Skills:** What are the opportunities for people to gain new skills or to improve their existing ones to maintain the character of the landscape? What skills are needed in the landscape?
 - **Partnership, Tourism and Local Economy:** What are the opportunities to improve partnership working, to increase community cohesion and sense of identity, and to support local communities and the rural economy through further development of tourism facilities, marketing and other initiatives.
- 3.4. **Output 4 – Selection of Baseline data**, to be used for monitoring and evaluation of the whole scheme.
- 3.4.1 Following from the results from Outputs 1, 2 and 3, baseline data should be recommended which will be applicable to the Ouse Washes LP in order to monitor and evaluate the success of the whole scheme.



- 3.4.2 The selected baseline data set should include data about audience profile; visitor numbers; local engagement; volunteer engagement; knowledge and awareness; audience attitudes and values; satisfaction and enjoyment levels.
- 3.4.3 Selected baseline data for evaluation purposes should be focused on both quantitative and qualitative outcomes. These should thus include such data as changes in the number of participants at events or visiting sites, as well as data on the level of community engagement, heritage understanding, attitudes towards heritage or visitor satisfaction and enjoyment.
- 3.4.4 The selected baseline data set should be presented in a format which makes it possible to guide individual projects' own evaluation mechanisms and target setting. Where possible, the baseline data should be translated into suggested questions which could be used for visitor surveys.
- 3.4.5 The recommended baseline evaluation data set will be used to guide ongoing monitoring during delivery and should enable the project management team to prepare the final evaluation report required by HLF in April 2017.
- 3.4.6 The proposed baseline data set should form an integral aspect of the overall Audience and Access Development Plan, but should be produced in a way that it could also be read as a stand-alone document.
- 3.5. **Output 5** – Attendance at the July 2013 Board Meeting, to present the finalised plan.
- 3.5.1 The results of the work will be presented at a LP Board Meeting, likely to take place on 11 July 2013 at Mepal Outdoor Centre, to present the work in progress and to ensure that the Board is fully engaged with the contract and its likely outputs.
- 3.6. **Output 6** – Attendance at the 2013 Ouse Washes LP conference (probably in September 2013), to present the outputs.
- 3.6.1 The results of the work will be presented at the Ouse Washes LP conference, likely to take place on 5 September 2013 in Ely, to deliver a presentation for an audience of professionals and members of the general public.
- 3.6.2 This will also involve leading a workshop at the conference to provide stimulating input into the Ouse Washes LP scheme delivery projects.

4. **Focus of the study**

The following information will be gathered:

4.1. **Audiences**

1. Who the existing audiences are; their needs, values, experiences and the barriers involved in extending their use of the area.
2. Which demographic groups are under-represented in the existing audience profile and the challenges associated with their engagement.
3. Awareness levels, values and attitudes towards heritage in potential audiences.
4. The challenges involved in widening audience participation in the heritage of the area.

This information will be used to:

- Identify the audiences the programme will engage with.
- Plan how the programme will reach existing audiences.
- Plan how the programme will reach new audiences.
- Identify and address the barriers to audience development.
- Identify volunteering opportunities.
- Provide baseline data on audience profile; visitor numbers; local engagement; volunteer engagement; audience attitudes, values, satisfaction, awareness and knowledge
- Input into the Landscape Character assessment and LCAP

4.2. **Access**

1. Existing access opportunities and transport networks.
2. Accessibility challenges in the designated area and access challenges for specific groups (disabled, older people, young people).
3. The tourist facilities currently available to visitors, what is lacking and how this could be addressed.
4. Intellectual access; information sources (including social media and web based information) and media and marketing opportunities.

This information will be used to:

- Recognise the barriers to access and how they can be addressed.
- Identify opportunities for improving visitor facilities.
- Identify opportunities for promoting and marketing the LP area.
- Provide baseline data on access opportunities and facilities.

5. Rationale for audience and access plan delivery by Cambridgeshire ACRE

Cambridgeshire ACRE is in a unique position to perform this consultation due to our existing close links with the rural communities, local authorities and partner organisations based in the LP area and our extensive experience of community consultation.

1. **Local knowledge:** Cambridgeshire ACRE is already working with communities in the Ouse Washes LP area including those in west Norfolk through our existing programmes. Our extensive prior experience of consultation has enabled us to build a database of contacts and a wealth of knowledge which will ensure our methods are the most appropriate and effective ones for reaching the different types of audiences present across the LP area. We will be able to use this knowledge to access the information we need to develop a robust plan for taking the programme forward based on real community needs.
2. **Cost effectiveness:** The efficiencies resulting from good contacts and local knowledge will result in cost savings to the overall scheme's development budget.
3. **Programme development:** The consultation delivered by Cambridgeshire ACRE would be used to build up further community contacts and start the process of real community and partner engagement / buy-in with the programme. If this consultation were to be delivered by an alternative organisation we would still need to have a presence at many of the events in order to establish ourselves as the programme leader and build up community interest and relationships; this would increase the costs of the process and is activity outside of the current budget.
4. **Continuity:** where a third party undertakes consultation/information gathering there is a risk of some loss of connection with partners and communities which could affect programme development.
5. **Robustness:** Cambridgeshire ACRE has a good name to maintain within the communities of Cambridgeshire. We deliver programmes that provide real benefits and we have a long term commitment to rural development. These values are incorporated into all our activities and we ensure that all our work is delivered to the high standards expected of us by rural communities and our partners. We always have to consider the future legacy of our work.
6. **Legacy:** The information gathered through this process will be useful to the partnership both during and post the programme, with Cambridgeshire ACRE acting as a point of information gathering.

6. **Consultation Methodology**

6.1. The proposed methodology has been designed to collate all the necessary evidence to make informed decisions about programme direction and also provide opportunities to promote the programme and encourage community engagement within the LP area. In order to deliver this we intend to use a range of traditional and innovative consultation techniques including the use of volunteers.

6.2. Summary of Methodology:

Desk top data collection		
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Community Consultation	Visitor Consultation	Stakeholder Consultation
Local Communities in LP area Photographic consultation with Parish Councils Volunteer led photographic consultation	Day Trippers Face to face interviews at partner sites in LP area	Board and Delivery Partners Online survey
Market Towns Face to face surveys by volunteers	Longer term visitors Surveys left for visitors at tourist facilities and places to stay	Wider organisations involved in LP area Online survey

6.3. See overleaf for detailed plan

Methodology

1. Desk top survey				
Activity	Method	Information gathered	Used to :	No. days
Population demographic research	OCSI* data for Cambridgeshire and Norfolk Web search	Population demographics for designated and immediate surrounding area (number, age, ethnicity, economic status, access data, benefits, disability, volunteering status)	Provide audience baseline data Identify audiences the programme will engage with Identify audience development barriers	2
Relevant local and regional policies & programmes	Web search	To include details on policies concerned with tourism, access, environment and rural development programmes Other relevant programmes/projects linked to the LP area	Identify audience development barriers Recognise the barriers to access and how they can be addressed Identify marketing/promotion opportunities	1
List of local Parishes & community groups using the LP area	Web search CACRE database Confirm with partners and local communities	Comprehensive list of local user groups and community groups active in designated area. Comprehensive list of all projects/activities in area List local user group websites, Parish magazines, Parish websites, hyperlocal sites	Provide audience baseline data Identify audiences the programme will engage with Identify volunteering opportunities Identify marketing/promotion opportunities	1
General visitor figures to LP area and wider	Web search for regional/county/area figures	Visitor figures and profiles Gaps in audience Trends	Identify the audiences the programme will engage with Provide audience baseline data	1
List of farmers & farming contacts in LP area	Contact NFU & CLA Countryside Stewardship Internal Drainage Boards RSPB	Details farmers and stewardship schemes	Provide baseline data on access Recognise the barriers to access and how they can be addressed Identify the audiences the programme will engage with.	1
Transport links to area & rights of way provision	Web search Sustrans Confirm with partners and local communities	Details of road, rail, bus and cycling links Other provision for cyclists Transport policies, projects/programmes associated with area Paths, bridleways, Long distance path provision	As above	1

Tourism facilities	Web search Local directories Confirm with partners and local communities	Information on places to stay, pubs, visitor attractions, boat rental, food/farming outlets, camping, moorings, village shops, churches, information points, fishing access, List websites for above	Identify opportunities for improving visitor facilities. Identify opportunities for promoting and marketing the LP area. Provide baseline data on access opportunities and facilities. Recognise the barriers to access and how they can be addressed	2
Total number of days				9

2. Community Consultation				
Activity	Method	Information gathered	Used to:	No. days
Consultation and awareness raising with Parishes in the LP area Target no. of responses: 160	16 Parish Councils in the LP area will be invited in 4 clusters to attend a presentation followed by photographic consultation. Volunteers will be recruited from these 16 parishes who will consult a further 160 (across the demographics) residents from across the area Feedback event	Values, attitudes towards and knowledge of local heritage No. people taking part in local heritage, needs and satisfaction rates Potential participation barriers Under-represented groups Attitudes towards volunteering	Identify the audiences the programme will engage with. Plan how the programme will reach new and existing audiences. Identify and address the barriers to audience development. Identify volunteering opportunities. Provide baseline audience and access data Recognise the barriers to access and how they can be addressed. Identify opportunities for improving visitor facilities. Identify opportunities for promoting and marketing the LP area.	10
Consultation in nearby local market towns Target no. of responses: 180	Photographic 1:1 consultation by volunteers in the key local market towns/cities of: Ely, St Ives, March, Chatteris, Cambridge and Downham Market (Selected questions from Parish consultations)	As Above	As above	2

Total number of days	12
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3. Stakeholder consultation

Activity	Method	Information gathered	Used to:	No. days
Board and delivery partners consultation Target no of responses: Minimum 20	Online survey of sites and programmes delivered	Current visitor figures and demographics Gaps in audience Accessibility (physical and intellectual) Volunteer figures List of all projects LP area No. guided tours/training days Visitor satisfaction Scope for widening engagement Marketing and promotion opportunities Any other survey results	Identify the audiences the programme will engage with Plan how the programme will reach new and existing audiences Identify and address the barriers to audience development Identify volunteering opportunities Provide baseline data about audiences and access Recognise the barriers to access and how they can be addressed Identify opportunities for improving visitor facilities Identify opportunities for marketing and promoting the LP area	4
Consultation of wider organisations Target no. of responses: Minimum 20	Online survey	As above	As above	2
Total number of days				6

3. Visitor consultation

Activity	Method	Information gathered	Used to:	No. days
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Consultation with day trippers Target no. of responses: 60	Face to face surveys with visitors at key visitor sites: WWT Welney, RSPB Fen Drayton Lakes and Denver Sluice	Visitor demographics Values, attitudes towards and knowledge of heritage Visitor needs and satisfaction rates Scope for widening engagement Barriers to engagement and access Access to information about LP area	Provide baseline audience and access data Identify opportunities for improving visitor facilities. Plan how the programme will reach new and existing audiences. Identify and address the barriers to audience	3
Consultation with longer term visitors Target no. of responses: 30	Hard copy visitor surveys sent to owners of B&B's campsites, hotels etc. For owners to return once completed by visitors.	As above	As above	2
Total number of days				5

(i) Total no of responses	(i) 470
(ii) Total number of days work	(ii) 32

Appendix 1: Map of the Ouse Washes Landscape Partnership scheme area, as defined for the Stage-1 bid

