

Battle and Brede Heritage Consultation Project Final Report

April 2013

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¹ The survey results will be sent as a separate document to the High Weald AONB Unit given the large file size.

1.Executive Summary

1. Introduction

Hopkins Van Mil (HVM) in association with Resources for Change (R4C) has been commissioned by the High Weald AONB Unit to develop an initial consultation strategy to inform the work on The Battle and Brede Landscape Partnership Scheme. This is a large-scale, partnership project which seeks to further learning, conservation and participation in the area's local heritage.

In close collaboration with the High Weald AONB Unit, HVM designed and conducted 12 stakeholder representative telephone interviews, 4 telephone interviews with representatives of Parish Councils, issued a hard copy and online stakeholder consultation survey (88 responses); developed a stakeholder map; designed and facilitated a stakeholder workshop attended by 16 people and a smaller workshop attended by representatives of 4 Parish Councils; arranged for three drop in consultation sessions with young people (17 interviews), parents with young children (15 interviews), and a group of over 65s (5 representatives). The full list of those consulted is included in a stakeholder engagement map.

1.1 Engagement principles

Community engagement is a combination of comprehensive strategies that strengthen relationships among communities; the heritage / landscape which the LPS represents; and the partnerships developed through it. For the success of the LPS it is essential that the High Weald AONB Unit:

- Determines specific, attainable objectives for an overarching community engagement strategy and for specific projects within that strategy alongside effective qualitative and quantitative measures for monitoring and evaluation
- Builds on the current understanding of community needs and experience, their desired level of involvement, and ongoing identification of key influencers avoiding the use of jargon.
- Creates a positive perception of being collaborative in the development of plans for a Landscape Partnership Scheme
- Is creative in thinking about new partnerships, carefully exploring common ground in dialogue with community partners and agreeing measures of success from the outset.

1.2 The area

The Battle and Brede Landscape Partnership Scheme area is focused on the eastern end of the AONB. It covers 145km² and is centred on the river catchment of the Brede and includes the parishes of: Battle; Brede; Fairlight; Guestling; Icklesham; Mountfield; Pett; Sedlescombe; Udimore; Westfield and Whatlington.

2. The main findings

This report collates the findings from the whole consultation process undertaken in a six week time-frame to provide specific evidence for the difference the High Weald AONB Unit wishes to make through the LPS in terms of expressed outcomes for heritage; people and communities.

2.1 Vision

The draft vision created in 2011 to inform the first submission to the Heritage Lottery Fund was presented to survey respondents, interviewees and workshop participants to enable the High Weald AONB Unit to develop a re-worked concise statement of intent. The consultation revealed that there is broad agreement that the draft vision contains the right concepts. It should nevertheless be: snappier, more inspirational, less technical, and reflect the specific identity of the area. There is a great appetite for collaboration and innovation, which should be reflected in the vision too. Asked how they would describe their local landscape survey respondents and interviewees used the word woodland most of all, followed by valleys, river and fields.

2.2 Objectives

HVM proposes the following as objectives which distil the views of survey respondents, workshop participants and interviewees. We focus on a few concepts which we perceive to have the highest level of interest from those involved in this consultation programme.

Objective set 1: Development Phase



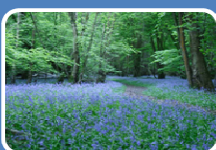
Battle and Brede identity

- To develop a brand identity for the Battle and Brede LPS during the development phase which is recognised by those who live, work and visit as a meaningful reflection of the value of the area.



Engagement and participation

- To build on the community engagement strategy developed in April 2013 to ensure that the LPS is developed through an effective engagement and collaboration with communities;
- so that by October 2014 it has become part of the local fabric, a known and outward expression of local pride, contributing effectively to the subsequent scheme delivery.



Natural heritage

- Work with the community during the development phase to identify the projects which will support the identification and recording of landscape heritage features, and ensure that they can be better managed and in better condition by the completion of the LPS.

Objective set 2: Delivery

The following are proposals for objectives suggested to HVM during the consultation phase. As with objective set 1 they would require testing in the development phase of the LPS.



Access

- To ensure local access groups are involved in the Scheme from the outset so that innovative and practical access solutions can be designed during the LPS to achieve access for all by September 2019.



Activities for outreach

- Work with young people and young families throughout the scheme to design activities which will help those unused to the countryside make the most of it through engaging learning and activities.



New technologies

- Work with the community and new technology specialists to develop and test a suite of mobile resources which provide information, advice, monitoring tools, access information, navigational and teaching resources for the benefit of residents and visitors.



Working with local business

- Set up a programme of work with local small businesses including farms, tourist centres and local crafts businesses to share knowledge, learn skills, offer employment opportunities and work on joint environmental and heritage projects from April 2014.

2.3 Project ideas

The consultation process has revealed a range of embryonic project ideas, which need to be shortlisted and integrated with previous ideas in the development phase. A focus on natural heritage, environmental impacts and balancing the needs of humans with understanding, monitoring and enhancing biodiversity and landscape are specified throughout the survey as important to respondents and reflect the views of workshop participants, telephone and face-to-face interviewees.

2.4 Partnership working

There is recognition that current connections between programmes and communities in the LPS area are not strong or developed. The LPS could be the impetus needed for developing effective ways of working for the long-term.

2.5. Next steps

The engagement strategy written as part of the consultation process contains details of HVM proposals for next steps including the early set up of an engagement group to lead ongoing participation and community involvement in the LPS. Other proposals include a scheme forum to launch the LPS, establishment of a business development group to consistently engage small businesses including landowners and farmers; specialist workshops around heritage, people, communities, and learning; and an online forum for promotion of the LPS and ongoing discussion with stakeholders and individual community members.

2. Introduction

Hopkins Van Mil (HVM) in association with Resources for Change (R4C) has been commissioned by the High Weald AONB Unit to develop an initial consultation strategy to inform the work on The Battle and Brede Landscape Partnership Scheme. This is a large-scale, partnership project which seeks to further learning, conservation and participation in the area's local heritage.

In February 2012 the High Weald AONB Unit submitted a Stage 1 application (Scheme outline) to the Heritage Lottery Fund's Landscape Partnership Scheme (LPS) Programme with the ambition of securing a grant of £2 million towards delivery of a £2.8 million Scheme, subject to a successful development phase and Stage 2 submission. Unfortunately the Stage 1 bid was unsuccessful but, following positive discussions with the Heritage Lottery Fund, a resubmission is planned for May 2013.

This consultation project forms part of the work that is needed to strengthen the Battle and Brede Landscape Partnership Scheme prior to resubmission. It will also inform the High Weald AONB Management Plan which is under review and will be republished in April 2014. The AONB Management Plan sets out a vision, objectives, indicators of success and targets for the whole of the AONB.

To date HVM has worked closely with the High Weald AONB Unit to:

Activity	No of respondents / participants
- Design a discussion guide, and conduct stakeholder representative telephone interviews, with those working on health; arts; equality; young people; disability; and volunteer agendas - In addition we held four unstructured telephone interviews with people involved in groups for the over 65s and family groups	12 interviews
Design a discussion guide and conduct telephone interviews with the representatives of Parish Councils	4 interviews
Design and issue a summary hard copy and full online stakeholder consultation survey	88 respondents
Identification of those who should be included in a stakeholder map for inclusion in the current consultation programme; or as an individual / organisation to be consulted in subsequent phases.	Includes over 300 individuals and organisations
Design and facilitate a workshop for stakeholder representatives to include those working on health; arts; equality; young people; disability; access and volunteer agendas	16 people attended on 19 March
Design and facilitate a workshop for Parish Councils	4 people attended representing 3 Parishes
Design a workshop for heritage representatives² which did not take place as few participants were able to attend on the day	-
- Liaise with stakeholders to timetable and design 3 separate drop-in consultation sessions with: - Young people - organised with Plumpton College, Netherfield Site - Parents with young children - organised with Red Lake Children's Centre, Ore - Over 65s - organised with U3A Battle Committee Members	17 interviews 15 interviews Small group discussion attended by 5 U3A members.

The full list of those consulted is included in a stakeholder engagement map which has been submitted to the High Weald AONB Unit as part of the consultation project.

² This did not take place as few participants were able to attend within the timescale.

3. Engagement principles

Community engagement is a combination of comprehensive strategies that strengthen relationships among communities; the heritage / landscape which the LPS represents; and the partnerships developed through it. The following sections highlight principles which are appropriate to the implementation of the strategy.

3.2 Integrating the work

Every consultation and community engagement project is unique and dependent on the composition of users, potential users and communities. Successful schemes define objectives that incorporate the needs of individual organisations and the community environment. To achieve this it is important that the High Weald AONB Unit:

- Plans well in advance of the LPS to develop new partnerships and community participation.
- Determines specific, attainable objectives for an overarching community engagement strategy and for specific projects within that strategy.
- As project objectives are determined, the organisation simultaneously creates appropriate objectives for assessment and documentation, using both qualitative and quantitative measures.
- Organisations choose different projects for a variety of reasons. Some consultation projects result in greater engagement while others focus on increased public awareness of the organisation or the creation of partnerships within the community. The High Weald AONB Unit should be specific about why it is engaging for each element of the strategy.

3.3 Knowing your community

Understanding the community, beyond statistical demographics, is key to success in working in effective partnership. Organisations who know their audience / community agree on the following points:

- Programmes are customised for specific needs.
- Different communities lie at different points along a continuum of increasing involvement with an overarching scheme, some may wish to be kept informed while others wish to be consulted, to be involved or to collaborate through a partnership.
- Communities also have varied levels of experience with the heritage and landscape and successful programmes acknowledge these differences.
- By creating a positive perception of being collaborative in the development of plans for a Landscape Partnership Scheme (whether successfully funded or not), the High Weald AONB Unit will be viewed more favourably in the community despite them having no direct experience of its work.
- When focusing on a particular partnership, the High Weald AONB Unit should identify those with influence within the organisation and involve them in every phase of project planning, from the earliest conception of the project. The High Weald AONB Unit should listen to these influencers, recognising that their opinions are important as projects are planned.
- The High Weald AONB Unit should not assume that a representative from a community which attends a consultation event, activity or workshop will immediately make the leap to playing an active partnership role in the Landscape Partnership Scheme.
- It is important to remember that the concepts of heritage, of landscape and technical language to describe them may be new to communities and a barrier to their involvement.

3.4 Partnerships

In community engagement projects, partnerships bring value to all those involved. Successful partnerships are based on a knowledge of (or desire to know) the community and are built on the following principles:

- Success in partnerships can be measured in various ways but must be carefully defined at the beginning.
- The process of creating partnerships begins by initiating dialogue with potential community partners. The High Weald AONB Unit should listen to their partners' opinions and respect their needs and expectations. Partners should be fully involved in the planning process.
- Realistic expectations should be defined up front.

- Partners should discover and build on common ground and bonds of interest.
- It is important to resist the idea that partnerships are successful only if they are permanent and ongoing; change and evolution can benefit all sides.
- The High Weald AONB Unit should dare to be creative in thinking about new partnerships. Sometimes the most successful partnerships are formed when an organisation is willing to take a risk.

3.5 Summary of principles³:

In summary there are eight principles which are relevant to this consultation programme. For successful engagement and consultation the process should:

1. Make a difference to the submission to the Heritage Lottery Fund for the LPS
2. Be transparent and ensure that the information provided to participants; the reporting of participants' views; and the channels by which their views feed into the LPS design and implementation are clear to all those who have contributed.
3. Have integrity so that the scope for making a difference to the LPS on the ground is explicit; and areas where no change can be made are equally clear so that expectations are managed.
4. Be tailored to the needs of the stakeholders and communities involved in the programme.
5. Involve the right number and types of people which will evolve as the LPS develops, new partners are identified and existing partners change the ways in which they work.
6. Treat participants with respect as the most important resource in engagement processes.
7. Create safe, non-confrontational spaces where participants' views can be heard and acted upon.
8. Keep participants informed of progress and involve them as and when necessary to develop the LPS.

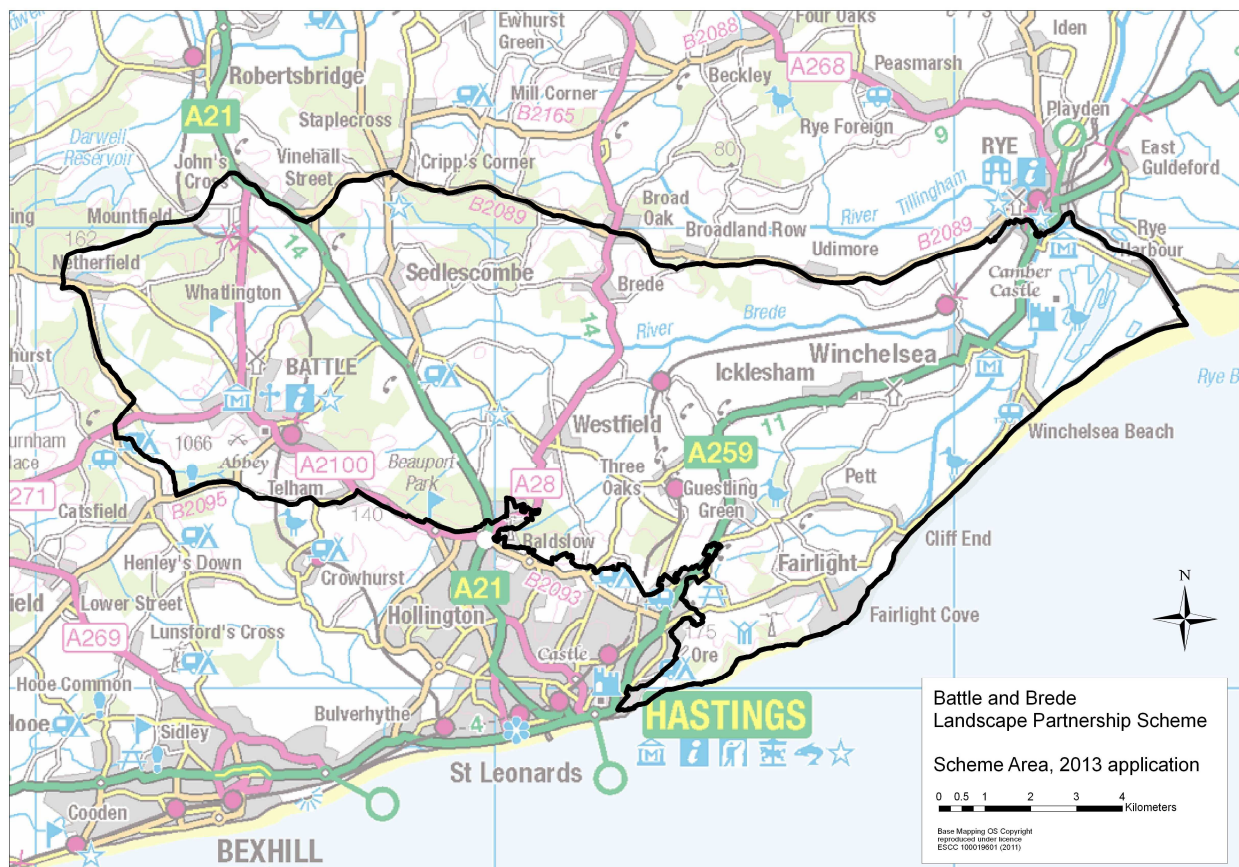
³ Adapted from *deliberative public engagement: nine principles* (involve / National Consumer Council, 2008)

4. Context

4.1 The area

The brief submitted to HVM and R4C for the consultation projects described the area as follows: lying at the heart of South East England the High Weald is designated as an Area of Outstanding Natural Beauty (AONB) for its medieval landscape of rolling hills, small, irregular fields, abundant woods and hedges, scattered farmsteads and sunken lanes.

The Battle and Brede Landscape Partnership Scheme area is focused on the eastern end of the AONB. It covers 145km² and is centred on the river catchment of the Brede and includes the parishes of: Battle; Brede; Fairlight; Guestling; Icklesham; Mountfield; Pett; Sedlescombe; Udimore; Westfield and Whatlington. It has its own distinctive character within the AONB: at its western end, the Brede pushes deep into the High Weald, becoming gradually enclosed by well-wooded, steep valley sides; in its centre, the vast sandstone ridge of the High Weald ends dramatically at the sea as butter-coloured coastal cliffs; and, at its eastern end, the area opens out into a sweeping floodplain that extends to Rye Bay, an area recognised for its internationally important birdlife.



Those interviewed by telephone are in broad agreement with the concepts behind the vision. They found words such as 'well connected' and 'sustainable development' helpful.

The views of Parish Councillors interviewed by telephone are slightly more mixed. Some express concern that the first draft vision is couched in words seen many times before in various management plans, but they are not convinced this would necessarily lead to any action of benefit to their Parishes. They give the view that the vision does not need to encompass every activity that would be undertaken, but should provide the inspiration and focus for the work. Again, though, there is broad agreement that draft vision does generally encompass all the points necessary if it is tightened up and given a more specific focus.

"Basically we've seen all this before, every 5-10 years someone comes up with a plan for the area, it's the same old thing, but it would be nice to see something actually happen, for something to come out of the words."

Telephone interviewee

"Chunk it up, make it memorable, easy to the eye. It's a bit too cumbersome."

Telephone interviewee

This leads in to the views expressed by those who attended the workshops with an agreement that the draft vision broadly captures the spirit of the LPS but requires further work.

They suggest the following:

- Use plain, jargon free English where, for example, use word 'history' is used to explain 'cultural heritage' and technical landscape terms such as 'hinterland' are removed;
- Ensure that it works as a bottom-up approach to the area by replacing the word 'population' with 'community' showing that there is a demonstrable belief in everyone working together on the scheme, rather than it being a programme being done on their behalf;
- Explicitly state the collaborative nature of the scheme and the work which will flow from it;
- Ensuring that there is a balance between community (both residents and visitors) needs and environmental needs;
- Make the vision statement much shorter perhaps focusing on the five themes of history, landscape, nature, biodiversity and community;
- A number, but not all, of those consulted feel that while young people were an important part of the LPS there should not be an overt focus on them in the vision as the scheme could encompass all ages and be a focus for cross-generational working and learning.
- Most importantly for all those involved, but particularly at the stakeholder representative workshop, is to ensure that the vision establishes a strong identity for the programme and the area.

"Summarising the organisations working together, having a clear message about collaboration." Workshop participant

"We want the vision to describe healthy, happy, vital people who are engaged." Workshop participant

There is broad agreement that the vision contains the right concepts and:

- Should be snappier
- More inspirational
- Less technical
- Reflect the specific identity of the area

There is a great appetite for collaboration and partnership. The vision should reflect:

- A joined up collaborative approach
- A desire to provide innovative solutions to monitoring, interpretation, access and information.

Based on these findings we suggest a vision might include a form of the following words. These are not recommendations, but a proposal based on what those we spoke to suggest and under the strapline created by the High Weald AONB Unit.

The Battle and Brede Landscape Partnership Scheme

The passage of people and time through the landscape of 1066

Residents of the Brede River Valley find it to be beautiful, natural and peaceful. A home rich in wildlife, archaeology and wild yet intimate places⁴. The Battle and Brede Landscape Partnership Scheme will lay the foundations for a future in which the Brede Valley and its intriguing assets, can be better understood and cared for as a collaborative initiative between communities and organisations. By using innovation solutions, including new technologies and social media, we will:

- Conserve and enhance the landscape*
- Monitor to increase understanding of key species and improve their habitats*
- Interpret the landscape and its history*
- Inform and engage residents, communities and visitors who will have comprehensive physical and intellectual access to their landscape and its history.*

Woodland, wetland, grassland and scrub, together with our rich and varied history, define our landscape. By working in collaboration we will bring together knowledge, expertise and inspiration to ensure residents and visitors can learn from and access their heritage meeting their social, economic and environmental needs for many generations to come.

5.2 Objectives

Many of the points that are stated in the vision are subsequently picked up by workshop participants in a discussion on potential objectives. The ideas for objectives that consultees have proposed, draw down from a revised vision and encompass a wide range of views, all of which very much support the idea of involvement in an LPS for the Battle and Brede area.

5.2.1 Interests

An initial review of what interests those consulted about a potential LPS reveals a rich source of material. Figure 4 presents the results in relation to the aspects of the landscape survey respondents are most interested in. Respondents were encouraged to tick as many boxes as they were interested in. They show a primary interest in *natural heritage including habitats, species and geology* which was selected by 89% of respondents. This is followed by *surviving or lost historic features and buildings* (58%) and *traditional and local heritage skills and industries* (49%). The *histories of the people and communities* (48%) are also of interest to survey respondents, closely followed by *archaeological sites, earthworks, features and deposits* (46.5%) and *semi-natural and designed landscapes and gardens* (40.7%). The area of least interest to respondents is *the heritage of language and dialects* which was ticked by 21% of respondents.

⁴ Words taken from the Community Engagement Strategy (HVM, May 2013) figures 2-4, pages 7-8.

What aspects of landscape heritage are you most interested in? (Please tick as many boxes as apply)

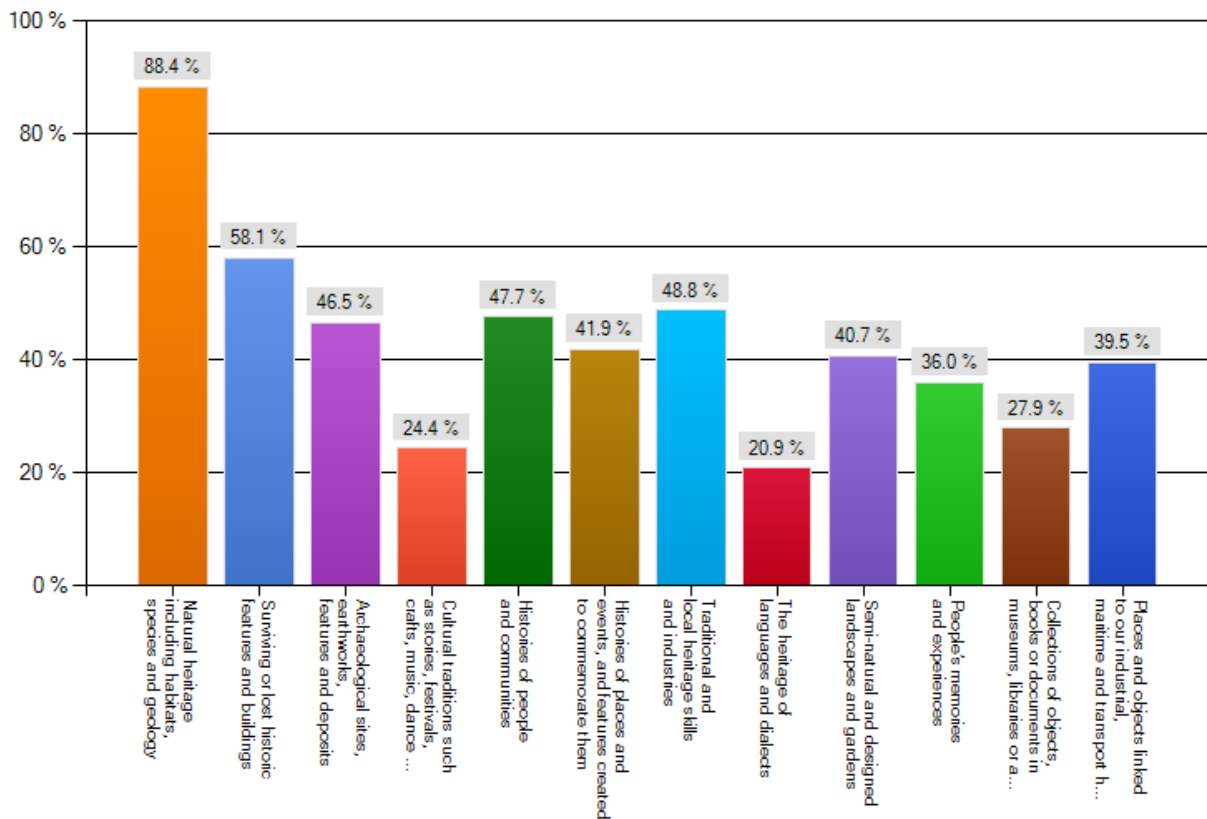


Figure 4: survey question 3

This interest in the natural heritage is absolutely echoed by all those consulted in the project. Parish Councillors in both interviews and the workshop session said that they were keen for the natural heritage to be conserved and enhanced. Mention was made of clearing river tributaries so that people could see the landscape in which they were living. Those consulted also referred to setting aside land for wildlife and encouraging people to understand and learn about plants and animals. Specific objectives for the monitoring of biodiversity and landscape management working with existing wildlife and landscape organisations for the purpose were requested.

"If the Landscape Partnership Scheme can offer us anything to develop solutions for clearing the river tributary running through the village we would be pleased."
Telephone interviewee

Here follows a summary of other areas in which those consulted thought there was the potential to develop an objective from which would follow various project ideas. These are not listed in priority order, priorities are further explored in section 5.3.

5.2.2 A Battle and Brede identity

In considering potential objectives for the LPS workshop participants stressed the view that the area does not currently have a clear identity which is identifiable to all. They felt it would be important to develop and communicate such an identity for the benefit of residents, businesses and tourists.

"It is important that the area has an identity, something to clearly identify this bit of the Weald with a logo or symbol"
Workshop participant

5.2.3 Access

There is a great appetite, particularly expressed in the workshops and telephone interviews, for access in all its forms to be developed through the programme by engaging existing groups in

collaborative working to find access solutions. They said that developing a scheme that was aesthetically pleasing was not as important as ensuring that everyone could have access to the countryside in whatever the form they would like to access it.

5.2.4 History and landscape

Discussion with the U3A group revealed an agreement with the survey findings and an informed interest in how the landscape has changed and been formed through human activity such as ironworks, coppicing, charcoal making and farming throughout history. Parish Councils and the U3A group also mentioned the importance of parish records and their value in tracing the history of the parish and the families that have lived in them. All consultees expressed an interest in sharing parish knowledge more effectively so that the public can learn from them in various ways. Equally they emphasised working with community volunteers and experts to understand the history and the landscape which might include mapping what exists; learning skills to conserve and interpret what is there; enabling greater access for all in the landscape.

"There is a tremendous interest in family history and parish records, a project to make these more accessible would be great." Face-to-face interviewee

5.2.5 Activities

For other face-to-face interviewees activities for young families and young people are really important if they are to make full use of the landscape and countryside around it. This led to a range of issues which they believe could be explored through the LPS including:

- Accessible parks with activities for very young toddlers as well as young people;
- Low and no-cost activities for people on tight budgets;
- Better facilities for young families including cafés, changing areas, better parking and walking routes which are accessible for all including toddlers in pushchairs and mothers using baby slings;
- Navigational tools and mobile technology which tells you more about the area, explains what might interest you, how to get there and how to make best use of what is there when you are visiting.

"[An LPS that] engages with the communities. Makes certain that communities feel that they are central to it and part of it. Doesn't become distant to communities" Telephone interviewee

"Lots of people engaging with the scheme constantly. The LPS has to become part of the local fabric, highly visible, not something tucked away. With a raft of inspiring new activities" Telephone interviewee

5.2.6 New technology

Views from all generations echoed the importance of using mobile and new technologies to inform people of how best to access the countryside. Young people expected that in the future the area would have much better and faster public transport, while members of the U3A group felt there was a strong case for using mobile technology for improving the information available to independent walkers and walking groups. Workshop participants echoed the need to explore the benefits of using new technologies to enhance what is on offer for residents and visitors, with one small group agreeing that new technology would underpin all aspects of the LPS.

"Making use of mobile technology would be a good project, particularly for walking groups. When someone gets to a place they could use their mobile to download an app which tell them a number of walks, what to look out for, give them the sound of a bird to listen out for." Face-to-face interviewee

5.2.7 Outreach

Telephone interviews with stakeholders also stressed the importance of reaching out to communities who are less likely to use green spaces independently but therefore have a greater need for tools and resources to help them understand the benefits to be gained in being out in the countryside. This too

"Those communities often don't recognise the value of the asset and need support initially to encourage them to utilise green spaces." Telephone interviewee

met agreement with workshop participants who said that the LPS could primarily be for those who say they currently don't have time or are not interested in engaging with the landscape. They would like project objectives around improving access to the area for those who perhaps:

- Live in it but are not fully engaged with it;
- Have less knowledge about the landscape and therefore don't currently have the tools to enjoy it including those from towns and cities;
- Don't have time and don't care about the landscape, they could be given encouragement to find both the time and the knowledge through volunteering and learning opportunities.

5.2.8 Involvement of local businesses

A consistent theme for all consultees, except in the young families discussions, was the involvement of both landowners and businesses including farms and farmers in the Scheme, articulating the benefits and economic value of collaborating as an equal partner in the process. They raised the opportunities of sharing knowledge of the area for all parties and involving landowners and business in the decision making for the project so that they have a stake in its future development.

"This area is about country not industry, but nevertheless small business operate here and through the project ...they could showcase their work and support individual initiatives." Face-to-face interviewee

5.2.9 The environment

Survey respondents were asked what they would like to see happening in the area in the next five years. In the first instance they were asked to tick as many answers in a list of 9 that they wished. In this category the first rated answer with 86% was *environmental impacts reduced*. This was followed by *landscape heritage features which are better managed / in better condition* at 78%. The full picture is given in figures 5 and 6 below. When respondents were asked the same question, but only allowed to tick one response there remained 37% who put a reduction in environmental impacts as their first choice. As before *landscape heritage features which are better managed / in better condition* was next on their list at 30% and *Landscape heritage features, plants and animals which are better identified and recorded* (10%). For the U3A group

"We need to protect the natural world from too much human impact." Survey respondent

"Reduction of environment impacts is not mentioned and therefore it is not a vision that reflects my views." Survey

consulted it was also a point worth consideration. They discussed the fact that the area no longer has any industry and therefore the main environmental issue is perceived to be car use which they saw as being unavoidable. They stressed the importance of building and planning regulations which take in to account environmental impact and put forward the suggestion that subsidies

should be given to people who wish to make environmental adaptations to their homes. For several survey respondents it is the over-riding issue locally. However, this was not a strong thread for the discussion with other face-to-face interviewees or at the stakeholder workshops.

What would you like to see happening in the area in the next five years? (Please TICK AS MANY OPTIONS AS APPLY)

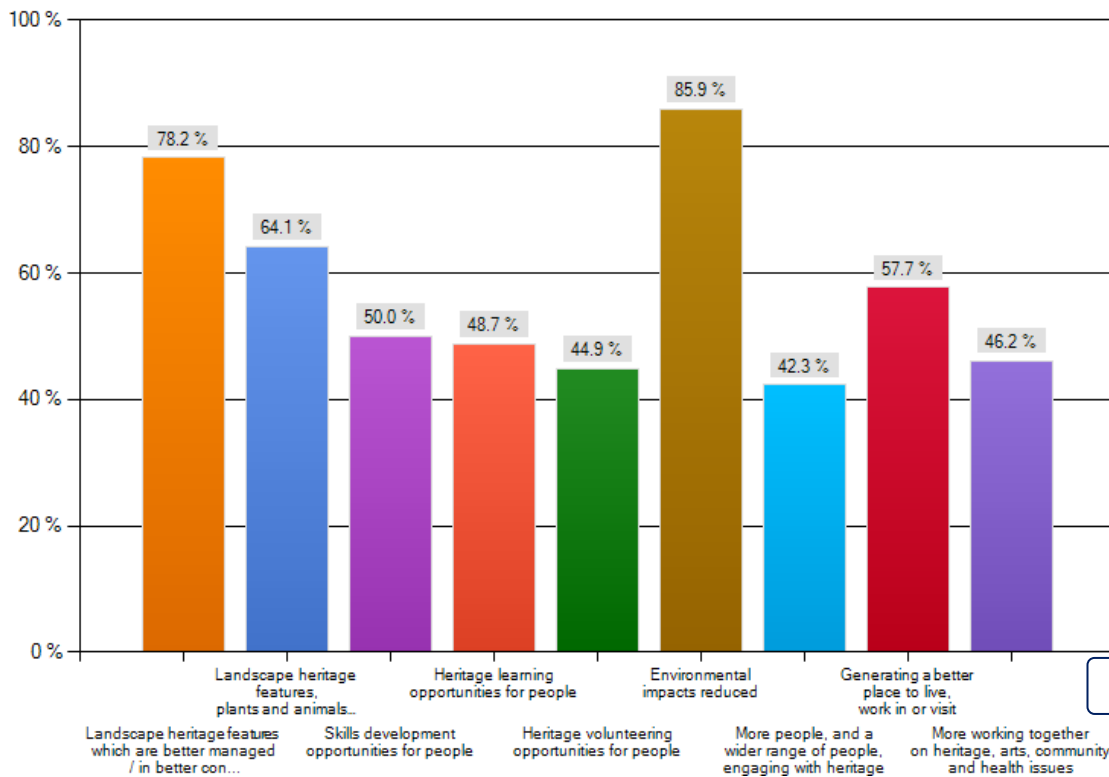


Figure 5: survey question 4

If you could only select THE ONE MOST IMPORTANT thing from the list (repeated below) that you would like to see happening in the area in the next five years, what would it be? (please tick only ONE BOX)

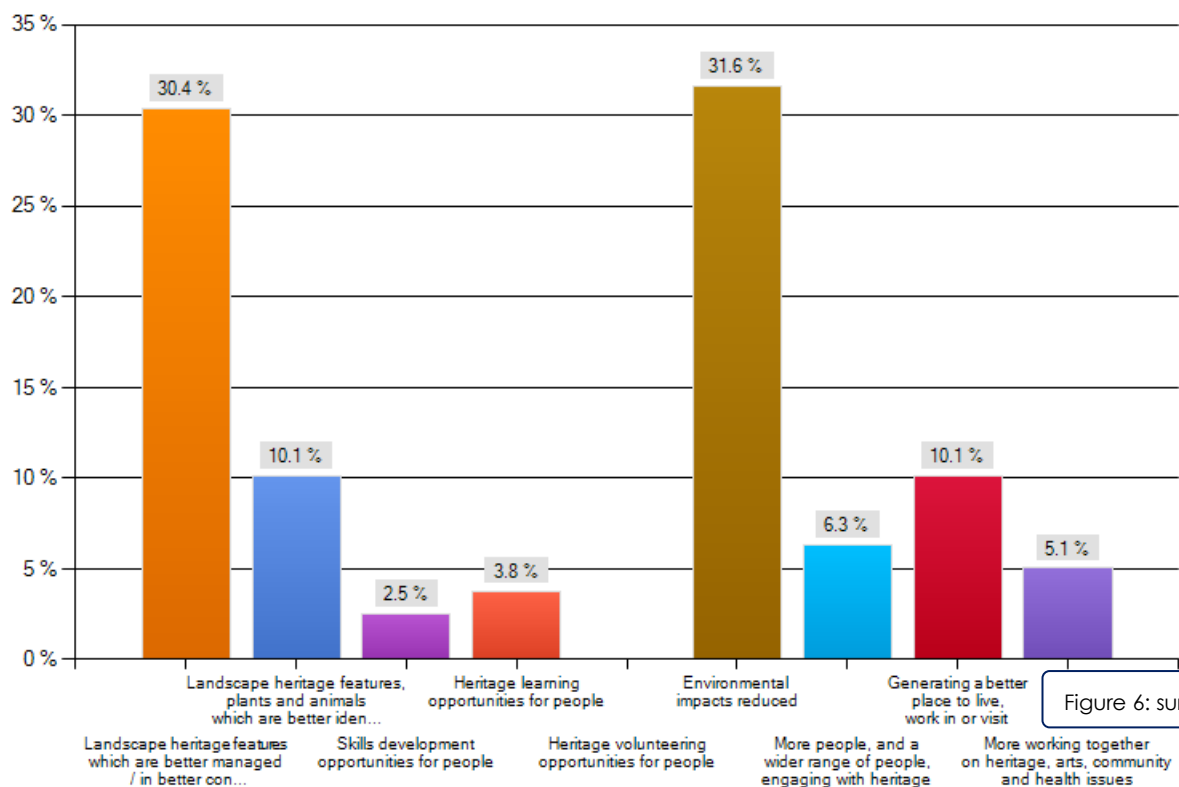


Figure 6: survey question 5

5.2.10 Other areas for LPS consideration

Other areas that the consultees would like to be explored through the LPS include:

- Working with and feeding in to existing public policies including public health outcomes 2013 (increase use of green and open spaces to promote health and well-being); 'Five ways of wellbeing' - connect, be active, take notice, keep learning, give; East Sussex' Cultural Strategy; Early Years Foundation Stage;
- Opportunities for volunteering from clean village campaigns to working on inter-generational programmes;
- The view expressed by Parish Councils in particular that the LPS could provide a focal point for motivating people to get involved with village and community life;
- Develop programmes around green tourism and the tourism offer so that stays are extended beyond a 30 minute coach visit to a two or three day break which brings benefit to the tourist and the area;
- One group within the workshops suggested establishing hubs in the area as a focus for learning, community engagement and the provision of information, a suggestion which was well received by others.

"Keep villages vital." Workshop participant

5.2.11 Objectives

As a result of listening to and analysing the views of all consultees, HVM proposes the following as objectives which distil the views of survey respondents, workshop participants and interviewees. We have not tried to encompass all those points raised, but rather focus on a few concepts which we perceive

to have the highest level of interest from those involved in this consultation programme to inform the Landscape Partnership Scheme application. It would be a priority to test these objectives during the Development Phase in line with the proposals made in the Community Engagement Strategy⁵.

"To achieve real participation involve communities in projects/ development of activities from the very beginning. Make sure a local resident is involved in the structure [for example] on the project board, so that they can go to local groups and advocate for the LPS." Telephone interviewee

Objective set 1: Development Phase



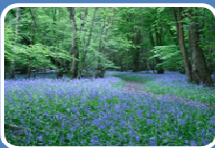
Battle and Brede identity

- To develop a brand identity for the Battle and Brede LPS during the development phase which is recognised by those who live, work and visit as a meaningful reflection of the value of the area.



Engagement and participation

- To build on the community engagement strategy developed in April 2013 to ensure that the LPS is developed through an effective engagement and collaboration with communities;
- so that by October 2014 it has become part of the local fabric, a known and outward expression of local pride, contributing effectively to the subsequent scheme delivery.



Natural heritage

- Work with the community during the development phase to identify the projects which will support the identification and recording of landscape heritage features, and ensure that they can be better managed and in better condition by the completion of the LPS.

⁵ Battle and Brede Consultation Project Engagement Strategy (HVM: April 2013)

Please note that we have *not* at this stage included an objective on a reduction in environmental impacts. While it scored highly in the survey as an area for exploration, it was not mentioned as a particular focus for the majority of survey respondents, and was referred to very little in the other workshops and interviews. There is scope to explore this further as necessary during the development phase and in line with community views on transport and sustainability.

Objective set 2: Delivery

HVM does not wish to prejudge the results of the development phase for the LPS, but the following are proposals for objectives suggested to us during the consultation phase. As with objective set 1 they would require testing as proposed in the Community Engagement Strategy.



Access

- To ensure local access groups are involved in the Scheme from the outset so that innovative and practical access solutions can be designed during the LPS to achieve access for all by September 2019.



Activities for outreach

- Work with young people and young families throughout the scheme to design activities which will help those unused to the countryside make the most of it through engaging learning and activities.



New technologies

- Work with the community and new technology specialists to develop and test a suite of mobile resources which provide information, advice, monitoring tools, access information, navigational and teaching resources for the benefit of residents and visitors.



Working with local business

- Set up a programme of work with local small businesses including farms, tourist centres and local crafts businesses to share knowledge, learn skills, offer employment opportunities and work on joint environmental and heritage projects from April 2014.

5.3 Project ideas

The consultation process has revealed a range of embryonic project ideas. HVM suggests, as with the objectives, that work is needed during the Development Phase to short list viable projects and integrate them with those previously made by heritage bodies which did not form a substantial part of this consultation process.

The survey presents a very even distribution of areas in which the respondents would like visible results within the next five years as we have seen in figures 5 and 6. A focus on natural heritage, environmental impacts and balancing the needs of humans with understanding, monitoring and enhancing biodiversity and landscape are specified throughout the survey as important to respondents. The results of the survey reflect the views of workshop participants, telephone and face-to-face interviewees who referred to the following potential project ideas.

a) Landscape: buildings / features / plants / animals

- Making sections of the landscape accessible for all including circular, self-guided walks:
 - radar key gates as opposed to kissing gates and stiles
 - sections appropriate for mobility scooters / wheelchairs
 - appropriate / identifiable sign-posting;

- Programmes which monitor biodiversity and include the long-term evaluation of species and habitat, with recruitment and training for new recorders in the area.
- Programmes which focus on particular habitats with zone areas to improve conditions for particular types of wildlife and might be a focus for monitoring activity.
- Involving people in the care and conservation of the landscape developed through agriculture and history. There is a strong recognition of the depth and richness of history of the valley through time and a desire to continue to research and understand it, making that information to residents and visitors alike.
- Working with farmers, landowners, councils and small businesses to create edge habitats, wildlife hotspots, and heritage information spots which help to conserve, monitor and interpret the natural heritage for future generations.
- Using new technology very effectively through websites, apps, and audio-guides, for example, to take advantage of the strong appetite demonstrated by those consulted for the LPS to be an innovator in this. Using mobile and other new technologies to provide imaginative and engaging solutions to learning about, monitoring and enjoying the landscape and natural heritage. This could include galvanisation of local support for clean village campaigns.
- A programme of work which develops resources describing the history and cultural heritage of each of the villages, not exclusively the honey-pots of Battle, for example.
- Using programmes such as The Woodland Trust's *Nature Detectives*⁶ to engage people in activities on particular plants and animals.
- Making sure that there is an interaction in the development of all these programmes between professional and local expertise.

"I have less directional awareness than my five-year old son. How about something on my phone which would include information on where to park and top tips for being in the countryside. Also, it would be great to have advice on where to go. I rely a lot on word of mouth; you may not always find what you are looking for randomly browsing the Internet."
Face-to-face interviewee

b) Skills / Learning / Volunteering

- Develop cross-generational and oral history learning programmes where the elderly teach the young about their experiences and life in the area, and the young discuss how this relates to their experience of life in Battle and Brede.
- Using experts as well as volunteers, and ensure that work done by volunteers is something that should be done by volunteers not as a replacement for paid labour;
- Assist people in developing their role as volunteers through a structured programme of involvement with support mechanisms; coordination of local community groups; and networking schemes.
- Formal training for rural skills working with farmers and small local business for example to provide learning opportunities.

"I hope to I'll own my own farm. I've done really well on this course and I'm teacher's pet so I hope it works out. Mostly it works because I work hard so I get more out of [the course]."
Face-to-face interviewee

"I'm learning to be a tree surgeon, climbing and the use of saws. Tree surgeons get rid of dangerous trees so that other stuff can grow, that's really good." Face-to-face interviewee

c) Environmental impacts reduced

As we have noted from the survey the reduction of environmental impacts is important to the majority of consultees. This suggests that respondents would like to see a programme of activities around this theme. In addition consultees proposed:

- The creation of roadside nature reserves clearly identified and managed as part of the LPS.
- Eco and green tourism promoted in the area in partnership with those already working on such programmes.

⁶ www.naturedetectives.org.uk

- Traffic impacts on route ways / highways should be considered including reducing visual clutter, with greater consideration given for the safety of pedestrians, cyclists, riders and other road users.
- Whilst Rights of Way are considered a vital area for project development, there is also a recognition that there is not a need for new public transport infrastructure and highway development but rather the promotion of existing public transport and car sharing schemes so that the existing infrastructure is used more effectively.
- This then should be linked to a programme to enhance Rights of Way in the area to provide access for all whatever their need or ability;

d) People / engagement / working together

Consultees showed a great desire for working collaboratively as individuals, communities and the area. They wished to see their engagement recognised and being effective from a very early stage in the Partnership and for their work to be centred on a clearly articulated and promoted identity. Those consulted, whilst keen to develop new models of working wanted to ensure that the work developed the learning from good practice either already in the area or elsewhere. For example:

- Working with artists in the natural environment, for example to develop a programme of public art in the landscape; or with theatre companies who interpret the landscape; and with the existing heritage organisations in the area on a range of interpretation and access projects.
- Consider being specific about a number of multi-generational projects and activities so that the focus of those involved does not fall back on the active retired.
- Using the LPS as a way of motivating people to get more involved with their landscape and its future development.
- Working on projects which promote healthy living including green gym; walks of all length and terrain for all abilities.
- Tie-in programmes with schools so that every school child in the area knows, understands and has worked within the LPS.
- Continued work to engage all ages of the community from the very young to the very old.

The engagement strategy being developed as part of this programme suggests ways of embracing this collaborative approach whilst stimulating communities to be as creative as possible in their project ideas.

5.4 Partnership working

All the participants in consultation activities to date expressed a strong appetite for collaboration. There is no doubt there is in principle support for the Landscape Partnership Scheme and a desire to participate to ensure it benefits all those that it could reach. In particular participants discussed the following for the LPS:

- Building on existing networks, relationships and partnerships only developing new partnerships where they actively fill gaps in the proposed Scheme;
- A recognition that it is difficult to get employers involved, particularly smaller businesses, but that this would be important for the success of the scheme;
- Demonstrate that the LPS is involving people and communities in the Scheme from the very beginning so that it truly is a bottom-up, participative process;
- Ensure that the programme is transparent, inclusive and has a process in place which is understood and agreed by all partners;
- Bring people together around tourism and history so that all those in the area are aware of what it offers and how it relates to the Scheme;
- Develop shared goals, clear expectations and a means of delivery which ensures that everyone understands what is required through the partnership;
- Ensure a proper cross-section of all ages and interests is represented through the Partnership

"[The LPS should have] sufficient shared goals to move forward but agree where one might differ: that is the bedrock of mature working. Differences can be sorted and people work to their strengths."
Telephone interviewee

- Develop information such as Parish Walks through a combination of ⁷experts working with the community and volunteers ;
- A recognition that current connections between programmes and communities in the LPS area are not strong or developed but the LPS could be the impetus needed for developing effective ways of working for the long-term.
- Helping communities on the ground where they want to manage their own landscape.

"Links between communities are not very strong. They often perceive themselves as being in competition with each other rather than in collaboration. This partnership offers opportunity to forge links. Rather than making communities come and go to an event, to really involve them." Telephone interviewee

Further details on the partnerships and organisations proposed through the consultation process are contained within the stakeholder map.

6. Next steps

The engagement strategy written as part of the consultation process contains details of HVM proposals for next steps including the early set up of an engagement group to lead ongoing participation and community involvement in the LPS.

HVM would like to thank all those involved with the consultation process, particularly those organisations and individuals who gave their time to be involved in the consultation at short notice, and then suggested additional people and organisation to be consulted in the development phase.

It has been a pleasure working with the High Weald AONB Unit on this programme and we look forward to hearing about the results of the submission to the Heritage Lottery Fund.

HVM 30 April 2013

⁷ <http://www.naturedetectives.org.uk/>

Appendix 1



Creating Connections
Hopkins Van Mil

Battle & Brede Heritage Consultation Project 12.15 pm to 3.30pm Tuesday 19 March 2013 At: Battle Memorial Hall 81 High Street Battle East Sussex TN33 0AQ

Arrivals and registration	12.15-12.30
○ Welcome and introductions	12.30-12.35
○ A presentation on the Landscape Partnership Scheme	12.35-12.50
Small group work	12.50-1.05
○ An initial conversation on needs	
Lunch	1.05-1.25
○ Exploring the vision	1.25-1.45
○ Achieving the vision	1.45-2.25
○ Matching project ideas with HLF outcomes	2.25-2.45
○ How will we know it has worked?	2.45-3.00
○ Preparation for the plenary	3.00-3.10
Plenary: summary discussion	3.10-3.20
○ Next steps and ongoing involvement, evaluation and close	3.20 -3.30

Appendix 2

Battle and Brede Heritage Consultation Project

Transcripts Stakeholder Engagement Workshops 19 March 2013

1. Community needs (recorded on Post-Its; grouped by facilitator)

Orange group

Access

- Improve footpaths
- DDA access
- Bridleways
- Improved footpath and bridleway / way marking
- Accessible gates
- Routeways and access
- Improved urban access to the countryside - it is often not seen to be 'available' by townies

Public transport

- Transport to sites / events

Events and information

- Rural communities living in an AONB but not fully engaging with that landscape - it's about information / accessibility / knowing people to join with
- Joint approach to providing events for the public, schools etc

Tourism and the local economy

- Green / sustainable tourism and the economy - helping people to get out of towns
- Consider where the big local offers are - history
- Battle Greenway and Rye Greenway

Blue group

Access to information and knowledge

- Tourism: availability of good accommodation for disabled and information of where to go; clear leaflets about accessibility of the area
- Information of access, how to access the landscape, what it means
- Knowledge of accessing landscape – how to use area and if we can use it
- Knowing what are the benefits of why people should access area

Accessibility

- Open spaces lack diverse opportunities – currently only suitable for walkers, not disabled, not cyclists, not activity orientated
- Consideration of access to the countryside for all users: parking; gates not stiles; variety of routes
- Access to the landscape, lacking information about what is there

Young people

- Activities for young people

Improved infrastructure

- Visitors have high expectations of infrastructure in the countryside. Currently inadequate in most places
- Mitigate against flooding, both for farmers and community

Health and wellbeing

- Improvement in health through participation in active travel: walking and cycling

Conservation

- Supporting native habitat

Understanding and interpretation of the heritage

- Children to understand their heritage -> ambassadors: need for honey pot venues etc
- Historic, designed landscapes:
- Conservation and enhancing
- Accessible for young people

- Community events responding to landscape
- Community involvement to improving and maintaining the natural environmental heritage: conservation volunteering
- Education and understanding of our natural environment
- Community to appreciate and value landscape – i.e. better understanding and deeper knowledge

Skills

- Lack of skills – knowledge, i.e. training for volunteers / youth

Parish Councils

- Recreation
- Thinking about consultations on development
- Engaging with the village
- Affordable housing
 - Over-subscribed exception site and opposition to it
- Pupils from Hastings come to our village school - they do not have any connection to the village
- Perception that a small rural school will offer a better education
- Provision for the elderly
- There is no purpose built housing for the elderly
- Changing demographic is a time bomb

2. The vision

Orange group

Made the following amendments to the vision directly on the sheet:

*"An area in which the local ~~population~~ **community** and visitors celebrate the area's ~~resources~~ **landscape**, the use of ~~these~~ resources through time [which = history] and the opportunities they provide to meet present and future generation's social, economic and environmental needs. An area where residents and visitors can more confidently access and explore its ~~cultural heritage~~ **history**. An area in which **everybody** ~~people, in particular young people~~, **can** have an opportunity to learn skills, both informally and formally, that enable sustainable development and management of the built and natural heritage ~~for multiple purposes~~. A valley, coast and **hinterland** [what does it mean?] that is ~~managed productively~~ in conjunction with well connected and managed habitat corridors of wetland, grassland, scrub and woodland."*

Which elements of the draft vision would you like to keep?

(discussion recorded on the flip chart)

- See above, the words that remain, the group felt were acceptable, but they made the following changes (see next section).

2. What words/ phrases would describe the LPS you would like to see in place by 2025?

(Facilitated discussion recorded on flip chart)

- It must be understandable
- The vision must be in Plain English
- It must explain what there is
- Sustainable
- Accessible
- Summarising the organisations working together - having a clear message about collaboration
- Consistent and clear information
- Stress community and business involvement
- It is important the area has an identity - something identifiable to clearly identify this bit of the Weald with a logo or symbol / like 1066 walks
- Agricultural should be in there - they are economically quite successful but it is difficult to farm in this area
- Attractions are part of the farm landscape
- Tourists are different from locals and need different things

- We don't want mass tourism with coaches stopping every 30 minutes but offering nothing to the local community
- More importantly we should be extending the offer to overnight stays when it would be more fruitful
- We need to promote the area
- It's a sensitive area with poor road / rail infrastructure
- The country side offer
- The vision should articulate local communities strongly connected with their landscape
- Depends who you are targeting
- The landscape is important for everyone, so is volunteering - it shouldn't just be about young people (although they are important)

Blue group

Which elements of the draft vision would you like to keep?

(Post-Its + discussion)

- 'Managed productively' linked to 'Well connected corridors' (for landowners productivity needs to be retained)
- Multiple purpose access: means more opportunities to make it more attractive to more people
- 'Celebrating the area's resources'
- 'Access' and 'explore'
- Too wordy!
- Too long
- Like it all
- New skills and training
- Learn skills, formally and informally
- Young people learning skills
- Opportunity to meet social needs
- Improved information on quality of resources, e.g. accessible paths, length, experience
- 'Well connected and managed habitat corridors'
- 'Connected and managed'
- 'Managing habitat and landscape'
- 'Celebrating the area's resources' (needs management)
- 'Celebrate areas resources'
- 'Environmental needs'

3. What words/ phrases would describe the LPS you would like to see in place by 2025?

(Facilitated discussion recorded on flip chart)

- Make it an identity so that people know what to expect/ what it is
- Vision should make it attractive to come
- Tranquillity should be in there
- More biodiversity
- Celebrate local heritage
- Local people know about / are aware of their history/ heritage
- Local people need a reason to come out
- Making it attractive to visitors but also to local people
- Increase a sense of entitlement of green spaces, increase sense of belonging
- Diversity of activities balanced with conservation needs: infrastructure needs to be focussed on both.
- Empowering local residents and caravan parks to be ambassadors and convey information about the area
- Achieve the vision through a mixture of employed people and volunteers (no over-reliance on volunteers, need paid specialists)
- Sustainable tourism
- Focus on rural training
- We need tourism for employment etc, however involving local residents takes priority
- Shaping ambassadors for the area: get local community on board first
- Partnership working with regards to involving the local community

- Enhanced information about what is there, in general and in particular about accessibility/ infrastructure in place
- Direct people to the right places

Parish Councils

Which elements of the draft vision would you like to keep?

(discussion recorded on the flip chart)

- Mostly relevant
- There is an economic issue - there are no jobs
- It's hard to get young people to join in
- Parish Council have trouble engaging with young people
- Keep villages vital
- What is sustainable development?
- Explain that built heritage includes both buildings and archaeology

What words/ phrases would describe the LPS you would like to see in place by 2025?

(Facilitated discussion recorded on flip chart)

- The vision must be communicated
- It must be about the young and the old
- People need to be able to grasp the value of the programme
- The project might inspire them

3. Achieving the vision: objectives

(Idea on Post-Its; facilitated discussion about how/ where/ when/ what/ why)

Orange group

Demonstrating success

- Having examples and case studies
- Show what's happened through words and pictures
- Make the LPS publicly obvious
- Make the LPS a talking point
- Visibility
- Demonstrating what we have got here

It's about community

- Pride in the area
- Free for people to use
- Available

Landscape

- Biodiversity - improved links to habitats
- Landscape scale action, not isolated pockets
- Cohesion - not random activity
- There is a spiritual aspect about getting in touch with nature
- Using the landscape for health and well being
- Getting families involved with their landscape

Landscape features - farmland

- Culture of farmland
- Changing farming practice
- The history of agriculture
- How have hops / vineyards etc shaped the landscape
- Better utilisation of the area as a whole by being 'more in your face' - for locals and visitors

Conserving and enhancing the build and natural features of the area

- Looking at history in the area
- Collaborative approach to:
 - o Conservation

- o Access
- o Interpretation
- o History (story / preservation)
- o Events
- o Volunteering / new skills
- Lost town
- Lost harbour
- New Winchelsea
- Improve information on getting to sites, e.g. at stations, car-parks - notes to say woodland / castles etc
- Landscape scale conservation action across habitats - wetland / woodland / coast
- Built heritage:
 - o Camber castle
 - o Iron foundry
 - o WWII relics
- Nation-wide coastal path
- A mobile coastline
- Intertidal
- The valley
- Smuggling history

Community participation

- Mums plus buggies
- Focus groups needed
- Engage with the community around the area
- Links up with other open spaces, parks and gardens, 1066 parks, historical interests, heritage sites
- Involve all interested organisations and individuals
- Accessible for disabled people
- Chambers of commerce, local regeneration partnerships (Battle & Rye)
- Use RVA to access local voluntary and community groups (over 800 in rural Rother)
- Schools
- Rambling groups
- Park rangers
- Accommodation officers
- Cultural and environment specialists
- Drawing in the people with the knowledge of the land and history
- Make people more healthy
- Young people and their families
- Extended family outings
- Historical
- Cultural people
- Who benefits? Local communities; wildlife enthusiasts; cultural heritage sites / monuments / local groups
- Volunteers / new skills
- Historians
- Local younger generation:
 - o To access ancient skills: iron-making
 - o To access our nature
 - o To access history (building)
- Working together e.g. ramblers, cyclists, horseriders
- Battle woods - maintenance of paths and bridleways
- Marline Valley footpath - maintenance and new bridleways required
- Horseriders
- Tourists would benefit including those from UK and Northern France

Access and learning

- Engage and landowners re: access and land management

- Community has better understanding and knowledge of UK local landscape
- Outward as well as inward looking
- By being accessible
- Living landscape
- Accessing historical and environmental areas - links
- Linking up of public access routes
- Gates: maintenance and easy to operate by all including horseriders

Who should be involved?

(Participants listed specific organisations on pos-its)

- Hastings and Rother Disability Forum
- East Sussex Local Access Forum
- District and borough Equality Officers
- Hastings and Rother Rainbow Alliance (2 participants)
- Rother Senior Forums
- Hastings Inter-faith Forum
- Bexhill Churches together
- Battle Ramblers
- Sussex Ramblers
- Ramblers across 6 walking groups
- Bus and rail companies
 - o Signs / leaflet distribution
- County Council
 - o Integrated timetables
 - o RTAG issue currently
- South East British Horse Society
- Woodland Trust
- Wildlife Trust
- Sussex Wildlife Trust
- Friends of Rye Nature Reserve
- National Farmers Union
- Maxfield Nature Conservation Trust
- Wetland Trust
- Local Photo groups
- Pett Level Preservation Trust
- National Trust
- HBC Country Park
- Parish Councils (three participants)
- Ramblers
- TCV
- Local History Society
- ESCC Highways Department (Signage)
- Private landowners
- Farmers/ private trusts etc
- Local Natural History groups
- Southern Water - Powdermill Reservoir
- Forestry Commission
- British Gypsum

Priority groups?

- Young people
- Collaborators
 - o Ramblers
 - o Horse riders
 - o People with disabilities
 - o Cyclists
- People who have time and skills
- People who don't care and don't have the time

- Wildlife lovers
- People who want to be healthy
- Schools
- Cultural people
- Arty people
- People interested in history
- Community groups / voluntary groups
- Parish Councils
- 2nd home owners
- Trusts and Friends groups
- Conservation groups
- Business owners

Blue group

Young people in the area are champions for their local heritage (cultural and landscape)

- How: All projects working together
- Where: entire catchment area
- What: sharing resources and expertise
- Why: everyone benefits, particularly parents/ families/ schools
- When: throughout project time

Increase in BAP species; ditches managed sensitively; landscape linked

- How: funding will pay for farmers and local community conservation volunteers and NGOs to do this
- What: otters, beavers etc; training, awareness raising, best practice sharing
- When: throughout project time

Assist people in developing their role as volunteers

- Who: organisations who can provide skills sharing/ training opportunities; strategic organisations who have a role in doing this, e.g. National Trust, Wildlife Trust, RSPB
- What: structured involvement of volunteers; support mechanisms for volunteers; coordination of local community groups; networking schemes
- Where: entire catchment area
- When: throughout project time

Identify areas of focus: establish hubs

- Where: Battle Great Wood; Battle Abbey; Pestalozzi; Winchelsea; Rye Bay; Rye; Fairlight; Brede High Woods
- How: LPS branding for same type of provision tailored to each hub
- What: dissemination of information (visitor centre); training and skills sharing; venue for project meetings; programme of projects to make the offer increasingly attractive; ongoing relationship with local schools

To map what heritage is there now to develop the vision/ enable us to achieve the vision

- When: as part of preparation of the bid

To get long-term buy-in from strategic partners to ensure a legacy for the project

To identify a way to ensure 'enforcement'

- How: Buy-in from volunteer rangers service for example

Parish Councils

What should happen?

- Having a proper cross-section of ages
- We don't want dormitories
- Things to encourage young people
- Give young people computers
- We want the vision to describe healthy, happy vital people who are engaged

- Forward looking
- With a proper perspective on the past
- Young and old people getting together - inter-generational
- Stool ball (a game in Sussex)

Who should be involved?

- Westfield Community Association
- Rother Association of Local Councils
- Youth Development Service
- Bird Watchers
- WI
- Friendly circle
- Brownies
- Painting for Pleasure
- Age UK
- Luncheon Club
- School
- Brede Players
- Brede Giants
- Bell ringers
- Scouts
- Cricket Club
- The issue is getting people motivated
- Acting when things are controversial
- People are engaged in what they are interested in - they aren't going to join in everything
- Look at the bigger picture
- There is the dormitory issue
- Social needs and care is important

4. Project ideas

Orange group

Landscape: buildings / features / plants / animals

- Nature detectives - a pack should always be available
- Sign-posting
- Community archaeology - HLF funded, a template
- Projects for species under threat
- Battle Schools Greenway
- Battle conservation area, better view opening up the countryside
- New technology

Skills / learning volunteering

- College / qualifications
- SEN - working in the countryside
- Programmes for NEETs
- Local groups
- Audio walks looking at biodiversity
- Hop walk - run by volunteers but need expertise and training
- New technology

Environmental impacts reduced

- Village clean-ups / encourage others to do the same
- Cutting back shrubbery etc
- Chain saw training provided
- Promoting public transport
- Southern railway - trains
- National cycling roots

- Footpaths
- Map of walks
- Paths which link up - being inter-connected
- Up-to-date village maps
- User friendly
- New technology

People / engagement / working together

- Branding
- An activity centre
- Social Club
- Battle rambles - way marking project could be improved, they have surveyed some walks but not all
- ESCC Rights of Way team plus landowners can plan together
- Having appropriate urban and rural signage
- Weekly walks for locals and visitors
- Suggested walks
- Volunteer practical tasks
- BTCV green gym
- BHS gates - opening and closing without harm to people / horses
- Engaging with parishes
- Health walks and short walks
- Something between health and short walks
- Camber Valley Countryside Park tie-in with their programme of activities
- Schools - leaflet / books
- Work with the National Trust / RSPCA and Sussex Wildlife Trust to showcase what's available locally
- New technology

Blue group

Landscape: buildings/ features/ plants/ animals

- Historic designed landscapes and parkland
- Making sections of the landscape very accessible (Including circular)
- Radar key gates as opposed to kissing gates; improved accessibility for mobility scooters
- Fully accessible car parks
- Monitoring SSSI's
- Habitat focus: wetlands, woodlands, control of invasive SPP
- Zone areas to make it better for particular types of wildlife

Skills/ learning/ volunteering

- Rural crafts projects
- Forest school bush craft project
- Formal training for rural skills

Environmental impact reduced

- Traffic impacts on route ways/ highways including reducing visual clutter
- Creation of roadside nature reserves – badged and managed
- Eco-tourism e.g. National Trust holidays

People/ engagement/ working together

- Celebration events
- Annual themes for celebration
- Combined events' promotion
- People to monitor wildlife sites
- Wildlife gardening (e.g. 'full frontal')
- Link to national events, e.g. Big Lunch, Big Dig
- Public art

Parish Councils

Landscape: buildings / features / plants / animals

- Having a wildlife website
- Plus an area focused on wildlife in the recreation area
- Making use of local expertise
- Brede High woods - café
- BTCV - health agenda

Skills / learning volunteering

- Silver surfing training
- Extend the footpath group currently supported by ESCC
- First aid training
- Encourage people to get together and have an experience
- Self-guided walks
- Getting a club together
- Passing traditional / farming skills to young people
- will apprenticeship scheme roll out to rural communities?
- Skills for the housebound
- Passing those skills on
- Local history - learning from people who have stories to tell

Environmental impacts reduced

- Neglect
- Local groups doing clean ups
- Voluntary car scheme
- Recycling centres

People / engagement / working together

- Setting up a drop-in centre
- Older people working in schools
- Wildlife area
- Involve Brede players
- Organisations established for a long-time like the Farmers Market
- Getting people to maintain their interest
- Green gyms
- People feel over consulted
- Surveys are done to death
- People must feel that it is a *real* consultation
- Affordable housing - there is a lot of Nimbyism
 - We need people to feel connected to a range of communities
 - We need to develop understanding about social housing and that it is for local young people not incomers
- Talk to people
- Good neighbour projects

5. How will we know it has worked?

(Facilitated discussion)

Q: It is 2025. You are travelling around the LP area, delighted with the visible results of the scheme. What are you most pleased about?

Orange group

- People have learnt skills by working on and through projects
- Transport interlinks
- There is public transport / hopper bikes
- Continual involvement of communities
- Access for all - including footpaths

- People / communities are part of the plans
- Wherever you were the locals would know what the LPS is, they would identify with it (like 'I'm going to the Peak District')
- Time has been taken to consult and get things right
- Pride, trust, confidence
- Excitement
- People using the landscape are in different ways
- Enjoyment
- The journey developing the Landscape Partnership Scheme is recognised as a valuable part of the process, not just the end result
- People will be talking about it
- You will see lots of branding as you travel through
- Biodiversity - increased or declined?
- Choose some species to observe now

Blue group

- More ponds
- More butterflies and bees
- Increased biodiversity along highways: more visible urban green infrastructure
- Public art integrated in the landscape
- Local distinctiveness and sense of place conserved and enhanced
- Sculpture trail
- Network of accessible pathways and access routes
- Busy and well attended hubs
- Buy-in with every local school achieved – every school some sort of relationship with the scheme
- Improved infrastructure
- More and better wildlife with stronger identity

Parish Councils

- If we had a wildlife area we would wish to see lots of people using it and finding to be an area where the village comes together
- It's about:
 - o Enjoyment
 - o Wildlife
 - o Local expertise - tapping in to that
 - o Knowing who has such expertise
- Low cost housing will have born fruition enabling young people to stay in the village
- A vibrant community
- Evidence that skills learnt are providing more employment
- Wildlife management
- Farming has become a playground of the rich we need to ensure that despite the decline in farming and the loss of passing on those skills through the generations we have something to show our children about farming and traditional skills
- Mechanisation has caused the large farms to develop
- It is not particularly a farming area
- On the plus side a lot of farms have sold off their land which is now available for wildlife
- Sussex landscape is about fields
- It's great to be able to see birds of prey - I would like to see a greater variety of bird species

6. Summary sheet

(For presentation to plenary)

Orange group

Vision

- Access
- Transport
- Information
- Written in plain / jargon-free English
- Themes: history / landscape / community

Objectives

- It's for everybody
- Collaboration and the means to do so (£ / motivation)
- Understanding of the biodiversity of the landscape

Important finding

- Unification of ideas
- Access for all
- We could have suggested an improvement to access / transport but we haven't - it suggests using the transport infrastructure that's already there better / more
- Strong appetite for collaboration backed up with expertise

Blue group

Vision

- Balancing community (residents and visitor) needs with environmental needs
- Establishing a strong identity

Objectives

- To establish hubs of activity and visitor focus as centres for learning, community engagement and provision of information
- To ensure the legacy after the project, get buy-in from strategic partners and the local community

Important finding

- Matching wants and needs of stakeholders
- Access needs have to be integral to the project

Parish Councils

Vision

- Keep villages vital
- Show and learn traditional skills

Objectives

- To actively build up people's motivation to get involved in village and community life

Important finding

- Engagement - get people interested in what's going on
- Communication - the LPS is an interesting message
- Be inspirational and not too niche in the development of the scheme
- Model best practice engagement
- How to get the community spirit back?
- Collaboration is very important

