



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 10: Engage with more difficult to reach individuals and provide training skills and opportunities which will build confidence, a sense of achievement and a sense of the natural environment

10c: Experience Elan – weekend retreats for people from our family of communities



Summary

Tir Coed weekend retreat packages will enable harder to reach groups from the Birmingham area to connect with Elan and the natural environment and to learn about where their water supply comes from. As well as having a 1-4 night stay at Elan there will be special bespoke activities arranged for them. Some of the groups of people that would

	<p>benefit from these retreats are people with mental health issues, learning disabilities, single parents, and substance misusers.</p> <p>For people who live a greater distance from Elan there can be real barriers to getting out into the great outdoors, with travel being just one of them. This project will specifically support groups of people who may not normally even visit the countryside but who have links with Elan through their water supply. Through facilitation and the provision of a 'package' of accommodation and other support the opportunity is to provide life-changing and life-enhancing opportunities for harder-to-reach groups of people to spend time in nature developing an explicit connection with what the environment does for them – through the provision of their water.</p>
<p>Project Details</p>	<p>Bespoke retreat packages to enable people from disadvantaged groups in inner city Birmingham to connect with Elan and the natural environment. Groups will be able to access bespoke activities tailored to their needs, accommodation, breakfast, lunch and dinner and any equipment necessary to undertake their activities.</p> <p>The groups of people who will benefit from these retreats include: people with mental health issues and learning disabilities; the elderly; young carers; people with disabilities; single parents; mixed community groups; the homeless; recovering addicts; women only groups; substance misusers; parent and toddlers groups; university and college students; youth groups; young offenders; primary school groups and minority groups.</p> <p>The Volunteering and Training Officer will work with client groups to create bespoke events tailored to the individual groups needs and the activity will be supported by experienced leaders and support workers, ensuring that the participants get the best experience possible of Elan that really does benefit them.</p> <p>In the first 2 years whilst building renovation takes place then the overnight stays will take place in a local hotel. Following that Cwm Clyd will be available as overnight accommodation for all of the groups.</p>
<p>Need and Opportunity</p>	<p>This project addresses Threats and Opportunities 4.3.7 (Inappropriate use of Elan) and 4.3.9 (External impacts. the threat to Elan's heritage) by educating potential visitors in the safe and appropriate use of the site. It also delivers an opportunity in response to 4.3.10.2 (Threats to Tourism), by engaging a whole group of people who may be new to the attractions at Elan into the area.</p>
<p>Project Management</p>	<p>Volunteering and Training Officer</p>
<p>Project Partners</p>	<p>Lead partner: Tir Coed</p> <p>Other partners: DCWW, EVT, partner organisations in the Birmingham/Midlands area particularly the 10 steering group members- YMCA Sutton Colefield, All Saints Youth Project, St Basils, Forest Schools Birmingham, Birmingham University, YMCA Birmingham, MIND Birmingham, Children Society, Eco Centre, Park House.</p>
<p>Project Development</p>	<p>A year prior to the first stage application submission Tir Coed were invited to present to the EVT on their engagement model. Impressed by the impact of Tir Coed's work and the experience of the organisation Tir Coed</p>

were invited to become a partner of the Elan Links Project, leading on the social outreach and training elements of the cross-sector project.

Tir Coed's director worked closely with the Elan Links Project Manager over the following year to develop a bespoke package for the Elan Links project that would outreach to local disadvantaged people and a new audience for Tir Coed; disadvantaged groups from the urban environment of Birmingham.

Since the first-stage decision Tir Coed has spent the development year undertaking comprehensive consultation with referral organisations across Birmingham, researching national priorities, policies and research papers, and consulting with beneficiaries as well as setting up a Birmingham steering group.

During the development year Tir Coed consulted with **57 organisations** in Birmingham engaging in over 100 programmes with disadvantaged groups across Birmingham, including the areas within the ten pockets of 1% deprivation index:

- ✘ Kingstanding
- ✘ Erdington
- ✘ Stockland Green
- ✘ Spark Hill
- ✘ Spark Brook
- ✘ Nechells
- ✘ Balsall Heath
- ✘ Northfield
- ✘ Washward Heath
- ✘ Soho

A number of one to one meetings took place with organisations in Birmingham as well as phone meetings. On the 18th August a consultation event was held at the YMCA centre, Erdington in Birmingham, over 36 organisations were invited and around 18 people attended including YMCA, Birmingham Mind, BVSC, Cannon Hill Park, Sova, Tasty Waste, Feed My Creative and Live Life Health & Fitness. For a blog about the consultation event visit: <http://tircoed.org.uk/blog/birmingham-consultation>

Tir Coed has focused its consultation on 3rd sector organisations as contact with local authority departments has proven difficult as there is a process of mass redundancies within the Birmingham Local Authority; originally 48K people worked in the council, currently at 25K with the plan to drop to 7K by 2018.

To further support the development of the project Tir Coed decided to choose specific organisations to set up a steering group, this would help empower the organisations to take greater involvement in the development of the project and would also offer solutions to the number of individual meetings, needing to take place which became difficult when developing a project such a distance away from the city.

Tir Coed selected 10 organisations to be invited onto the steering group with the first meeting taking place on 3rd February 2017. These organisations were chosen due to their enthusiasm and willingness to support the project from the off-set.

- 1) YMCA Sutton Colefield
- 2) All Saints Youth Project
- 3) St Basils
- 4) Forest Schools Birmingham
- 5) Birmingham University
- 6) YMCA Birmingham
- 7) MIND Birmingham
- 8) Children Society
- 9) Eco Centre
- 10) Park House

For a blog about the steering group meeting please visit: <http://tircoed.org.uk/blog/initial-birmingham-steering-group-meeting>.

Through this consultation Tir Coed identified that flexibility is the best approach to the residential retreats as some groups have suggested that one night would be the maximum stay and others wishing for 4 night retreats. In order to enable flexibility each year the project will deliver- 30 nights residential with 30 activity days. These can then be offered in a bespoke way with some groups accessing 5 nights if they can demonstrate a need and others only staying for one night.

The outcome of the comprehensive consultation showed a huge demand for the retreat provision and a great interest from a wide number of organisations. It also highlighted that if this provision was going to work to full effect then a partnership approach would be necessary. The steering group will act as a platform for the partnership projects to develop and to ensure that the retreat provision is developing in a person-centred way.

Quotes:

“Our experience in intervention projects within the city shows that Birmingham residents, especially those who live in deprivation, are largely disconnected from the therapeutic benefits of spending time in nature. The vast majority of green spaces in the challenging areas of the city host much ‘perceived’ and actual anti-social activity and therefore, we find that they are largely unused by much of the local residents. Disconnection with nature is a huge issue in Birmingham City.” -- **Afric Crossan, Director-Forest Schools Birmingham**

*“My work with St Basils has involved developing and delivering **MST4Life™**, a positive youth development programme that involves 10 weekly sessions in the local community followed by a 4-day/3-night*

residential course at an outdoor pursuits centre in the Lake District (The University of Birmingham's Raymond Priestley Centre). The outdoor activities form an important opportunity for the young people to further develop their personal and interpersonal skills and test these in new and challenging situations. We have worked closely with the instructors from the RPC over a number of years to develop an approach that is both psychologically and pedagogically sound, and has also included special training on supporting young people from disadvantaged backgrounds with an experience of complex trauma (as in the case of young people from St Basils). I believe that this training and support for all staff involved and the strong team approach we have taken has contributed to the success of our programme. For an overview of the programme" please see here: [http://www.housinglin.org.uk/library/Resources/Housing/Practice examples/Housing LIN case studies/HLIN CaseStudy 127 StBasils.pdf](http://www.housinglin.org.uk/library/Resources/Housing/Practice%20examples/Housing%20LIN%20case%20studies/HLIN%20CaseStudy%20127%20StBasils.pdf) .

Dr. Jennifer Cumming CPsychol CSci AFBPsS, Co-Editor of Imagination Cognition and Personality Lead of Mental Skills Training for Life™ programme

"All of our young people have little opportunity to engage in outdoor learning opportunities. This is due to a variety of reasons, most commonly it is because they cannot afford it and lack of opportunity. Birmingham Outdoor Education Service has been shut down, as has Pathway, an Outdoor education service which was run by Birmingham Youth Service. Schools offer these activities at a cost which our young people cannot afford (often ranging from £200-£400 for one overnight experience/ we run an annual 7day camping holiday to Cornwall for 20 young people per yr, which is heavily subsidised and has a charge of just £30, but many cannot even access this due to cost or require a payment plan over several months) and this is all compounded by the fact that the inner city areas in which we work, are not readily accessible to open rural spaces. Additional barriers our young people face are that activities for our young people with Learning Disabilities come at a much greater cost, and require extra support and expertise and / or are often not offered to these young people because of higher support and personal care needs; Young carers often cannot access such activities due their caring responsibilities at home or because they are anxious about leaving the person they are caring for; Young homeless people living in hostels are living hand to mouth.

The impact of a retreat like this, for our young people would have a range of outcomes. Young people would learn a range of new skills, access to the outdoors would positively benefit their mental and physical health by connecting better with nature and rural areas, it would provide the opportunity to move outside the perimeter's of the inner city, widening their horizons and building aspirations for the future." **-Stephanie Patrick YMCA Sutton Colefield**

Key Audiences

(Please see Audience Development Plan, appendix LCAP3, for more details about Elan Links

Audiences that will be primarily targeted through this project:

- ✦ Organisations working with harder to reach individuals in Birmingham.

Secondary Audiences:

- ✦ Resident of Elan and Rhayader;
- ✦ Businesses in Elan and Rhayader;
- ✦ Land managers including landowners, tenants and commoners;

audiences.)		<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.
Activities and Timescale	<p>October 17- October 18: 30 bespoke activity days and 30 nights throughout the year</p> <p>October 18- October 19: 30 bespoke activity days and 30 nights throughout the year</p> <p>October 19- October 20: 30 bespoke activity days and 30 nights throughout the year</p> <p>October 20- October 21: 30 bespoke activity days and 30 nights throughout the year</p> <p>October 22- October 23: 30 bespoke activity days and 30 nights throughout the year</p>	
Outputs	<ul style="list-style-type: none"> ✎ 1,000 people from harder-to-reach groups in the Birmingham/Midlands area have enjoyed and benefited from an 'Experience Elan' weekend retreat during the course of the 5 year Delivery Phase. ✎ 30 day and night retreats ✎ 30 Bespoke Activity Sessions 	
Output indicators and targets	<ul style="list-style-type: none"> ✎ The number of Birmingham residents engaged in bespoke activities – 200 engaged per year. ✎ The number of activity sessions coordinated – 30 engaged per year. ✎ The number of night-time stays – 30 nights per year. 	
Outcomes	<p>Heritage Outcomes:</p> <ul style="list-style-type: none"> ✎ By connecting people with Elan's nature and the environment we will ensure that our heritage is cared for and loved into the future. <p>People Outcomes:</p> <ul style="list-style-type: none"> ✎ More and a wider range of people have learnt about Heritage ✎ People will have gained confidence and understanding through a life-changing experience in nature, dark skies, remote places ✎ People will have enjoyed Elan's heritage <p>Community Outcomes:</p> <ul style="list-style-type: none"> ✎ Members of harder-to-reach 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 in turn reduce the risks for future harm through irresponsible access behaviour, farming activities or neglect. ✎ Elan will become known as an exemplar destination for nature, water and sustainability. 	
Monitoring and Evaluation	<p style="text-align: center;">Experience Elan- Monitoring and Evaluation</p> <p>Feedback Forms:</p> <ul style="list-style-type: none"> ✎ Simple feedback forms with a star rating system will be handed out towards the end of the retreat track people's enjoyment of the sessions. This will help Tir Coed gain statistics such as 80% of 	

people rated their experience 5 stars out of 5.

Photographs and Film:

- ✎ Support leaders and project coordinators will be expected to take photographs of all **Experience Elan** activities so that these can be used to evidence the number of people engaged, the range of people and to capture the atmosphere of the project activities.
- ✎ These photographs will be used for monitoring purposes as well as for the blog, social media and reports.
- ✎ Short films will also be shot and uploaded to the Tir Coed YouTube channel, the link to which can then be sent to funders and partnership organisations. Permissions will be sought from all participants for use of photo evidence and appropriate action taken if no permission is given.

Workshops and discussions:

- ✎ At the end of activity day a group discussion will be held by the Activity leader with the attendees to discuss what they enjoyed about the day, what could be improved, this will be done in a way to suit the group, for example a children's group will play a game.
- ✎ This will help Tir Coed track the success of the sessions and gain valuable information in how best to develop the programme going forward.

Testimonials:

- ✎ Project coordinators will be responsible for collating testimonials from referral organisations engaging with **Experience Elan**. This will help Tir Coed monitor if the **Experience Elan** provision is working to its full potential and will evidence the impact the referral organisations have seen with their clients.

Registers:

- ✎ Each day a register will be filled out, this will help monitor the commitment the numbers of people attending the activities.
- ✎ Project coordinators will create a register for each session and give that to the activity leader prior to the sessions starting.

Case Studies:

- ✎ Case studies will regularly be collated by the project coordinators with those that are happy to share their story.
- ✎ This is an incredibly powerful way of monitoring the impact of the project to individual lives and helps Tir Coed convey the positive knock-on effects that are initiated by projects.

Team Meetings:

- ✎ Regular collation of feedback will be reported back to the management team during bi-monthly team meetings
- ✎ Ensuring the strategic developments of the project are being steered by the beneficiaries
- ✎ Problems or challenges are brought to light, discussed and solutions implemented.

This will feed into board room discussions and this model enables the

	charity to continually develop person-centred projects with a clear impact.
Evidence	<p>1) XX Letters of Support: accompany this bid see appendix PP30 for copies</p> <p>2) For Birmingham 'Organisation Scoping' see appendix PP31.</p> <p>3) For Consultation event blog visit:</p> <p>4) For Steering group event blog visit:</p>
Wider Context	<p>Introduction:</p> <ul style="list-style-type: none"> ✘ Tir Coed was formed in 1998 by an alliance of countryside organisations, with representatives from each sitting on the board of Trustees; Forestry Commission Wales, ADAS, Countryside Council for Wales and Environment Agency Wales. ✘ It began by undertaking a large-scale community consultation in the Ystwyth Valley (one of the largest of its kind), to ascertain how the community felt about woodlands and whether they wanted more woodlands planted. ✘ The outcome of the consultation showed that the community wanted better access to, and management of pre-existing woodlands. ✘ For the following 6 years Tir Coed supported hundreds of community groups to access woodland skills training, recreational activities and health and well-being activities in the woodlands by administering Cyd Coed funding and offering support and advice. ✘ Groups that Tir Coed worked with include; youth justice service, offenders, community groups, individuals needing access to training for employability, Disability groups, mental health groups and school groups. ✘ In 2006 the board of [then] directors made the strategic decision for Tir Coed to become a charity, whereby it could better provide for the needs of the community it was working for by developing engaging charitable projects. ✘ Its first charitable project WICKED, began in 2007 working with underachieving school-children (11-16) in need of alternative curriculum provision; young people 16-25 who were Not in Education Employment or Training and young carers. ✘ In total 600 young people directly benefitted, with 72% gaining accreditation and 48% of the NEET groups entering further education, employment or training. It is estimated that a further 1200 people indirectly benefitted through the Training Tir Coed was able to give the youth and support workers. ✘ This project highlighted to Tir Coed the vast array of benefits projects like this had, which at that time was pioneering, prompting the board and Tir Coed staff to continue to develop innovative projects in support of the hardest to reach within our communities.

	<ul style="list-style-type: none"> ✎ Tir Coed has continued to do this through a number of projects since including - Branching Out, WiseWoods Wales, Apprenticeship project, Harvesting the Knowledge and most recently VINE. ✎ Through these projects Tir Coed has grown a positive reputation for developing and delivering exemplar programmes with a deep impact, continually listening to the people it supports, to ensure development is targeting a real need. ✎ Tir Coed became an Agored Cymru centre in 2009 to further support its beneficiaries and since then has developed several bespoke workbooks and accredited units whilst awarding 1,253 training credits (2009-2015).
<p>Legacy and maintenance of benefits</p>	<p>It is clear that this provision is only ‘scratching the surface’ of the need in Birmingham but that it a starting point for further development and opportunity.</p> <p>By creating the Birmingham referral organisation steering group Tir Coed is confident that this can act as a platform for future project development, match- funding opportunities (increasing the availability of provision during the Elan Links Project) and to develop a bespoke and long-lasting provision.</p> <p>From the first steering group meeting it is clear that charities working in Birmingham see this as a fantastic resource and a much-needed opportunity for their beneficiaries. There was a lot of passion and energy in the room to make this provision a success and build upon the small offering of the project to create something larger and longer-lasting.</p> <p>The steering group meeting will meet twice a year over the duration of the project (including the pilot year). Over the course of this time it is highly likely that close working relationships will develop and a number of bids can be submitted to increase and safe-guard the well-being retreat provision. Although it is hard to predict exactly what the legacy of this programme will be, Tir Coed is confident that the expertise and experience around the steering group table will bring future benefits that out-stretch the Experience Elan programme.</p>
<p>Risks and risk mitigation</p>	<p><u>Risk 1:</u> Second stage application is unsuccessful and Experience Elan cannot happen on the same scale as described. <u>Mitigation:</u> Ensure that the second stage bid is as comprehensive as possible. Have contingency fundraising plan.</p> <p><u>Risk 2:</u> Unable to recruit staff in time for the commencement of Experience Elan. <u>Mitigation:</u> A number of the Tir Coed staff from the current Pilot project as being moved over to the Experience Elan project so this risk is minimal and will not affect service delivery and outputs in the short term.</p> <p><u>Risk 3:</u> Failure to secure Elan Links Landscape Partnership Project Site. <u>Mitigation:</u> The funding is in place for Elan Links; currently in its development phase and good progress is being made. It is unlikely</p>

	<p>therefore that this site will not be secured.</p> <p><u>Risk 4:</u> Participant outputs not met as stated in application form. <u>Mitigation:</u> We are already working with a number of referral organisations in Birmingham through the Steering Group. We know that demand for our services is high and that we have calculated realistic outputs.</p> <p><u>Risk 5:</u> Loss of project staff member resulting in disruption to project / failure to comply with contracted outputs/ loss of information/ deadlines compromised. <u>Mitigation:</u> Competitive salaries with flexible working, support provided by Tir Coed Director and Trustees, and all work will be logged on Drive to ensure easy knowledge-sharing and transfer.</p> <p><u>Risk 6:</u> Staff are over capacity and face burnout and are disengaged with the project. Increased risk of staff turnover. Loss of focus on core business. <u>Mitigation:</u> Ensure regular communication and a good management structure. Time has been taken to ensure that the staffing project outputs are accurate.</p> <p><u>Risk 7:</u> Communications: Ensure that clear, consistent and easy to understand information is sent out about the project. <u>Mitigation:</u> Tir Coed has a well-established network of communication channels which will be used to promote and engage people with Experience Elan.</p> <p><u>Risk 8:</u> Brand of Tir Coed/Elan isn't trusted. <u>Mitigation:</u> Tir Coed has a well-established brand and an excellent track record. Elan Valley is well known in Birmingham and older people often remember visiting themselves as children.</p> <p><u>Risk 9:</u> Effects of policy changes and funding cuts beyond our control, e.g. Brexit. <u>Mitigation:</u> Tir Coed as risk assessed the current situation, in light of Brexit and has concluded that, although it is likely that demand for our services will increase, our matched funding sources will not be affected.</p> <p><u>Risk 10:</u> An incident occurs during an activity session or overnight. <u>Mitigation:</u> Full safeguarding and Health and Safety policies and procedures to be in place and followed at all times including ensuring organisations have appropriate procedures for overnight stays and follow best practice. Tir Coed has developed and tested policies and procedures for day time activities which can be transferred as needed.</p> <p><u>Mitigation:</u> Appropriate insurance will also be required by all activity leaders and groups. Activity Leaders will be CRB checked prior to activity sessions. Groups will confirm safeguarding has been stringently carried out for anyone supervising overnight stays.</p>
<p>Links to other Elan Links projects</p>	<p>Objective 5b & 5c: The two buildings renovated in objective 5b and objective 5c will become accommodation, one will be group accommodation. Those coming from Birmingham on day and night retreats will use these accommodation facilities once they have been renovated. The groups will mainly use Cwm Clyd Farmstead (objective 5c) but the Engineer's House (objective 5b) will also be available for groups if needed.</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 future exhibition material and archived for the future.</p> <p>Objective 7a: This project will be recorded either through photographs or film through objective 6. The material recorded will then be used for exhibition material in objective 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>