

## Background

### 0 Background

#### 0.1 Landscape Partnership Schemes

Landscape Partnership schemes are funded by the Heritage Lottery Fund (HLF) through its Landscape Partnership programme. The Landscape Partnership programme's overarching aim is to provide grants for the conservation and enjoyment of areas of distinctive landscape character throughout the UK.

The HLF's Landscape Partnership programme contributes significantly to the conservation of landscapes and heritage across the UK, supporting 124 Landscape Partnership programmes and committing grant-aid totalling £220 million since 2003. The HLF funded projects also make a major contribution to the work in the UK implementing the European Landscape Convention.

The Landscape Partnership programme seeks to conserve the landscape heritage – natural, cultural and built-in distinctive landscapes, whilst delivering benefits for people within and beyond the area that the Landscape Partnership scheme cover, in particular in terms of the way people understand, perceive and relate to the landscape they live, work or visit. In doing so, Landscape Partnership schemes create a holistic and balanced approach to the management of landscape heritage and help people connect with it, which will lead to continued activity and a lasting legacy for the future. The HLF set out nine outcomes which are expected to be met in order for the Landscape Partnership schemes to be beneficial for heritage, people and the community. The nine outcomes are:

- ✘ The heritage will be:
  - ✘ Better managed;
  - ✘ In better condition; and
  - ✘ Identified/recorded.
  
- ✘ People will have:
  - ✘ Developed skills;
  - ✘ Learnt about heritage; and
  - ✘ Volunteered time.
  
- ✘ Outcomes for communities:
  - ✘ Negative environmental impacts will be reduced;
  - ✘ More people and a wider range of people will have engaged with heritage; and
  - ✘ Your local area/community will be a better place to live, work or visit.

#### 0.2 Development of Elan Links: People, Nature & Water Landscape Partnership

The Elan Links scheme has been developed over a number of years by a group of people, comprised of key organisations and stakeholders, who are passionate and committed to the Elan Valley and surrounding area. They are motivated by current threats to Elan, as well as and the potential benefits brought about by working together for the betterment of Elan and the surrounding area for future generations.

## Background

A formal working group was established in 2010 to look at the possibilities of creating a HLF Landscape Partnership. In 2014 the Elan Valley Trust appointed a consultant to develop a first stage application to the HLF. After an extensive consultation process was undertaken and the development of Elan Links: People, Nature & Water Landscape Partnership and its projects began to emerge.

Elan Valley Trust, as lead partner, submitted their application in June 2015 and approval was given in October 2015 for a grant of £1.8 million matched by £1.5 million from Elan Valley Trust and others, for a £3.3 million scheme, delivering 27 projects in total. In January 2016, the development phase of Elan Links: People, Nature & Water commenced. A Project Manager, Community Engagement Officer and Volunteering & Training Coordinator were recruited to oversee the development phase and refine the proposals for a second stage submission to the HLF.

### 0.3 Elan Links: People, Nature & Water Landscape Partnership Scheme

Elan Links: People, Nature & Water have established a clear, ambitious vision:

***"to safeguard the unique and varied heritage of Elan while significantly enhancing outcomes for people, communities and heritage for the long term".***

#### 0.3.1 Elan Links: People, Nature & Water Partnership Board

The Elan Links Scheme will be managed by a Partnership Board whose purpose is to guide and monitor the implementation of the Elan Links: People, Nature & Water Landscape Partnership Scheme. The Board has met regularly during the development phase and members have worked effectively together to:

- ✘ Develop the scheme's objectives and projects, and to promote them as widely as possible;
- ✘ Encourage and secure the active participation of communities, landowners, tenants, local businesses and organisations; and
- ✘ Ensure the implementation of the Scheme's programmes by coordinating and focussing effort and resources to create real change.

##### 0.3.1.1 Elan Links Partnership Board Membership

The Partnership Board consists of **six** organisations from the public, private and voluntary sectors that cover the main heritage interests in the landscape.

The partners are:

- ✘ Elan Valley Trust (EVT);
- ✘ Dŵr Cymru Welsh Water (DCWW);
- ✘ Tir Coed;
- ✘ Community Arts Rhayader and District (CARAD);
- ✘ Natural Resources Wales (NRW); &
- ✘ Rhayader 2000.

## Background

These organisations have diverse interests, but have a willingness to share resources and an overriding wish to work together to sustain Elan and its unique qualities for future generations. Collectively these organisations have very extensive knowledge and skills which can be used to deliver the scheme and which can be transferred to local communities and visitors.

### 0.3.1.2 Elan Links Partnership wider stakeholders

In addition to the Partnership Board, the partnership will be working with many other stakeholders throughout the life of the project. These include interest groups, invited organisations, local and Birmingham based representatives. These stakeholders will be represented in a number of themed sub-committees which will feed back to the Partnership Board, the detail of which is explained in chapter 6.

## 0.4 Elan Links: The Development Phase

During the development phase, work has been done in different areas to ensure that the proposed projects protect the unique and valuable landscape by ensuring people continue to love, value and care for it, over the long term.

### 0.4.1 Community Engagement

Discussions have taken place with community groups, community and county councils and local organisations, as well as members of the public, to provide them with further information about the scheme and the individual projects, giving them the opportunity to be involved with the scheme development and to shape the focus and plans of the individual projects.

The Elan Links team have consulted with a total of 3,912 people. This includes 782 visitors to Elan, 487 tenants, commoners and residents in Elan and Rhayader, 22 local businesses, 105 local community groups and organisations, 287 members of the public in Birmingham, 816 members of organisations in Birmingham, 1,745 people reached through our promotional video and 406 people who are regular followers of our Facebook page.

These people have been consulted with in various different ways which are listed below:

- ✘ Questionnaires;
- ✘ Meetings;
- ✘ Phone conversations;
- ✘ Pin boards;
- ✘ Letters and emails;
- ✘ Face to face conversations;
- ✘ Promotional, informative videos;
- ✘ Consultation events; and
- ✘ At local events.

The people who have been consulted with are now aware of the project and what is proposed to happen in the area during the delivery of Elan Links. These people have given the team feedback and have been able to input into the development of the project and have been given the opportunity to raise any concerns.

## Background

Additional information about who has been contacted and the feedback which was received can be found in the Community Engagement Log, LCAP9.

### 0.4.2 Elan Links Boundary

During the development phase we have revisited the Elan Links boundary. The following plan shows in red the stage one application boundary, whereas black shows the new second phase boundary. The amendments and justification for these amendments can be found in chapter 2.

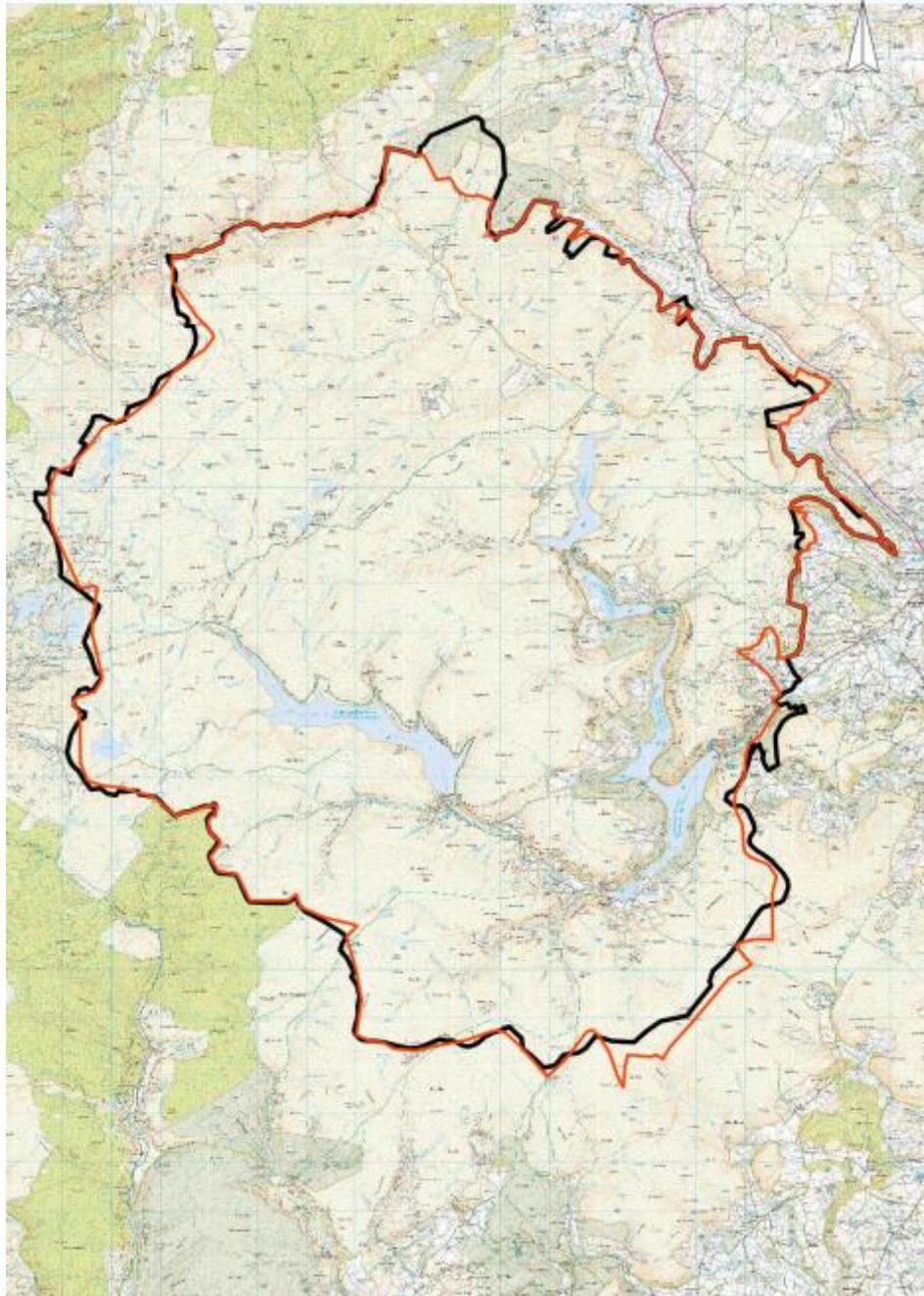


Figure 1: Elan Links Boundary - Phase 1 and 2