



HLF Programme Objectives			
Objective	Outcomes	Main Objective (tick one box only)	Links to other areas
1	The heritage will be better managed		
2	The heritage will be in better condition		
3	The heritage will be identified/recorded		
4	People will have developed skills		✓
5	People will have learnt about heritage	✓	
6	People will have volunteered time		✓
7	Negative environmental impacts will have been reduced		
8	More people and a wider range of people will have engaged with heritage		✓
9	The local area/community will be a better place to live, work or visit		✓

Objective 7: Develop engaging and innovative ways of narrating Elan's heritage to a wide audience of people

7a: Interpreting Elan



Summary

This project features two strands, the first focusses on developing the fixed interpretation and resources available at two locations at Elan. The first location is the Elan Valley Visitor Centre which is the main destination at Elan and already attracts a large volume of visitors. The second location is Rhayader Museum and Gallery which houses an exhibition on the social history of Elan and Rhayader and was a heritage lottery funded community project which opened in 2009. By developing

	<p>the interpretation and resources available at these two locations we are ensuring that visitors to have access to quality and diverse heritage interpretation which enhances their understanding and appreciation of Elan. The second strand of this project is implementing a yearly Elan Links exhibition at the two locations mentioned above.</p>
<p>Project Details</p>	<p>Around 154,000 visitors a year visit the Elan Valley Visitor Centre at Elan which makes it a focal point for consideration in our Interpretation Strategy. Many of the visitors don't venture further out any further than the Visitor Centre and therefore the information available to them here must do two things:</p> <ol style="list-style-type: none"> 1. Enable them to gain an insight into Elan and its diverse heritage strands 2. Stimulate enough interest to inspire them to go to other areas and explore other aspects of Elan. <p>New interpretation equipment and resources at the Visitor Centre which will include a children's discovery table and family explorer backpacks will enable the above to happen.</p> <p>Other visitors will be able to explore Elan as well as Rhayader by visiting Rhayader Museum and Gallery and experiencing the area from a different perspective. The Museum has a history of working with local people to record local life and instigates innovative creative projects. It approaches its work with a unique fusion of arts and heritage. Interpretation equipment is budgeted for the Museum in order to refresh its displays and facilitate new outreach work</p> <p>The yearly exhibitions at the Visitor Centre and Museum will follow the yearly themes detailed in the Interpretation Strategy:</p> <p>Year 1: Setting The Scene</p> <p>Presenting the importance of the Elan site and relationship to its associated communities. This narrative will explore the history of the Elan area, its role in providing water to Birmingham and what this means, and its importance as a habitat to a special ecosystem and how these depend on one another. It will also present the Elan Links project and the complex work that will take part over the next five years and beyond.</p> <p>Year 2: Conserving Elan's Natural Landscape</p> <p>With a strong focus on the project work that is taking place towards conserving Elan's woodland and grassland, and the discourse that sits within this (science, biodiversity, farming, water, awe and wonder, nature-tourism). It is important to communicate why the conservation work is important towards sustaining this delicate eco-system.</p> <p>Year 3: Elan's Human Heritage</p> <p>Presenting a narrative around the work happening to restore Elan's built</p>

	<p>environment and explore how Human's have lived and worked in Elan for thousands of years, and how the landscape has, and continues to be shaped by our activity.</p> <p>Year 4: Capture Elan</p> <p>This theme invites the visitor to be the main author and invites a democratic approach to telling the story of how people interact with Elan now. Visitors are invited to contribute their own interpretations both historic and contemporary, including science, art, design, media, digital, film, food, memories and ideas. It is intended to facilitate connections and debate between Elan's broad and diverse audiences</p> <p>Year 5: Elan's Future</p> <p>Facilitating discourse around the future of Elan, the future of water, the future of people, but particularly around sustainability, and responsible use of the world's resources.</p> <p>The Interpretation Strategy commissioned during the development phase has identified several ways in which Elan Links can effectively interpret Elan's diverse heritage. This project links to the following interpretation layers from the framework:</p> <ul style="list-style-type: none"> ✦ Foundation layer interpretation – led by the Interpretation Officer and in partnership with key staff at CARAD, DCWW, EVT and independent visitors to provide key thematic content and research for exhibitions or programme, directing the content and experience for all visitors. ✦ Text and graphic interpretation layer – fixed permanent text interpretation developed by the Ranger team, experts and relevant editors. The text interpretation is key to providing consistent thematic information to visitors, while also introducing wider interpretation such as graphics and interactive devices. This interpretation includes the graphic text in the exhibitions as well as the text interpretation around the whole estate. ✦ Dynamic interpretation The Elan events programme will include temporary displays and changing educational programmes, artist residencies and activities.
<p>Need and Opportunity</p>	<p>From chapter 4 of the LCAP this project reflect the identified threats and opportunities of:</p> <p>4.3.2.3 Opportunity to become exemplar for public access, recreation and enjoyment.</p> <p>The Elan Valley Visitor Centre exhibition space has been recently renovated and the old exhibition dating back to the 1970's replaced with</p>

	<p>a modern system of panels which guide visitors through the different heritage layers of Elan. This exhibition was designed by Ruth Lloyd the Interpretation Developer who has also commissioned to write the Interpretation Strategy for Elan Links. There is an opportunity through Elan Links to further enhance the interpretation resources available at the Visitor Centre and at Rhayader Museum & Gallery which will further expand people's appreciation of Elan and the Elan Links Scheme.</p> <p>4.2.7.2: Threats to tourism which include poor quality recreational experience and a lack of coherence in interpretation.</p> <p>Elan Links has developed Objective 7, which is to develop engaging and innovative ways of narrating Elan's heritage to a wide audience of people and projects 7a -7d as a suite of projects to meet this threat.</p>	
Project Management	Elan Links Project Officer reporting to Partnership Manager, the Interpretation Sub-committee and Partnership Board.	
Project Partners	Lead Partner: DCWW. Other partners involved: EVT, CARAD, RCAHMW, RSPB, Tir Coed, Rhayader 2000.	
Project Development	This project was included as part of the first stage submission to HLF. During the development year the specifics of this project have been refined as part of our audience development work and the development of the Interpretation Strategy. For further information please refer to the Interpretation Strategy in appendix LCAP4.	
Key Audiences (Please see Audience Development Plan, appendix LCAP3, for more details about Elan Links audiences.)	<p>Audiences that will be primarily targeted through this project:</p> <ul style="list-style-type: none"> ✎ Visitors from Birmingham (Birmingham residents); ✎ Visitors coming for a specific activity; ✎ Visitors who are within 1 hour's drive away; ✎ All other visitors ✎ Families; ✎ Children and Young People. 	<p>Secondary audiences who will also benefit as a result of the project:</p> <ul style="list-style-type: none"> ✎ Residents of Elan and Rhayader; ✎ Businesses in Elan and Rhayader.
Activities and Timescale	<p>The new interpretation equipment will be purchased in year 1.</p> <p>The children's discovery table and family explorer backpacks will be purchased in year 2.</p> <p>2 Elan Links specific exhibitions to be held per year (1 at the VC and 1 at CARAD)</p>	
Outputs	<ul style="list-style-type: none"> ✎ New interpretation equipment; ✎ 10 Elan Links specific exhibitions (2 per year) at the Visitor Centre and at CARAD; ✎ Children's discovery table; ✎ Family explorer backpacks; ✎ All Elan Links projects interpreted and promoted through a number of platforms as detailed in the interpretation strategy. 	
Output indicators	✎ Details of purchase of new interpretation equipment; Children's	

and targets	<p>discovery table & Family explorer backpacks;</p> <ul style="list-style-type: none"> ✎ Pictures and film clips of the 10 Elan Links specific exhibitions; ✎ Evidence of promotion including any media coverage; ✎ Details of use of Family backpacks including any feedback; ✎ Details of use of the children's discovery table including any feedback.
Outcomes	<p>Heritage Outcomes:</p> <ul style="list-style-type: none"> ✎ Better managed – we will be working with heritage professionals to ensure that best practice is paramount; ✎ Heritage will be used more; ✎ Research and the development will generate more information about the material used for interpretation. <p>People Outcomes:</p> <ul style="list-style-type: none"> ✎ More and a wider range of people have learnt about Heritage; ✎ People have learned about the complex links between people, nature and water; ✎ People will have changed their attitudes and/or behaviour towards water use and value it more as a resource not to be taken for granted or wasted; ✎ New audiences will have engaged with Elan's heritage. <p>Community Outcomes:</p> <ul style="list-style-type: none"> ✎ Communities will have better knowledge and awareness and respect for the natural heritage of Elan and the importance of safeguarding it to ensure water quality into the future and this will reduce the risks for future harm through irresponsible access behaviour, farming activities or neglect; ✎ During the duration of the Scheme local communities and regular visitors will notice a step change in the quality of wet heath and bog areas as a result of the project activity; ✎ Elan will become known as an exemplar destination for integrated land management for the benefit of nature, water quality and people sustainability; ✎ The area will become better known for the imaginative methods of engaging with its audiences.
Monitoring and Evaluation	<ul style="list-style-type: none"> ✎ The Elan Links Project Officer will ultimately be responsible for maintaining project records which will include all the required proof of financial expenditure. ✎ Quantitative information will be obtained on use of family pack packs and numbers of people looking at the yearly displays ✎ Quantitative information ✎ Qualitative information will also be collected from a sample of people by the Project Officer. ✎ Progress will be reported to the Interpretation & Events Sub-Committee quarterly. ✎ Regular meetings held with the Project Officer to monitor the progress.
Evidence	Please see the Elan Interpretation Strategy appendix LCAP4 and the Elan Audience Development Plan appendix LCAP3.
Wider Context	<p>The Elan Interpretation Plan identified following aims:</p> <ul style="list-style-type: none"> ✎ Develop a scheme of best practice and creative interpretation tools that present the Elan Links Project key messages to Elan's

	<p>public and target audiences;</p> <ul style="list-style-type: none"> ✎ Create a programme of stimulating and educational activities that actively engage audiences in Elan’s rich heritage and biodiversity; ✎ Provide opportunities for the public to engage in debate and discussion around Elan, its heritage and its future; ✎ Create interpretation that is sensitive to Elan’s landscape and provide guidance of how visitors can do this too; ✎ Use creative interpretation to remove access barriers, and welcome people from all backgrounds; ✎ Use digital interpretation to connect with a local, national and international audience. <p>The Elan Links Interpretation Strategy has identified four key messages as its focus:</p> <ul style="list-style-type: none"> ✎ Elan is about people: built heritage, people’s history and future, learning, community, phenomenology, the human condition ✎ Nature delivers: fitness, wellbeing, health, inspiration, education, science, arts, economy, society ✎ Water is a valuable and powerful natural resource: health, sanitation, industry, economy, wealth, global warming, ecosystems ✎ Elan is a special place for everyone: enjoyment, landscape, community, ecosystems, geology and geomorphology, leisure.
<p>Legacy and maintenance of benefits</p>	<p>It is anticipated that a strategic and joined up approach to interpretation planning and exhibiting will continue at Elan long after the completion of the Elan Links five year delivery period through the partnerships which will have been developed. Further investment into interpretation infrastructure will be required to keep the displays current and maintain interest. It is anticipated that DCWW and CARAD will ensure adequate funds are ring-fenced in order to do so.</p>
<p>Risks and risk mitigation</p>	<p><u>Risk 1:</u> The interpretation infrastructure and resources exceeds the project budget. <u>Mitigation:</u> Extensive research has been undertaken to get a realistic price including quotes.</p> <p><u>Risk 2:</u> Failure to coordinate the yearly displays and to develop adequate content for them. <u>Mitigation:</u> The work will be prioritised by the Elan Links Project Officer, supported by the Elan Links Partnership Manager working will all partners.</p>
<p>Links to other Elan Links projects</p>	<p>Objective 1a, 1b, 1c, 2a, 3a, 3b, 3c, 3d, & 3e: These projects will be interpreted through objective 7a in various ways dependant on the project requirements.</p> <p>Objective 4, 5a, 5b, 5c, 7b, & 7c: The work carried out through all of the projects will be recorded through objective 6. That material can then be used to create exhibitions for objective 7a.</p> <p>Objective 6: Monitoring of the work carried out through this project will be done through objective 6. This will ensure that there is evidence of the work carried out and that the progression of the areas can be used for</p>

	<p>future exhibition material and archived for the future. Objective 7a will work closely with objective 6 to use the material that 6 will record for all of the projects i the exhibitions.</p> <p>Objective 8: The volunteers that are required for this project can be selected from the database of volunteers that is collected through objective 8. Volunteers who participate in activities that aren't already part of Friends of Elan can be referred over and from there they will be offered a wider range of volunteering opportunities.</p> <p>Objective 11: Interpreting Elan will provide all of the interpretaion material for 11. Material recorded through objecitve 11 can also be used in exhibitions organised through 7a.</p>
<p>Background information</p>	<p>Elan is located in the Cambrian Mountains, Mid Wales, 5 miles to the east of the Market town or Rhyader. Elan's 20,000 hectares comprises 1% of Wales and is a unique landscape combining remote hill land, isolated farmsteads, steep-sided wooded valleys and the extraordinary feat of Victorian engineering that brought clean water to Birmingham.</p> <p>The community of farmers, tenants, the town of Rhyader and the village of Elan are the backbone of this vast area, with farming and tourism activities being the most significant economic activity in the area.</p> <p>Elan Links: People, Nature & Water Landscape Partnership has an ambitious vision: to generate a step-change increase in beneficial outcomes for people, communities and heritage.</p> <p>Elan Links is a £3.5 million project with a significant £1.8 million secured from the Heritage Lottery Fund Landscape Partnership Scheme.</p> <p>The Elan Links: People, Nature & Water Landscape Partnership is currently made up of 17 different organisations who aim to deliver 26 projects under 12 strategic objectives over 5 years.</p> <p>Community Arts Rhyader And District (CARAD) is a charity involved in community arts in the Rhyader an Elan area. They also manage Rhyader Museum and Gallery which opened in 2009 and is situated in the town of Rhyader.</p>