

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

7b: Elan Interactive



Summary	<p>This project will ensure that the necessary technological development and tools are in place to ensure Elan’s online profile can grow and be maintained into the future. The project will deliver a fully functioning App for Elan which can be used to explore the entire area. This app will provide information on all aspects of the Elan Links Project and its diverse heritage, activities and events, enabling visitors to select what interests them and find out more. During the development year we have looked at the different technologies available and measured these against the technological challenges at Elan enabling us to</p>
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	<p>select the best match. The app will have a content management system that will be used by all Elan Links staff and partner organisations to ensure that content is kept current.</p> <p>Further development of the existing Visit Elan website will also be undertaken to include a substantial section on the Elan Links partnership and its suite of projects. Work will also be undertaken to ensure that both Elan and the Elan Links project has a range of fully functioning social media platforms.</p> <p>The promotion of Elan and the Elan Links Scheme via the project website and social media platforms will be coordinated.</p>
<p>Project Details</p>	<p>A new Elan Links mobile app will be developed using heritage material from across the Elan Links scheme including the archive in project 6 Elan Links Collections. The app will be available to download by visitors onto their mobile device either prior to their visit via sign posting from the project website to the App store or when at the Elan Valley Visitor Centre, where free wifi is available.</p> <p>The app will provide information on all aspects of Elan's distinct heritage strands and will include the following:</p> <ul style="list-style-type: none"> 📍 Elan's Natural Heritage wildlife tracker/monitoring facility built around identifying and logging sightings of Elan's rare species 📍 Elan's Built & Ancient Heritage. Some of the 1,500 sites of historic interest at Elan will be layered over an interactive map so that visitors are able to know more about this heritage strand. 📍 Elan's water heritage. Rain fall data, water table information and levels of water held in each reservoir will be accessible. 📍 Elan's cultural heritage. There will be clips of people's memories and old photographs to be linked to the app 📍 Elan's tourism. Offers to be available and will be promoted through the app 📍 Information about Elan's dark sky status which could include an interactive tool to identify stars 📍 Car audio-visual tour of the Elan Valley circular, taking in all reservoirs and dams 📍 10 walking trails including different versions which may be needed for different audiences 📍 5 cycling trails 📍 3 horse-riding routes 📍 Site specific Augmented reality for 5 locations <p>As well as the app this project focuses on the implementation of layer 7 – the digital layer of the interpretation framework for Elan Links as detailed in the Interpretation Strategy. This includes a promotion plan for Elan Links which will include updates to the Elan Links project website to include the full LCAP, summary and detailed project plans</p>

and associated appendix documents. The website will be user-friendly and explain to people what the Elan Links Scheme is working to achieve. There will also be improvements in terms of Elan Links' social media presence to include:

- 📷 continuation of daily posts on the Elan Links Facebook page;
- 📷 continuation of the successful 'I love Elan' social media campaign, (a campaign where people were invited to leave a reason as to why they loved Elan on the Facebook page and take a photo using the I love Elan frame);
- 📷 continuation of the #findElan campaign, (a campaign where people are asked to guess the location of Elan the lamb on a weekly basis);
- 📷 regular updates to the Elan Links website.



CARAD will set up a Film and Photography Media group who will have 10 sessions of training per year. This group will be a core resource to enable the filming of projects relating to contemporary life and activity in the Valley as well as some of the interpretation projects. They will also form part of the creative response to Elan.

Need and Opportunity

From chapter 4 of the LCAP this project reflects the identified needs and opportunities of:

4.3.2.3 Opportunity to become exemplar for public access, recreation and enjoyment.

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 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 need and opportunity.

There is an expectation that interactive material will be available at attractions and in an age of growing technological advancement and

	attachment to smart phones and data extraction at the touch of a button, there is a real need to update the methods of engaging and sharing the heritage of Elan with people. A multi functioning app will do this and create a number of opportunities.	
Project Management	Project Manager reporting to the Interpretation Sub-committee and Partnership Board.	
Project Partners	Lead partner: EVT Other partners: DCWW, CARAD, RCAHMMW, Rhayader 2000, outside contractors	
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 Interpretation Strategy. In addition to this, research was undertaken in the development period to discover what app technology would work best at Elan. It was established early on that due to Elan's lack of mobile signal that the app would need to run from Global Positioning Satellites (GPS). A GPS-run app is one which can work without a mobile signal. In usability terms this would mean that the app could be downloaded before the visit to Elan or alternatively at the Visitor Centre where there is free wifi.	
Key Audiences (Please see Audience Development Plan, see appendix LCAP 3, 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; ✿ Families; ✿ Recreational groups; ✿ Local Schools; ✿ Birmingham Schools ✿ Residents of Elan and Rhayader. 	<p>Secondary audiences who will also benefit as a result of the project:</p> <ul style="list-style-type: none"> ✿ Businesses in Elan and Rhayader; ✿ Volunteers; ✿ Land managers, including landowners, tenants and commoners; ✿ Artists.
Activities and Timescale	<p>October 17 – December 17: Finalisation of tender for app development, publication and selection of app developer.</p> <p>October 17 – December 17: Development of new Elan Links Project website featuring the full LCAP and other project information.</p> <p>January 18 – June 18: Development of app technology by app developer. To include planning meetings, full site evaluation and content plan. Content to be developed by Project Officer and agreed by Interpretation & Events Sub-committee.</p> <p>July 18 – September 18: app routes to be tested by volunteers to ensure correct content and usability.</p> <p>October 18 – app launch event</p>	

	<p>Thereafter there will be ongoing content and maintenance updates which will be managed by the Project Officer by coordinating with the staff at the Visitor Centre, EVT and CARAD. In the same manner, ongoing</p> <p>A number of volunteers will be trained on a yearly basis on how to use the app software.</p> <p>10 sessions of the film and media group will be coordinated on a yearly basis to coincide with events and activities which require filming.</p> <p>The Elan Links social media platforms will be managed in a strategic manner on a daily, monthly and yearly basis, with content planned and coordinated in advance.</p>
Outputs	<ul style="list-style-type: none"> ✎ Enhanced web provision for Elan, its heritage and the Elan Links project on the visit Elan website; ✎ 1 multi functioning app; ✎ At least 15,000 people using the mobile app by the end of the project but more sophisticated output to be discussed during the development phase; ✎ In-app capability of measuring interaction and options for users to interact and post 'Their Elan' experience will also be measured; ✎ At least 60 Love Elan e-news bulletins; ✎ At least 60 social media items posted on the Elan Links Facebook page; ✎ At least 5 (1 per year) larger scale themed social media campaigns; ✎ 50 sessions of the volunteer film and media group.
Output indicators and targets	<ul style="list-style-type: none"> ✎ Numbers of people downloading the app; ✎ Numbers of people using the different elements within the app; ✎ Numbers of people visiting new sites as a result of downloading the app ✎ Numbers of people trained in uploading information to the app
Outcomes	<p>Heritage Outcomes:</p> <ul style="list-style-type: none"> ✎ Elan's Heritage will be better identified and recorded through the app and accessible for people. <p>People Outcomes:</p> <ul style="list-style-type: none"> ✎ More people from a wide and diverse range of people will 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; ✎ Many people will have given their time as volunteers; ✎ People will be given the opportunity to learn about the app technology and be involved in content management; ✎ New opportunities for creative people.

	<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 in turn reduce the risks for future harm through irresponsible access behaviour, farming activities or neglect; ✎ Communities will have greater respect for the Elan as a water catchment area and value their water resource; ✎ Communities will see increased economic benefits from increased tourism; ✎ There will be new employment opportunities as a result of increased programme of events and activities; ✎ There will be more visitors as a result of a connection to Birmingham.
Monitoring and Evaluation	<p>The app itself will help support monitoring and evaluation of various other projects. The app will be able to provide information on visitor satisfaction, notify the Elan Links team of the audiences that are visiting Elan and engaging with Elan's heritage, and will be a way for people to report what they are learning about the cultural and natural heritage of Elan.</p>
Evidence	<p>From the research undertaken in the development year we know that more and more people are accessing pre visit information online and expect smart phone compatible apps when visiting destinations. As the evolution of digital technology continues there has been a growth in app-based technology in recent years, including a number of location based apps used to promote and navigate a destination.</p>
Wider Context	<p>The Elan Interpretation Plan identified the 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 public and target audiences; ✎ 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,

	<p>education, science, arts, economy, society</p> <ul style="list-style-type: none"> 🌿 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>Along with these a number of sub themes and narratives will be used.</p>
<p>Legacy and maintenance of benefits</p>	<p>Extensive research has been undertaken to ensure that the technology behind the app will have long term longevity and it remains useable. The development costs will include a seven year maintenance plan which means that the app's interface will be kept up to date with the newest phones and associated software.</p> <p>It is anticipated over time that the app will grow in usability and popularity, being an easy alternative to paper guides and web based browsing.</p> <p>There is already a commitment within the Partnership to ensure that the app becomes a key way in which Elan's heritage is narrated to a wide range of audiences.</p>
<p>Risks and risk mitigation</p>	<p><u>Risk 1:</u> The app 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> The challenging nature of Elan in terms of mobile signal. <u>Mitigation:</u> A suitable technology has been selected to mitigate against this risk.</p> <p><u>Risk 3:</u> Failure to develop adequate content for the app. <u>Mitigation:</u> The development of app content will be prioritised by the Elan Links Project Officer, supported by the Elan Links Partnership Manager working with all partners.</p> <p><u>Risk 4:</u> Failure to ensure that the app content is kept up to date. <u>Mitigation:</u> Training staff and community members to use the app has been built into the budget as is ensuring the most user friendly software is used.</p> <p><u>Risk 5:</u> The technology of mobile phones supersedes the app technology. <u>Mitigation:</u> A suitable technology has been selected to mitigate against this risk.</p>
<p>Links to other Elan Links projects:</p>	<p>Objective 1a, 1b, 1c, 2a, 3a, 3b, 3c, 3d, 3e, 4, 5a, 5b, 5c, 7a, 7c, & 7d: Information about all of the projects will appear on the app as well as on the Elan Valley website and Elan Links' social media platforms. All of the events that are organised will be promoted on all of these platforms and they will be updated regularly to show the work that is carried out through the whole Scheme. Any content that is being recorded, either through photograph or film, will be shared and placed on all of the platforms to ensure that the profile of Elan is raised and</p>

	<p>that all followers that have been gathered during the development phase are kept up to date and interested in the project throughout the delivery.</p> <p>Objective 9: This project will link closely with the app in particular, as all the new routes for walkers, cyclists, horseriders etc will be promoted via the app.</p> <p>Objective 6: This project will provide objective 7b with content to use on all social media platforms, the app and website. Objective 6 will record all of the projects across the Scheme and will therefore have plenty of project related material to upload onto the app. The collections and stories that have been collected though objective 6 will also be used on the social media platforms, website and app as content.</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 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>