



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

7d: Engaging and Innovative Events



Summary	This project brings a holistic and strategic approach to events at Elan, working with all the interested partners and stakeholders. A yearly events programme of engaging and innovative events will be arranged which build on the existing event provision by DCWW and EVT. Effort will be made to further connect Elan and Rhayader, making the most of the different layers of heritage available and enabling people to learn about it.
Project Details	This project is a new addition to our suite of projects under objective 7. The established annual events programme, delivered by DCWW and EVT will be elevated to a new level by working with other partners and organisations in more strategic manner. A calendar of events will be agreed and

	<p>promoted jointly.</p> <p>To deliver this outcome, CARAD will coordinate an additional 20 events per year. These new events will be planned with our identified target audiences in mind, feature and celebrate those aspects of Elan’s heritage currently under promoted and encourage links with the market town of Rhayader.</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 focuses on the following interpretation layers from the framework:</p> <ul style="list-style-type: none">  Live interpretation <p>The Elan events programme will feature people who are responsible for protecting the different heritage strands at Elan, such as the DCWW Rangers, conservationists, farmers, residents and other specialists.</p>  Participatory interpretation <p>The Elan events programme will enable residents and visitors to contribute should they wish to through accessible interpretation programmes.</p>  Dynamic interpretation <p>The Elan events programme will include temporary displays and changing educational programmes, artist residencies and activities.</p>
<p>Need and Opportunity</p>	<p>From chapter 4 of the LCAP this project reflects the identified threats and opportunities of:</p> <p>4.3.2.3: Opportunity to become exemplar for public access, recreation and enjoyment</p> <p>4.3.3.4: Opportunity for Elan to become a centre for creativity.</p> <p>4.2.7.2: Threats to tourism which include poor quality recreational experience and a lack of coherence in interpretation.</p> <p>In order to ensure that the Elan Links Scheme engages and benefits a wider group of people, extensive audience development work was undertaken in the development year. By audiences, we mean different types of groups of people who do and don’t visit Elan. It was important to understand more about the types of people who currently access Elan and for what reasons. Equally of importance understood more about the current barriers making accessing Elan difficult or not possible for certain groups of people.</p> <p>Following on from this an Interpretation Strategy was commissioned to look at how best to engage with our audiences, current and target to ensure the maximum benefits for people from the Elan Links Scheme.</p>

	<p>There was also a clear need for the partners and organisations involved in events and activities at Elan to work together for mutual benefit.</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 need and opportunity.</p>	
Project Management	Elan Links Project Officer reporting to the Interpretation & Cultural Heritage Sub-committee and Elan Links Partnership Board. Supported by the Cultural Heritage Officer	
Project Partners	Lead Partner: CARAD Other Partners: EVT, DCWW and external artists and activity providers.	
Project Development	This project is a new addition during the development year. 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 who are within 1 hour’s drive away; ✎ Visitors who are coming for a specific activity; ✎ All other visitors; ✎ Local Schools; ✎ Schools in Birmingham. ✎ Families. 	<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 of Elan and Rhayader.
Activities and Timescale	<p>There is funding during the five year delivery period of the Elan Links Scheme for 100 events, 20 per year. The events will be arranged by Community Arts Rhayader & District who have extensive experience in this field.</p> <p>The events will be planned in a strategic way following the suggested themes set by the Elan Interpretation Plan:</p> <p>Year 1: Setting The Scene Presenting the importance of the Elan site and relationship to its associated communities. This narrative will explore the history of the Elan area, it’s role in providing water to Birmingham and what this means, and it’s 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: 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: Presenting a narrative around the work happening to restore Elan’s built environment and explore how humans 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: 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 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 & Events Sub-committee will meet to discuss and review the work on a quarterly basis.</p>
Outputs	<ul style="list-style-type: none"> 👤 100 events (20 per year) which engage with the different strands of Elan’s diverse heritage and involve our different target audiences; 👤 25 events filmed for promotion and wider reach via social media platforms; 👤 Yearly event programme developed and printed to include input and events from all partnership organisations and Elan Links projects.
Output indicators and targets	<ul style="list-style-type: none"> 👤 Records of the 100 events (20 per year) 👤 Log of people 👤 Pictures 👤 Facebook
Outcomes	<p>Heritage Outcomes:</p> <hr/> <p>People Outcomes:</p> <ul style="list-style-type: none"> 👤 People will have experienced, shared and learnt new skills; 👤 Volunteered their time or participated in activities that link them to Elan; 👤 Visitors will be more aware of the creative talent in the area; 👤 People will have been able to engage with creative issues, ideas and artists and other disciplines. <hr/> <p>Community Outcomes:</p> <ul style="list-style-type: none"> 👤 More and a wider range of people have learnt about Elan’s landscape, heritage and environment; 👤 Developed partnerships and support networks for on-going activities; 👤 Opportunities to interact with the natural, built and social heritage of Elan; 👤 Use of the buildings and collections make people more aware of the need to manage/maintain the condition of them and value their heritage and built environment; 👤 Creative research will inform better heritage management and

	<p>develop understandings of this environment.</p> <ul style="list-style-type: none"> 🌿 Use of creative talent in a local environment; 🌿 Raised their profile as creative people; 🌿 Visitors will be more aware of the creative talent in the area; 🌿 Engagement with, appreciation and understanding of this environment in a regional, national and international context; 🌿 People will have been able to engage with creative issues, ideas and artists and other disciplines.
Evidence	Please see the Elan Interpretation Strategy appendix LCAP4 and the Elan Audience Development Plan appendix LCAP3
Monitoring & Evaluation	<ul style="list-style-type: none"> 🌿 The Elan Links Project Officer will ultimately be responsible for collating individual project reports from the event leaders which will contain clear records of participation, stages of progress and quantitative evaluation. 🌿 Qualitative information will also be collected from a sample of events 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.
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 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, 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>Along with these a number of sub themes and narratives will be used.</p>

Legacy and maintenance of benefits	<p>Through the partnership of Elan Links and particularly the interpretation and events sub-committee all the stakeholders involved in arranging events in the area the foundations for strategic partnership will have been created. We anticipate that the success of these additional events in engaging with a wider and more diverse audience will be continued by DCWW and EVT into the future. Ways of enabling these types of events are to ensure that they are self-sustaining and this would happen by charging an entry fee to the events.</p>
Risks and risk mitigation	<p><u>Risk 1:</u> Partners unable to agree programme of events. <u>Mitigation:</u> The partners have already committed to working together on a programme of events.</p> <p><u>Risk 2:</u> Interest in the planned events exceeds capacity. <u>Mitigation:</u> Ensure that an effective booking policy is in place. If demand is high consider running additional events</p> <p><u>Risk 3:</u> Lack of interest in events. <u>Mitigation:</u> Ensure that an effective booking policy is in place. If demand is lower than expected then the events can be rescheduled.</p> <p><u>Risk 4:</u> Adverse weather could affect planned events. <u>Mitigation:</u> Ensure adequate adverse weather contingency planning which can be easily implemented if this is the case.</p>
Links to other Elan Links Projects	<p>Objective 1a, 1b, 1c, 1c, 2a, 3a, 3b, 3c, 3d, 3e, a, 5a, 5b 5c & 7c: All of the events that have been noted in the individual project plans for all of these objectives will be arranged through objective 7d.</p> <p>Objective 6: Monitoring of this project and all of the events is important and as noted above, photographic recording of the project will happen. This will be implemented through objective 6.</p> <p>Objective 7a: Interpretation material that is needed for all the events will come from objective 7a. It is also possible that photographs and films recorded through objective 6 will be used as exhibition material to show what's happened at the events.</p> <p>Objective 7b: The events that happen across Elan will be promoted through the use of the app. Therefore, pictures of the events and notifications of the upcoming events will be available through the app.</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</p>

Victorian engineering that brought clean water to Birmingham.
 The community of farmers, tenants, the town of Rhayader 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.
 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.

Community Arts Rhayader And District (CARAD) is a charity involved in community arts in the Rhayader an Elan area. They also manage Rhayader Museum and Gallery which opened in 2009 and is situated in the town of Rhayader.