



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 11: Increase the understanding of the importance of sustainable lifestyles for nature and society

11: Tap into it



Summary

Tap into it is an outreach education programme of activities and events designed to engage with the people of Birmingham that will raise awareness of where their water comes from, the heritage around this, the exceptional quality of the water and the important sustainability issues surrounding water as a resource, shortage, and sensible use.

Project Description

Tap into it is an outreach education programme designed to engage with people, both locally and in Birmingham, in school and community settings.

Birmingham, a city with a population of over 2.5 million, makes it the largest city in the UK after London. When the area is extended to include the wider urban area of known as the West Midlands Built up area, it becomes the second biggest urban area in the UK with a population 3.8 million.

The development of Birmingham as a city centred around the 18th century industrial revolution which of course is directly linked with why Elan exists today as we know it - the complex of reservoirs was masterminded at the same time in order to solve Birmingham's water shortage problems and brought about life changing social change whilst at the same time enabling the city to continue to grow. The greatest invention of the period the industrial steam engine – a powerhouse which used water as its energy source was developed in Birmingham and is yet another link to Elan through the water story.

When dealing with such a huge city and population numbers a well thought out targeted outreach programme is needed. We have developed a programme of activities and events which will centre around the following three delivery strands:

1. Geographical – Use of Cannon Hill Park in Birmingham, a large recreational public park in Birmingham managed by Birmingham City Council as a strategic base for yearly awareness raising events and activities which will target different groups of people who access the park. Within the park grounds there is already a scaled model of the Elan reservoir system, installed a number of years ago by Severn Trent. Through this model there is already a connection and some understanding and support for the valuable contribution Elan has made to the city of Birmingham. The park is near Frankley and Bartley reservoirs, the holding reservoirs for the water supplied by the Elan Valley Aqueduct.
2. Educational – We will deliver a number of baseline outreach activities each year by working with our partners Severn Trent who already deliver educational activities within schools in the Birmingham area through their educational rangers. The current information offered by Severn Trent will be adapted to include new material and resources with a focus on the heritage of Elan. Schools will also be able to access a portable “water learning” resource which will be developed in line with the appropriate national curriculum key stages to ensure that it is fit for purpose.
3. Activity and Network based – through linking in with the existing networks which exist between Birmingham and Elan we can grow the number of events and activities which celebrate aspects of Elan's water story. These partners include: Birmingham City Council, Birmingham Civic Society, MAC Birmingham, IKON Gallery, Friends of Cannon Hill Park, Hall Green Arts & the National Trust Back to Backs. A number of

	<p>small community level workshops, events and projects that will be defined by each of the groups above will be held each year cumulating in a high profile event the Cloud to Tap Water Festival in year 5. This will be a celebration of Elan and the Elan Links landscape partnership project.</p>
Need and Opportunity	<p>This project has been developed to meet opportunity 4.3.1.5 in the LCAP Threats & Opportunities Chapter: Promoting sustainable living and reducing external impacts and 4.3.3.2: to engage with Birmingham and the gateway communities. This project mitigates against the identified threats 4.2.6: external impacts and the threat to Elan's heritage and 4.2.7.2: threats to tourism which include poor quality recreational experience and a lack of coherence in interpretation. Elan Links has developed Objective 11, Increase the understanding of the importance of sustainable lifestyles for nature and society and the Tap into it project to address the above need and opportunity.</p> <p>Elan is widely recognised as a fantastic model of a sustainable resource but as people get more and more detached from where these resources comes form they value them less. The reality is water is not always there to be used at will. Every hot summer bears testament to that. We use bottled water when tap water is very often as good quality (especially in the Elan waters case) and it travels hundreds of unnecessary miles polluting as it goes. There is a need to educate and nurture change. Using the resources we have – a passion for sustainable use; creative people; champions for Elan's built heritage and the links to the communities of Birmingham we aim to reinforce the need for change for individuals, families and communities to live sustainable life-styles.</p> <p>It is a valuable opportunity to use imaginative and creative ways of telling the story of Water (particularly Elan Water), as we have found many Birmingham residents we spoke to had absolutely no idea where their water came from other than out of the tap. We look at the issues around sustainable use and use Elan as an exemplar.</p>
Project Management	Partnership Manager and Elan Links Project Officer reporting to the Interpretation and Events Sub-committee in the first instance.
Project Partners	<p>Lead partner: EVT</p> <p>Other partners: Severn Trent, CARAD, DCWW, Birmingham City Council, Cannon Hill Park Friends, National Trust Back to Backs Birmingham, MAC Birmingham and others.</p>
Project Development	<p>During the development year a number of meetings have been held with partners in the Birmingham area. These discussions have led us to develop the Tap into it project as described above and the conclusion that this is the most effective value for profile approach for engaging with a wide range of audiences in Birmingham.</p> <p>During the consultation events in Birmingham, it was obvious for the team that the large majority of children and young people of Birmingham were unaware of their water source and the unique connection Birmingham has with Elan through their water. It was also</p>

	<p>clear form discussions with older generations, that schools in Birmingham used to teach their pupils about this unique connection and the history of what happened at Elan to ensure clean water to Birmingham.</p> <p>During the development year Elan Links has reinvigorated links with Birmingham City Council, and the Lord Mayor of Birmingham visited Elan on the 5th of May to learn more about the Elan Links Scheme. Our partners Rhayader Town Council supported this visit and are keen to re-establish links, which were once a yearly event and an important aspect of Elan's cultural heritage.</p>	
<p>Key Audiences (Please see Audience Development Plan, Appendix LCAP3, for more details about Elan Links audiences.)</p>	<p>Audiences that will be primarily targeted through this project:</p> <ul style="list-style-type: none"> ✎ Visitors from Birmingham (Birmingham residents); ✎ Schools in Birmingham. 	<p>Secondary audiences who will also benefit as a result of the project:</p> <ul style="list-style-type: none"> ✎ Visitors coming for a specific activity; ✎ Visitors who are within 1 hour's drive away; ✎ All other visitors; ✎ Residents of Elan and Rhayader; ✎ Local Schools.
<p>Activities and Timescale</p>	<p>The following activities are currently planned:</p> <p>Year 1:</p> <ul style="list-style-type: none"> ✎ Development of the portable water learning resource to be offered to schools. This will involve school children in the research and development phase of this as initial consultation with Rhayader Primary school has indicated that a hands on approach and an opportunity to partner with a school in the Birmingham area would be favoured. Two schools engaged with; ✎ Development of the "Story of Elan" book, developed and funded by Severn Trent Book sent out to xx school children in the Birmingham area; ✎ 2 Celebrating your Water Heritage / Elan awareness outreach day in the Birmingham area. <p>Year 2:</p> <ul style="list-style-type: none"> ✎ 5 schools engaged with through Severn Trent Education Outreach team; ✎ 2 Celebrating your Water Heritage / Elan awareness outreach day in the Birmingham area). <p>Year 3:</p> <ul style="list-style-type: none"> ✎ 5 schools engaged with through Severn Trent Education Outreach team; ✎ 2 Celebrating your Water Heritage / Elan awareness outreach day in Cannon Hill park. <p>Year 4:</p> <ul style="list-style-type: none"> ✎ 5 schools engaged with through Severn Trent Education Outreach team; ✎ 2 Celebrating your Water Heritage / Elan awareness outreach 	

	<p>day in the Birmingham area.</p> <p>Year 5:</p> <ul style="list-style-type: none"> ✎ 5 schools engaged with through Severn Trent Education Outreach team; ✎ 1 Celebrating your Water Heritage / Elan Cloud to Tap Festival Cannon Hill park.
Outputs	<ul style="list-style-type: none"> ✎ 8 smaller outreach community projects / events in Birmingham / Midlands area supported; ✎ 1 Launch event at Cannon Hill Park in Year 1; ✎ 1 Cloud to Tap Festival in Year 5; ✎ 10,000 People from the communities of Birmingham and the Midlands are more aware of where their water comes from through a campaign to raise awareness about water quality, sustainability and sensible use of precious resource; ✎ Of these people 2,500 visit Elan for the first time; ✎ 25 schools engaged with through the use of the portable water learning resource resulting in 1,500 school children are more aware of where their water comes from.
Output indicators and targets	<ul style="list-style-type: none"> ✎ Photographic and film clip evidence of the events held; ✎ Numbers of people attending; ✎ Numbers of people answering questions about the source of their water; ✎ Numbers of schools visited and the responses children provide before and after the Elan information has been used; ✎ Numbers of new schools visiting Elan ✎ Number of media articles in the Birmingham area relating to Elan and its heritage.
Outcomes	<p>Heritage Outcomes:</p> <ul style="list-style-type: none"> ✎ <p>People Outcomes:</p> <ul style="list-style-type: none"> ✎ More and a wider range of people have learnt about the unique heritage of Elan. ✎ More and a wider range of people in Birmingham / Midlands area will have learnt about where their water comes from ✎ On learning about water resource and the complex land management which surround its protection people are more likely to value it, appreciate it which in turn will have changed their attitudes and/or behaviour towards conserving water resource and using it sparingly in their everyday lives. <p>Community Outcomes:</p> <ul style="list-style-type: none"> ✎ Communities will have better knowledge and awareness and respect for the natural heritage of the 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 behaviour, farming activities or neglect. ✎ Elan will become known as an exemplar destination for integrated land management for the benefit of nature, water quality and people sustainability. ✎ Elan and its water story will be better interpreted and understood by all.

	<p>Elan’s natural heritage is impacted by pollution and climate change; reducing these impacts requires society to take up models of sustainable resource use.</p>
Monitoring and Evaluation	<p>People reporting learning something about the cultural and/or natural heritage of Elan. This will be monitored through ad hoc comments recorded through Facebook and the App, as well as activity feedback, interviews and surveys.</p>
Evidence	<p>A total of 205 people have been consulted in Birmingham. 45% of these had heard of the Elan Valley before participating in the survey and 55% hadn’t. The majority of the people who had heard of the Elan Valley were over the age of 45 and most of the children who had heard of Elan had been told by their grandparents.</p> <p>During the consultation, respondents were asked if they knew where their water came from. Of the people asked, 53% were aware and 47% did not know. Again from this, most of the respondents who were aware that their water came from the Elan Valley were over the age of 45 and the majority of those who weren’t aware were under the age of 25. When consulting with members of the public in Birmingham many of the respondents over the age of 50 mentioned that when they were in school, they were taught about their water source and the history behind it, this is no longer taught in Birmingham schools. Some children who were consulted were aware of the water story and the history behind it, but this was because their parents or grandparents had taught them about it and only a few of the children and young people had visited. Of the respondents who had heard of the Elan Valley, 33% had visited and 67% hadn’t.</p> <p>In the past, Rhayader Primary School has a unique connection with Frankely Primary school in Birmingham. The schools have now lost connection.</p> <p>During consultation with a selection of Rhayader Primary School children they were asked several questions about Elan and the connection between Elan and Birmingham. Of the 17 children, only one had never been to Elan and 11 noted that they visited sometimes, 5 said that the often visits. When asked about the connection between Birmingham and Elan, 13 of the children circled the dams, 11 circled the glass of water and 10 circled the aqueduct. From this we can see that the children in Rhayader are very aware of the fact that the water travels to Birmingham from Elan.</p> <p>We have educational resources which Dwr Cymru Welsh Water and Severn Trent use in outreach to schools work and the old, currently out of print water for a city resource pack for schools which was produced by CARAD and Friends of Cannon Hill Park in the 1980’s.</p>
Wider Context	<p>Water is an increasingly topical issue and often featured in the media in a range of different ways: eg weather, when there is flooding and drought. The amount of water use by society and individuals is also discussed as are campaigns by water companies and others which educate about sensible use.</p>

Legacy and maintenance of benefits	<p>It is hoped that the Tap into it project is the facilitator to a better and more fruitful relationship with our Birmingham partners. By re-establishing links and the associated project activity during the five year delivery period it is feasible that further commitment and funding can be secured to ensure that this type of activity can continue in the longer term. It is also hoped that by working with Severn Trent and their education outreach team during the delivery period that an established way working and ensuring that Elan's heritage is part of the message given to school children is enshrined going forward into the future.</p>
Risks and risk mitigation	<p><u>Risk 1:</u> Failure to meet the set outputs. <u>Mitigation:</u> The outputs have been set at a modest level to ensure success is possible.</p> <p><u>Risk 2:</u> Failure to engage partners in Birmingham. <u>Mitigation:</u> Work has been undertaken during the development phase to ensure that the partners in Birmingham are engaged and supportive of the project.</p> <p><u>Risk 3:</u> Failure to engage with schools in Birmingham. <u>Mitigation:</u> By working with Severn Trent who already work with the schools through their educational outreach activities we anticipate that this risk is mitigated against. Furthermore, by offering the use of the portable water learning resource it is anticipated that the interest of the schools will be captured.</p>
Links to other Elan Links projects	<p>Objective 1a: Objective 1b: Objective 1c: Objective 2a: Objective 3d:</p> <p>Objective 5b & 5c: Once renovated, these historic buildings will be able to provide schools from Birmingham accommodation if they decide to come and stay at Elan.</p> <p>Objective 6: Monitoring of this project is important and as noted above, photographic recording of the project will happen. This will be implemented through project 6.</p> <p>Objective 7a: All interpretation work that is involved in this project will be implemented through Objective 7a, Interpreting Elan.</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>
Background information	<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</p>

tourism activities being the most significant economic activity in the area.

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.

Elan Links is a £3.5 million project with a significant £1.8 million secured from the Heritage Lottery Fund Landscape Partnership Scheme

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.