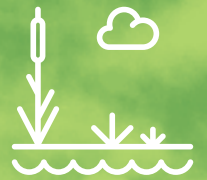


# Lefelau Byw Living Levels



## Living Levels Project Summaries August 2017



Supported by  
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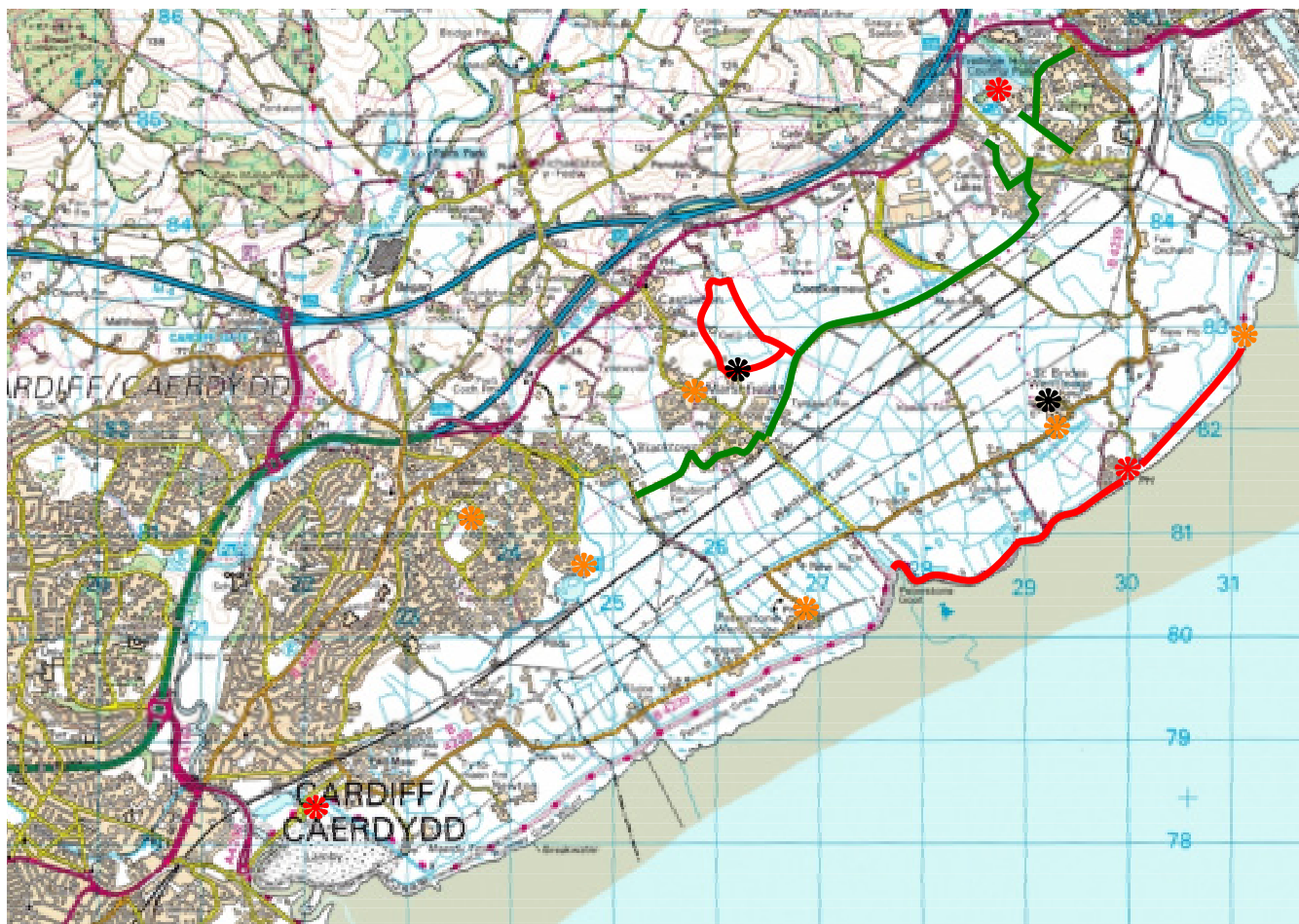
Cefnogwyd gan  
**Y Loteri Genedlaethol**  
trwy Gronfa Dreftadaeth y Loteri


## Programme 2 Understanding and Appreciating, Mapping of proposed actions

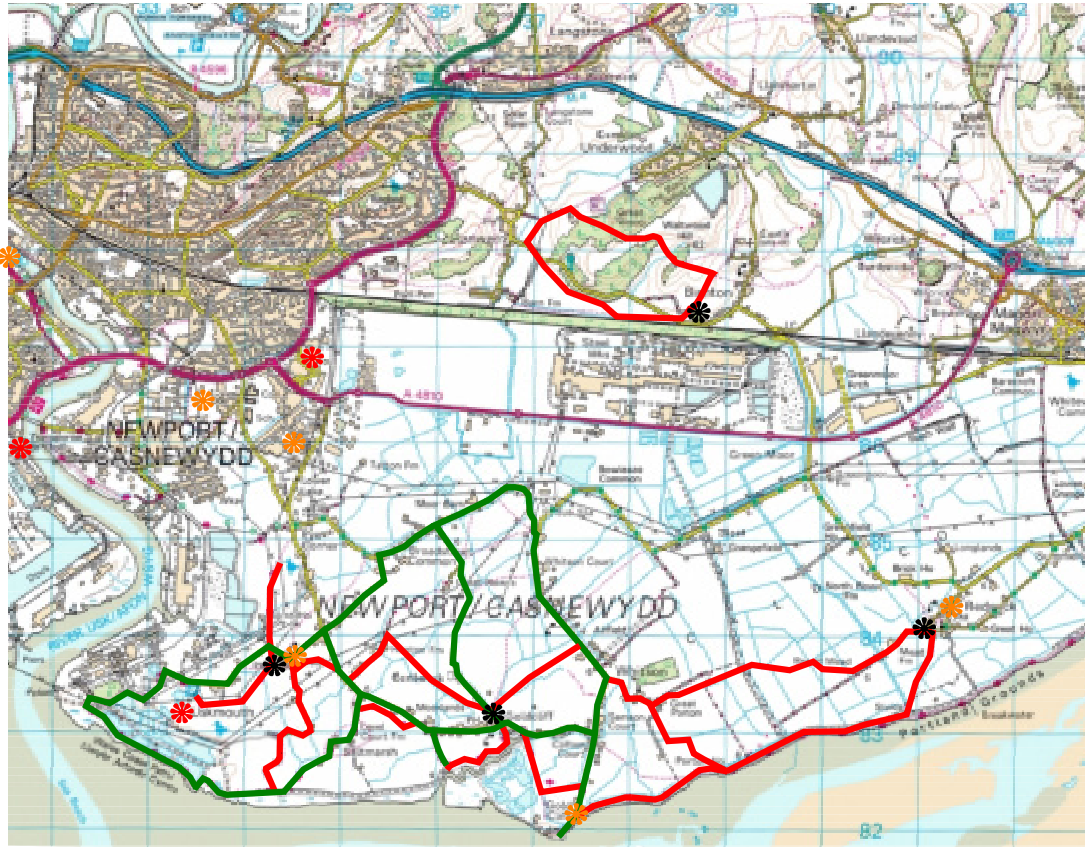
These maps show the proposed locations for the Primary and Community Hubs (LLDM-2), Churches (LLDM-6) and the Walking and Cycling Routes (LLDM-7) and provide the overall context for Programme 2

### Living Levels Mapping of Destination Management Projects sheet 1 of 3

-  Walking routes
-  Cycling routes
-  Primary Hubs
-  Community Hubs
-  Inspire! Churches



 + Cardiff Bay



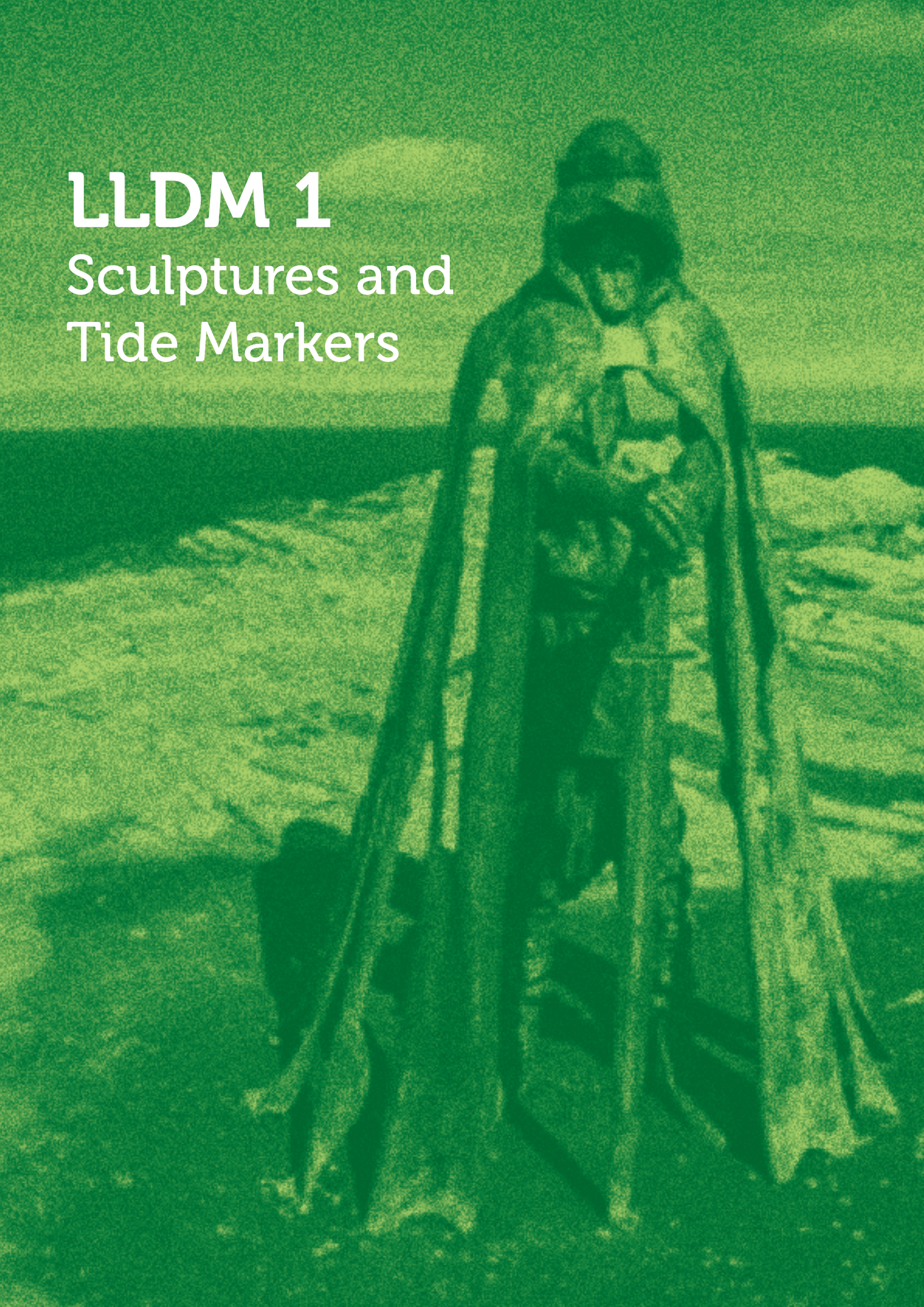
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# LLDM 1

## Sculptures and Tide Markers



# LLDM–1 Sculptures and Tide Markers

## Project aim and scope

The project aims to involve local communities in interpretation through telling the human stories of the Levels, to engage visitors and widen understanding and awareness of the 'hand-crafted' Levels and special landscape interest. The project will deliver human figure sculptures and tidal markers at key public access locations linked to the provision of visitor hubs and promoted routes ensuring, a spread across the Levels. Year 1 will involve volunteer historical research/ community workshops to choose characters from history to be represented, along with design development, site surveys and planning applications. Sculpture installation is likely to be phased.

## Justification for inclusion of the project in the LP scheme

Despite some good studies for specific areas, there is no real on-the-ground attempt to tell the stories of the Levels to either existing users or potential users (residents, workers, shoppers in the retail park, walkers on the Wales Coast Path, birdwatchers at the Wetlands Centre). This deficit needs to be addressed so that users are more understanding of the precious character of the Levels and their own role in its sustainability.

## Key beneficiaries of the project— who and what

Target audience is the full range of visitors and VFR to the Levels, and raising awareness of the special interest to those that live and work on the Levels with the aim of encouraging them to explore the Levels 'beyond their patch'.



## Delivery lead

Access and Interpretation Officer (A&IO)

## Location

Levels-wide at selected sites on the WCP and promoted walking routes as part of the LPS – locations to be chosen with communities, Local Authorities and landowners.

## Timescale - start and finish dates

Starting with the appointment of the A&IO, tide markers and Roman replica stone delivered in 2018-19. Sculptures are likely to be phased, with phase one completed by end of 2019. Headline costs (to include both money and staff/volunteer time)

## Headline costs:

| Element                                  | Value    |
|--|----------|
| Total project cost (including inflation) | £140,885 |
| In-kind support total                    | £11,144  |
| Non-recoverable VAT total                | £2,416   |
| Partnership funding total                | £23,615  |
| HLF contribution total                   | £105,090 |
| HLF % contribution                       | 75%      |

## LLDM–1 Sculptures and Tide Markers

| Output   | Outcomes   |
|--|--|
| At least 6 human scale (or larger) sculptures at key points on promoted routes or hubs telling the stories of the Levels.<br>200 people engaged in workshops/ researching stories. | Improved visitor experience leading to wider exploration of the area, repeat visits, recommendations<br>Community engagement.      |
| 12 individually scribed 2000mmx100mmx6mm aluminium markers to interpret past and present sea levels at the location of the visitor.<br>10 volunteers measuring tides.              | Improved visitor experience and appreciation of landscape qualities<br>Skills and learning for volunteers<br>Community engagement. |
| One replica of the Roman stone, located near to the original find location at Goldcliff Point on the Wales Coast Path/promoted route for walking and cycling.                      | Improved visitor experience and appreciation of landscape qualities.   |

### Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description                              | Mitigating actions  |
|---|--------------|--------------|--|---|
| Tide markers do not achieve public support from some sectors (politics of flooding).                | L, M, H<br>L | L, M, H<br>H | Some communities do not have tide markers.           | Community consultation to ensure the objectives is understood.<br>Back down if this is not what a community wants.  |
| Sculptures do not achieve public support (poor value for money, risk of vandalism, artistic style). | L            | H            | Principal location for sculptures is not achievable. | Move to the backup list of projects in the DMP.   |
| Cost of sculptures exceeds budget.  | M            | H            | Not all 6 sculptures are delivered.                  | Ensure budget costs are market-tested before tendering.<br>Renegotiate tender price.<br>Consider shorter lived, lower cost materials e.g. willow.<br>Seek private sector sponsorship. |

# LLDM-1 Sculptures and Tide Markers

## Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description   | Mitigating actions   |
|---|--------------|--------------|---|--|
| Lack of volunteers input.   | L, M, H<br>M | L, M, H<br>L | Aim of community buy-in is reduced  | Input provided only by consultants and project partners                                    |
| Consents are not achieved.  | L            | H            | Depends on why consent not achieved, objection may be from government agency or neighbour etc | Pre-planning discussion may highlight issues that can be resolved before application made. |
| Private landowners are not supportive                             | H            | H            | Element cannot be delivered   | Ensure locations are on public sector or partner land.                                     |
| Tide markers are not in place by Visit Wales Year of the Sea 2018 | M            | M            | Lost opportunity for promotion of the project   | None<br>Better to ensure long term location is achieved e.g. fixed to interpretation panel |

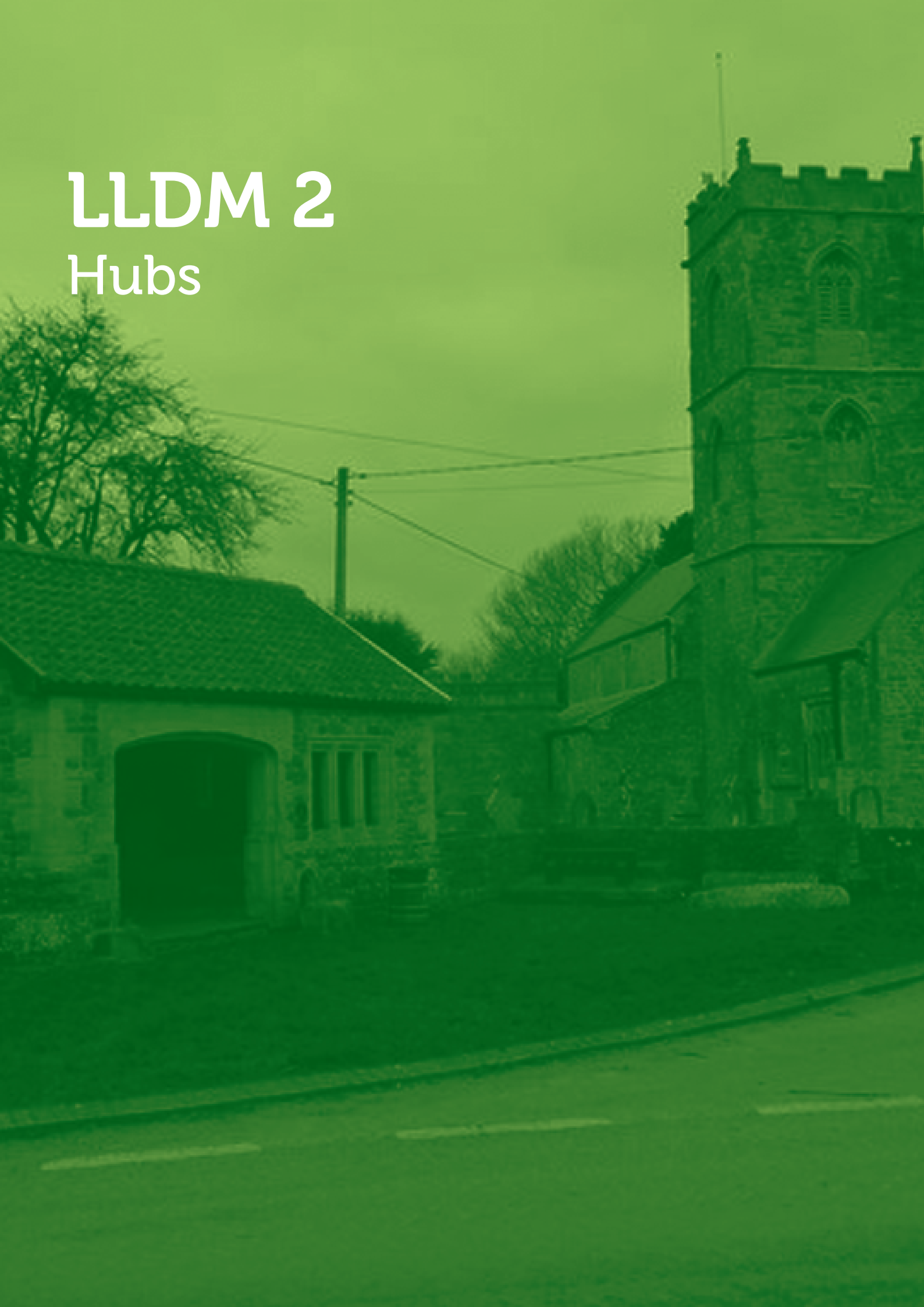
### HLF objectives fulfilled (1-9): 4, 5, 6, 8 Connections with other projects in the scheme

- LLDM-2 Hubs
- LLDM-6 Inspire! Churches in the Levels
- LLDM-7 Levels Loops and Links
- LLDM-9 Destination Marketing
- LLS-3 Stories from the Levels
- LLS-6 Ambassadors and Toolkits



# LLDM 2

## Hubs





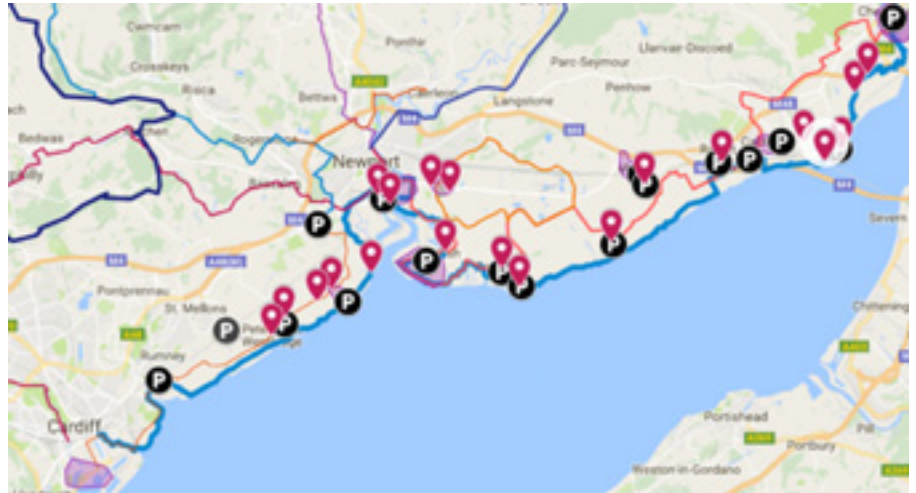
# LLDM-2 Hubs

## Project aim and scope

The hubs project will create a layered network of visitor and community hubs across the Levels, with the aim of encouraging exploration and understanding of lesser known areas to share the economic and social benefits of tourism. Through the promotion of high quality 'primary hubs' which will provide information, orientation and interpretation, visitors will be provided with a better experience and opportunities to discover Gwent Levels heritage and be given confidence to explore the region more widely. At a community level, 'community hubs' will link communities with what is on their doorstep through a mix of physical provision and community engagement. Wider orientation improvements from key access points into the Levels, such as train stations, will enable navigation around the Levels at a more strategic level. The involvement of museums (some located outside the LLLP boundary but connected to the narrative of the area) will provide information/interpretation as 'associated hubs' in addition.

## Justification for inclusion of the project in the LP scheme

The Destination Management Plan has highlighted that there is currently no information structure across the area, in particular a gap at key points of arrival in the Levels which makes orientation difficult and this is a barrier to visitors (including those that live and work in the Levels) exploring the area. The Levels are not easy to access for people wanting to explore the area and visits are concentrated at known attractions. There is additionally a need to ensure



a coordinated and consistent message with all partners 'singing from the same hymn sheet' in terms of the way the Levels are portrayed, talked about and promoted to help the Gwent Levels gain traction as an emerging visitor destination.

## Key beneficiaries of the project—who and what

Target audience is the full range of visitors and VFR to the Levels and raising awareness of the special interest to those that live and work on the Levels, with the aim of encouraging them to explore the Levels 'beyond their patch'.

## Delivery lead

Access and Interpretation Officer

## Location

Visitor sites spread across the whole LPS area – see map

## Timescale - start and finish dates

Start March 2018, completion will be phased with the majority if not all hubs and museum redisplay completed before the end of 2019, but with ongoing promotion in 2020.

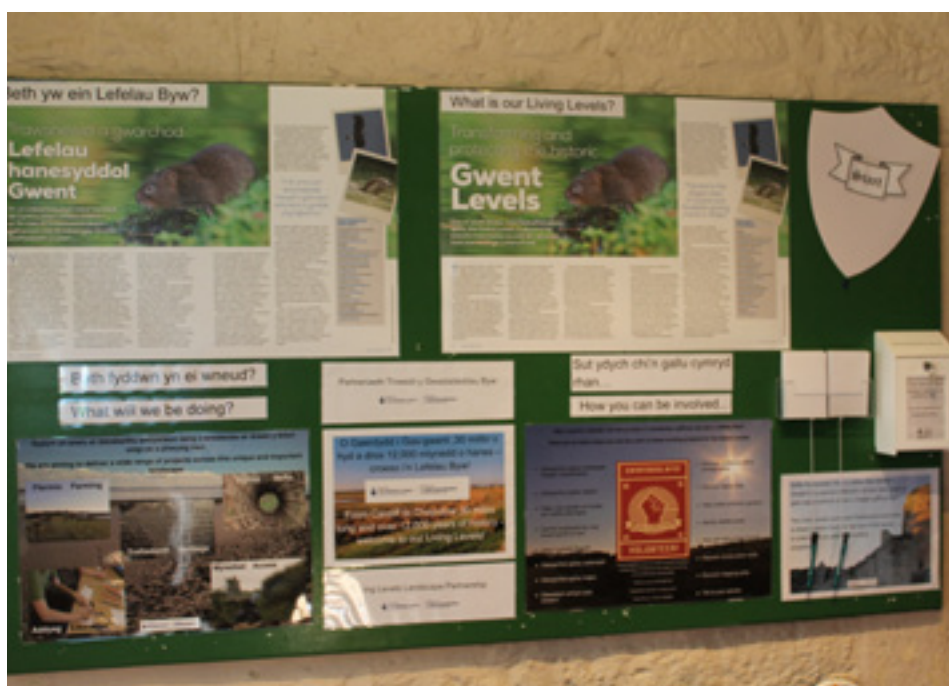
## Headline costs:

| Element                                   | Value    |
|---|----------|
| Total project cost (including inflation)  | £246,082 |
| In-kind support total                     | £8,880   |
| Non-recoverable VAT total                 | £4,414   |
| Long-term management and maintenance cost | £6,200   |
| Partnership funding total                 | £48,178  |
| HLF contribution total                    | £182,889 |
| HLF % contribution                        | 74%      |

## LLDM-2 Hubs

### Project risk register

| Risk description  | Likelihood   | Severity          | Consequence description  | Mitigating actions  |
|---|--------------|-------------------|--|---|
| Location for panels/hosting of a hub is not supported by land owner       | L, M, H<br>M | L, M, H<br>L to H | Reduces visitor interaction opportunities with a hub, reduced orientation/information                | Find an alternative location  |
| Lack of interest from communities   | L            | L                 | Project can proceed with a community hub but not with local buy-in, may be an issue in the long term | Weigh-up pros and cons of proceeding  |
| Advertisement consent not approved  | L            | H                 | Panels cannot be erected   | Discuss with development control esp. sensitive sites eg. Grade I listed churches                   |
| Hubs are delivered at different times and other linked projects not ready | M            | H                 | Visitor experience is not joined up  | Develop strategy for delivery of hubs with other projects to ensure visitor experience is joined up |



**HLF objectives fulfilled (1-9):  
5, 6, 8, 9**

**Connections with other projects in the scheme:**

- LLDM-1 Sculptures and Tide Markers
- LLDM-3 Lighthouse Inn – Eastern Levels Gateway Project
- LLDM-4 Different Levels
- LLDM-5 Levels Festival
- LLDM-6 Inspire! Churches in the Levels
- LLDM-7 Levels Loops and Links
- LLDM-9 Interpretation Improvements at Newport Wetlands
- LLDM-10 Destination Marketing
- LLS-6 Ambassadors and Toolkits

## Output

11 Primary Hubs spread across the Levels

16 Community Hubs spread across the Levels

5 Associated Hubs at Museums with links to the Levels history

Exhibitions displaying artefacts relevant to the Levels history:  
 –Newport Medieval Ship (community hub)  
 –National Museum Caerleon (associated hub)  
 –Newport Museum (associated hub)

## Outcomes

–Visitors are given the confidence to explore beyond the primary hub facility/ car park.  
 –Interpretation engages with and provides visitors with more understanding of the special interest.  
 –Visitors have the best possible experience, leading to wider exploration of the area, recommendations and repeat visits.  
 –Visitors are able to find the appropriate information for their visit.  
 –At whatever point visitors interact with information, it will make sense and sit within the overall context of the Living Levels.

–Visitors receive a better experience than currently and are given the confidence to explore further away from the primary hubs.  
 –Those living and working in the Levels are more aware and more confident to explore what is on their doorstep.  
 –Visitors have the best possible experience, leading to wider exploration of the area, recommendations and repeat visits.  
 –Visitors are able to find the appropriate information for their visit.  
 –At whatever point visitors interact with information, it will make sense and sit within the overall context of the Living Levels.

Visitors have access to orientation/ information at other key points of access into the Levels to enable navigation around the Levels, at a more strategic level

–Visitor experience at the museums, on-line and on-site is joined up, with displays encouraging visitors to explore the Levels  
 –Information/interpretation on promoted routes and at hubs will encourage more and wider visits to museums

# LLDM 3

Lighthouse Inn – Eastern  
Levels Gateway Project

# LLDM-3 Lighthouse Inn – Eastern Levels Gateway Project

## Project Summary

The aim of the project is to create a primary gateway destination for visitor access to the Wentlooge Levels Landscape area which is adjacent to the Coast, as recommended in the Living Levels Visitor Destination Management Plan for the partnership. This is to provide a clear destination for visitors and residents to explore the western Levels and make return visits. The creation of a gateway site at this location would create a starting point for walking, cycling and other modes of transport. It would also be a midpoint destination for people walking the Wales Coast Path from Newport to Cardiff or on circular walks where the start point would be Tredegar House or one of the local communities of Marshfield or Duffryn.



## Justification for inclusion of the project in the LP scheme

It is important as the Wentlooge Levels are surrounded by large residential areas yet is not considered to be a place to visit for a local or other visitor. The proposal will include information points, access to toilet and catering facilities, shelter, accessibility onto the seawall/Wales Coast Path and footpath network, car parking and secure cycle parking.

## Key beneficiaries of the project— who and what

Local people are the primary target as they will be able to recreate and make short visits to the area. Attractions or businesses in the area will also benefit.

## Delivery lead

Access and Interpretation Officer

## Location

The main works will take place at The Light House Inn Pub, St Brides, Wentlooge Newport NP10 8SH

## Timescale - start and finish dates

Jan 2018- Dec 2018

## Headline costs:

| Element                                   | Value                                    |
|---|--|
| Total project cost (including inflation)  | £163,825                                 |
| In-kind support total                     | £5840                                    |
| Non-recoverable VAT total                 | £2985                                    |
| Long-term management and maintenance cost | Taken on by NCC                          |
| Partnership funding total                 | £50,267                                  |
|   | (£25k from WCP and partner underwriting) |
| HLF contribution total                    | £107,718                                 |
| HLF % contribution                        | 66%                                      |

## Output

- Provision of entrance signage
- Rumble strip traffic calming measure
- Bollard and vehicle barrier installation
- Landscaping works

- Replacement of fencing 55lin m
- Sculptural elements incorporated into fencing and stone walling 17 m
- Main sculptural feature
- New surfacing to car park and connecting areas in more suitable robust surface such as bitumen macadam including drainage, edging and bollards to restrict vehicle movements 2,200m<sup>2</sup>
- Large bespoke timber seating shelters – boat design
- Supply and install cycle storage
- Interpretive panels
- Handrails to steps and access points
- New access improvement including construction of ramp access onto the seawall for visitors (living) with a disability’
- Landscape planting around area.
- Removal of old style bollards and fencing to improve appearance of the area

Surface improvement along the actual alignment of the WCP approx. 1600m new surface improvement.

Improvement of connecting routes on the PROW network. These will connect the Primary Gateway site at The Lighthouse Inn with the other destinations such as Tredegar House and the communities’ of St. Brides, Peterstone, Marshfield and Duffryn. Approx. 2km of footpath improved with new surfacing, clearance, new access furniture, remediation of potholes, waymarking etc. outputs include volunteer days to £5K

## Outcomes

More attractive destination can be actively promoted and will encourage visitors to make a return trip.

More attractive destination can be actively promoted and will encourage visitors to make a return trip. Partnerships with the local pub and the National Trust will be developed as these points will also provide visitors with the facilities that would be sought during a visit such as food and toilets. Increased visitor numbers to the area would also benefit the pub in St. Brides and any other business interests in the area, including potentially the Caravan Park and the Golf Club.

Greater accessibility onto the Coast Path for people of all abilities and therefore greater visitor numbers.

Maximising accessibility for the widest range of people along the route of the coast path in all seasons and will promote and encourage greater usage of this section

Maximising accessibility for the widest range of people along the PROW network in this area, making connections to places and features of interest and communities to the coast of Wentlooge. Will promote and encourage greater usage of this section.

# LLDM-3 Lighthouse Inn – Eastern Levels Gateway Project

## Project risk register

| Risk description                              | Likelihood   | Severity     | Consequence description   | Mitigating actions   |
|---|--------------|--------------|---|--|
| Loss of staff                                 | L, M, H<br>M | L, M, H<br>M | May stall the progress of the project works unless other partners can step in and complete the works  | Ensure that there is resilience attached to this project within the NCC organisational structure through work programme objectives of team |
| In kind /volunteer contributions not achieved | L            | H            | Low likelihood as the work programme for the volunteer tasks can be organised to match with the works needed on this project for the duration of the project. | Ensure that there is resilience attached to this project within the NCC organisational structure through work programme objectives of team |

**HLF objectives fulfilled (1-9): 1, 4, 5, 6, 7, 8, 9**  
**Connections with other projects in the scheme**

- LLDM-8 Welcome Signage and Highways signage
- LLDM-7 Levels Loops and Links
- LLDM-2 Hubs
- LLDM-6 Inspire! Churches on the Levels.
- LLS-2 Recapturing the Historic Landscape
- LLNH-4 From Black spots to bright spots
- LLDM-10 Destination Marketing
- LLS-6 Ambassadors and toolkits



# LLDM 4

## Different Levels





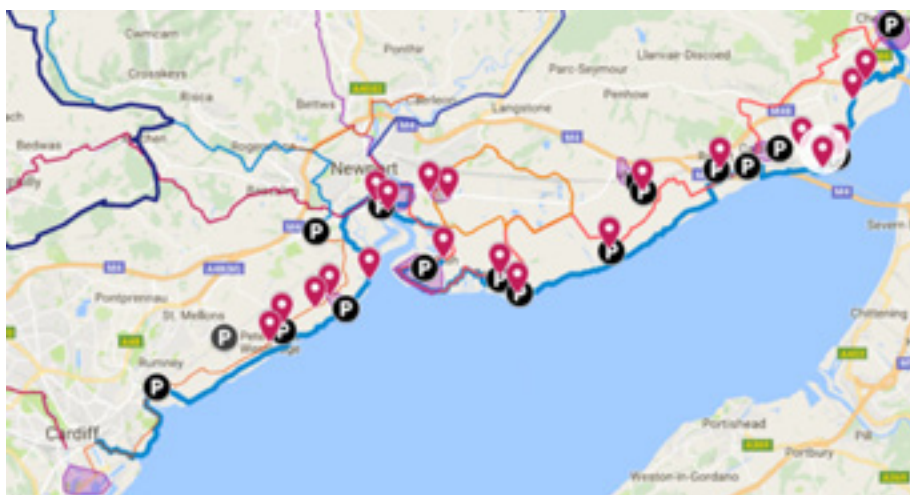
## LLDM-4 Different Levels

### Project Summary

The project seeks to give people the Levels landscape overview in artistic and creative ways to impress upon them the natural charm of its big skies and wide horizons. This will be achieved by three action areas: 1) creating a series of photography and films celebrating both naturally occurring phenomena and people of the Levels– to be used in events, exhibitions and at the visitor hubs, 2) opening up church towers and vertical structures for special events with exhibitions displaying the Levels as captured on camera from different vantage points (including the photographs and films where possible) and 3) by making the most of available viewpoints at key strategic locations (and promoting them via hardware, leaflets and ambassador training of key staff).

### Justification for inclusion of the project in the LP scheme

Currently, there is nowhere on the Gwent Levels where its unique history and heritage is foregrounded. This project is aiming to equip the key visitor destinations with additional means (virtual and physical) to help tell the Gwent Levels story to visitors in compelling and interesting ways. Current perceptions of the Levels include views that they are 'boring and unexciting' and that there is 'nothing there.' In addition, the flat nature of the Levels landscape can make it difficult to view its special landscape features when walking around. This project is looking to exploit a range of different viewpoints on the Levels (from above, through a microscope, through a wide-angle lens) to add to the overall interpretative effort of the partnership.



### Key beneficiaries of the project– who and what

Resident audiences, especially local residents, families and those from the wider urban fringe; visitors looking to enjoy rich experiences; students and younger audiences via a targeted social media campaign and by involving students in photography commissions.

### Delivery lead

Community Engagement Officer

### Location

A variety of locations across the partnership area including in particular: Newport Wetlands Visitor Centre and promoted routes from the centre (ST334834); Magor Marsh and promoted routes around Magor (ST 428 866); Transporter Bridge and promoted routes that take in its view (ST31778622); the Sea Wall at Goldcliff and Peterstone (ST374821) and routes that take in the views from the Sea Wall; Church towers in the area which are open and accessible. The Destination Management mapping shows the location of the hubs (Transporter Bridge, Magor Marsh and Newport Wetlands and Goldcliff) and the churches.

### Timescale - start and finish dates

Jan 2018- Dec 2019

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £23,218 |
| In-kind support total                     | £600    |
| Non-recoverable VAT total                 | £419    |
| Long-term management and maintenance cost | N/A     |
| Partnership funding total                 | £4,297  |
| HLF contribution total                    | £18,320 |
| HLF % contribution                        | 79%     |

### Output

Series of at least 4, 2-3 minute time lapse films capturing the unique and special landscape character of the Levels

Production of one 20 minute film about the landscape and history of the Levels for screenings by local heritage groups and use by partners during events – also downloadable through website and YouTube

Film screenings at 1 event in year one, 3 events in year 2 and 3; and final celebration event in year 4

Inclusion of 'Levels from above' concept within the relevant walking and cycling leaflets for Sea Wall, Magor and Transporter Bridge routes; content on Levels from Above included within training sessions for front of house staff [budgeted under LLS-6 Ambassadors project and LLDM-7 Levels Loops and Links projects]; Social media 'Different Levels' and 'Levels from above' campaigns around the publication of each film on Youtube and each promoted event

At least 3 student films or photo montages created; at least 200 student photographs available for promotional use

Each year at least 2 guided tours per site at a key Levels vantage point (Nash Church tower in 2018) –[budgeted under LLDM-5].

### Outcomes

Local residents inspired by the beauty of naturally occurring phenomena and traditions in the Levels; day visitors experiences will be enriched by the films. Increased reach of younger audiences through use of social media and video

People will learn about the unique heritage of the Gwent Levels area as a whole and be inspired to discover more about it and participate in the wider scheme

Engage wider audience in unique history of Levels; Increased awareness of visitors about the 'hidden' landscape, wildlife and heritage on the Gwent Levels, and why they are important

Connected and well-researched projects across the Living Levels programme; New audiences reached making it more likely that the centres and routes will receive additional visits; helping to increasing understanding and appreciation of heritage

Younger audiences reached (16-24 year olds) and engaging with Gwent Levels heritage; new skills being developed by students and volunteer time generated for the partnership

Create rich experiences for local audiences wishing to further their knowledge about the Levels unique history and landscape.

## LLDM-4 Different Levels



### Project risk register

| Risk description                              | Likelihood   | Severity     | Consequence description   | Mitigating actions   |
|---|--------------|--------------|---|--|
| Loss of staff                                 | L, M, H<br>M | L, M, H<br>M | May stall the progress of the project works unless other partners can step in and complete the works  | Ensure that there is resilience attached to this project within the NCC organisational structure through work programme objectives of team |
| In kind /volunteer contributions not achieved | L            | H            | Low likelihood as the work programme for the volunteer tasks can be organised to match with the works needed on this project for the duration of the project. | Ensure that there is resilience attached to this project within the NCC organisational structure through work programme objectives of team |

### HLF objectives fulfilled (1-9): 3, 4, 5, 6, 8 and 9 Connections with other projects in the scheme

LLMH-6 Orchards and Community Enterprise  
 LLDM-5 Levels Festival  
 LLDM-7 Levels Loops and Links  
 LLS-5 Skills enhancement  
 LLS-2 Recapturing the Historic Landscapes  
 LLS-3 Stories from the Levels  
 LLDM-10 Destination marketing



# LLDM 5

## Levels Festival



# LLDM-5 Levels Festival

## Project Summary

The LLLP area has a number of naturally occurring seasonal spectacles – startling murmurations and bird migrations, apple blossom and apple harvest, spring tides etc. It also has its fair share of existing events – Caldicot’s Cider and Perry Festival, the Newport Family Cycling Festival, GWT’s Open Days, CADW Open Doors events at local churches - all of which could be rebadged and marketed as the ‘Living Levels Festival’ to help the partnership achieve a greater awareness of Gwent Levels history and heritage and inspire a greater sense of place for the communities who reside in and on the edges of the Levels. The LLDM-5 project will a) reconnect resident communities of the Levels and surrounding area to the landscape’s history and unique heritage through a calendar of events and activities reflecting naturally occurring and cultural events and b) attract visitors to this unique stretch of South Wales coastline and build on the key interpretative themes outlined in the Living Levels Visitor Destination Management Plan.

### Justification for inclusion of the project in the LP scheme

Although there are many older, established families and communities on the Gwent Levels who arguably appreciate and recognise the importance of the landscape, there are also growing commuter belts, the prospect of a substantial visitor increase with the reduction of the Severn Crossing tolls, planned large-scale housing developments, plus the pressures of the two large cities of Cardiff and Newport on the doorstep including some of the most deprived communities in Wales – many of whom know little of nothing about the heritage of



the Gwent Levels. The Destination Management Plan identifies events organised under a festival banner which celebrates the naturally occurring phenomena of the Levels, as one of several available tools to engage and enthuse a wide range of audiences. In addition, the festival would support existing PSB health and wellbeing agendas and tourism investment strategies for the wider region.

### Key beneficiaries of the project— who and what

Families - including residents and visitors, especially those with young children; Residents located along the urban fringe in residential estates and new housing estates; local residents living in villages and communities located on the Levels; residents of deprived communities, BAME groups, or those with physical, intellectual or social impairments; volunteers; historians and archaeologists; active nature enthusiasts and people engaged in outdoor leisure activities; visitors to the area and particularly ‘Visit Wales’

### Delivery lead

Community Engagement Officer

### Location

Levels-wide

### Timescale - start and finish dates

From April 2018 – April 2021

### Headline costs:

| Element                                  | Value   |
|--|---------|
| Total project cost (including inflation) | £73,192 |
| In-kind support total                    | £3,000  |
| Non-recoverable VAT total                | £1,313  |
| Long-term management                     | NA      |
| Partnership funding total                | £13,336 |
| HLF contribution total                   | £56,855 |
| HLF % contribution                       | 78%     |

## Output

–Press/Media coverage. At least one ‘spread’ in the South Wales Argus. Radio coverage through Cardiff, Newport, Gwent stations/ item on all 21 Community and Town Council websites/Living Levels Website ‘News and Events’

–10 posters and flyer packages per year; branded ‘Living Levels’ banners

–Target: at least 2000 people per year engaged at events (3 years); at least 20 volunteers per year to help with events planning and running

Target at least 30 events supported over lifetime of programme

## Outcomes

–Greater awareness and knowledge of events – people will be inspired to attend; people will be informed about Levels culture.

–New audiences reached and inspired

–Improved awareness and appreciation of heritage on the Gwent Levels; following the events, increased numbers visiting major ‘hubs’; Health and Well-being improved through activity participation.

People will learn about the unique heritage of the Gwent Levels and be more likely to want to visit other hubs promoted through the scheme leading to more frequent visits at those sites; new audiences reached – including harder to reach groups.

## Project risk register

| Risk description                | Likelihood   | Severity     | Consequence description  | Mitigating actions   |
|---------------------------------|--------------|--------------|--|--|
| Low attendance                  | L, M, H<br>L | L, M, H<br>M | Harder to promote the following year, missing out on word of mouth and positive publicity                  | Ensure adequate engagement and publicity. Take into account timing and times of year.  |
| People cannot access the events | L            | M            | Levels notoriously difficult to access. People either can't there at all, or try but get lost and give up. | Careful location of activities on public transport routes where possible. Organise clear directional signage. Provide transport bursaries where locations are difficult to access. |

## LLDM-5 Levels Festival

| Risk description                                   | Likelihood   | Severity     | Consequence description   | Mitigating actions   |
|--|--------------|--------------|---|--|
| Adverse weather                                    | L, M, H<br>L | L, M, H<br>M | Demonstrators and activities postponed  | Contingency for activities (indoor/outdoor)  |
| Traffic problems                                   | L            | M            | Inadequate parking leading to congestion and breakdown in relations with community  | Ensure venues have adequate parking or at least the option of a temporary over-flow car park.  |
| Injury etc. to staff, public                       | M            | H            | Litigation  | Inform relevant Local Authority Event Advisory Group. Robust Risk Assessments for activities, venues, participants. Confirm all insurances from venue, attendees, partner organisations. Arrange site meeting with Event Advisory Group. |
| Event cancellation                                 | L            | H            | Disgruntled attendees turning up. Staff having to turn people away. Adverse publicity. Event suffers following year. Reputational risk. | Appropriate cancellation decision lead-in time   |
| Licensing breaches                                 | L            | H            | Events closed down. Adverse publicity   | e.g. Orchard Festival contact relevant LA Licensing Department and officer. Apply at least 3 months before event. Includes all aspects of entertainment not just alcohol.  |
| Less volunteer interest than anticipated per event | L            | M            | Less people to engage with visitors, lead events and guided walks, take part in workshops, act as stewards.                             | LLL volunteer plan; Ensure that lead organisations involve their current volunteers in event planning.   |
| Staff turnover                                     | L            | M            | Continuity of coordination disrupted - delays in scheduling   | Ensure adequate hand-over to new or existing staff/ volunteers   |

### HLF objectives fulfilled (1-9): 4, 5, 6, 8, 9 Connections with other projects in the scheme

LLDM-1 Sculpture and Tide Markers  
 LLDM-2 Hubs  
 LLDM-4 Different Levels  
 LLDM-6 Inspire! Churches on the Levels  
 LLDM-7 Levels Loops and Links

LLDM-8 Welcome signage and Highways Signage  
 LLDDM-9 Improvements to Interpretation at Newport Wetlands  
 LLDM-10 Destination Marketing  
 LLNH-2 Pollinating the Levels  
 LLNH-3 INNS – Defend the Levels from ‘Alien Invasion’  
 LLNH-6 Orchards and Community Enterprise



# LLDM 6

Inspire! Churches on  
the Levels





## Project Summary

This project will involve church groups and volunteers to research local history of the churches for inclusion in new interpretation and exhibitions to be mounted in six churches across the Levels. Access to several churches will be promoted and facilitated and two walking routes and heritage trails will be developed.

Specific aims are:

- To optimise the role of churches across the Levels, as community hubs and their offer to the visitor
- To raise the profile of the churches to Levels visitors and improve access to them
- To include churches and churchyards in promoted walking routes
- To link the Grade I listed churches as a trail, to optimise visitor awareness of their architecture and role in the social history of the Levels

## Justification for inclusion of the project in the LP scheme

The churches of the Levels are an untapped resource. Churches are the key built heritage sites in the Levels and many of the stories of the Levels are wrapped up with the churches and the community living around them. They can act as a further layer of the 'community hubs' network and can offer visitors facilities such as parking and toilets with scope for expanding the offer, for example to include self-service catering.



## Key beneficiaries of the project— who and what

All visitors to the Levels are potential beneficiaries. Communities will benefit by focusing on opening up important centres of community and congregation. Involvement by churches and interest groups in providing content for panels; volunteers to research and lead guided tours; content part of ambassador training.

## Delivery lead

Access and Interpretation Officer

## Location

Newport City Council: Bishton, St Brides, Marshfield, Goldcliff, Nash, Redwick; Monmouthshire County Council: Magor – mapping of churches included in Destination Management Mapping.

## Timescale - start and finish dates

Start April 2018, completion of some work in time for Visit Wales' Year of the Sea in 2018, completion June 2019.

## Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £48,403 |
| In-kind support total                     | £1,500  |
| Non-recoverable VAT total                 | £881    |
| Long-term management and maintenance cost | £1,000  |
| Partnership funding total                 | £8,912  |
| HLF contribution total                    | £37,991 |
| HLF % contribution                        | 78%     |

### Output

Interpretive leaflet available on-line and hard copy

External orientation/information panels at 7 churches  
Porch panels at 7 churches  
Internal interpretation panels at 4 churches

Bishton Church:

- External and porch panel
- 5 chronological panels
- Free-standing display
- Victorian map flooring
- Automatic locking door to allow daytime access
- Disabled access improvements

### Outcomes

Visitors can access information on the architectural interest of the three Grade I churches and the role of the clergy to inform a visit to all three churches or as part of a promoted walking/cycling route

-Visitors receive a better experience than currently and are given the confidence to explore the area using the promoted routes and other local footpaths.

-Those living and working in the Levels are more aware and more confident to explore what is on their doorstep.

-Visitor awareness of the role of the church in the Levels, and site specific features of social, historic, architectural interest.

-The church is more accessible.

-Visitors receive a better experience than currently and are given the confidence to explore the area.

-The church is on the promoted Bishton circular route.

-Visitor awareness of the role of Bishton Church through time.

-The church is located north of the Great Western Railway, an area which is not today readily associated with the Levels.



# LLDM-6 Inspire! Churches on the levels

## Project risk register

| Risk description   | Likelihood   | Severity     | Consequence description                | Mitigating actions  |
|--|--------------|--------------|--|---|
| Church hierarchy may not agree with proposals or slow programme for delivery | L, M, H<br>H | L, M, H<br>H | Project not delivered in time for 2018 | Living Levels direct contact, presentation to allay any concerns                  |
| Advertisement consent not approved   | L            | H            | Panels cannot be erected               | Discuss with development control esp. sensitive sites eg. Grade I listed churches |

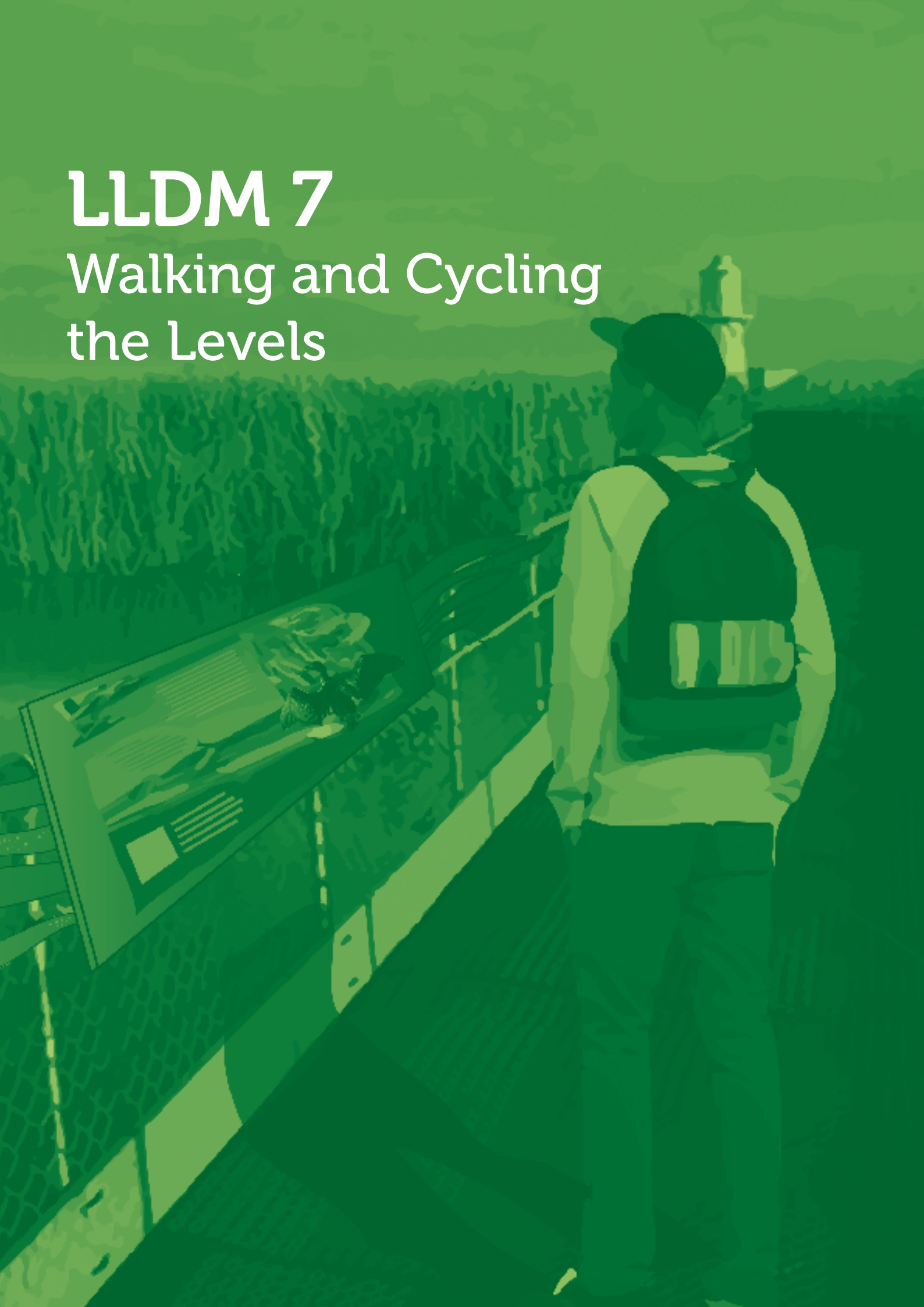
**HLF objectives fulfilled (1-9) (list form):5,6**  
**Connections with other projects in the scheme:**

- LLDM-1 Sculptures and Tide Markers
- LLDM-2 Hubs
- LLDM-5 Levels Festival
- LLDM-7 Levels Loops and Links
- LLDDM-8 Welcome Signage and Highways Signage Scheme
- LLDM-10 Destination Marketing
- LLS-6 Ambassadors Programme and Toolkits



# LLDM 7

## Walking and Cycling the Levels



# LLDM-7 Walking and Cycling the Levels

## Project Summary

This project will provide a series of promoted walking and cycling routes to improve physical access and access to Gwent Levels heritage aimed at a mixture of resident and visitor audiences. These will be a mix of circular, loops, links and linear routes across the Levels with a range of distances, features, interpretation and waymarking to suit the variety of visitor needs. The project will also provide links from promoted routes and communities to the Wales Coast Path and Sustrans NCN Route 4 and 88. Routes will start at LLLP Primary and Community Hubs where there is adequate parking, facilities and orientation/interpretation to provide an appropriate welcome for visits. The routes will link with Interpretive Sculpture and Churches projects as part of the wider Visitor Destination Management Plan for the area.

### Justification for inclusion of the project in the LP scheme

The Wales Coast Path and Route 4 are the key walking and cycling routes through the Levels but these need better links and signage to and from local facilities and other routes. Finding walks information for the area is difficult, requiring visits to each of the local authority websites as there is no recognition of the Levels as a whole although each authority has promoted routes in the area. Usage of The rights of way and green lane network are patchy.



### Key beneficiaries of the project— who and what

Families and local residents interested in walking and cycling; full range of visitors to the Levels; active nature enthusiasts and those interested in outdoor pursuits.

### Delivery lead

Access and Interpretation Officer

### Location

Range of promoted routes in Newport and Monmouthshire and Rhymney trail in Cardiff, with potential to extend to Lamby Way if redevelopment of the site happens within Living Levels timescale (see Destination Mapping).

### Timescale - start and finish dates

Start April 2018, routes are likely to be promoted at different times within the programme and will be linked to completion of hubs, leaflets, on-line information.

### Headline costs:

| Element                                   | Value    |
|---|----------|
| Total project cost (including inflation)  | £281,506 |
| In-kind support total                     | £4,011   |
| Non-recoverable VAT total                 | £5,159   |
| Long-term management and maintenance cost | £5,590   |
| Partnership funding total                 | £67,309  |
| HLF contribution total                    | £209,067 |
| HLF % contribution                        | 74%      |

### Output

### Outcomes

At least 7 circular and linear walks and 3 cycling routes are promoted across the Levels, starting out from primary or community hubs, signed to communities/facilities, to Wales Coast Path, NCN Route 4 and 88, and long distance walking routes with interpretation of key features of interest

–A higher number and broader range of users use the promoted routes to explore the Levels.  
 –Feedback is positive and there are a high number of repeat visits.  
 –Visitors are confident about exploring beyond 200m from the car park.  
 –Awareness of issues such as fly-tipping increases and leads to actions to resolve.  
 –Awareness through the interpretation of less visible issues such as the decline in SSSI status leads to actions to resolve

Cycle racks installed at 8-10 locations in partnership with visitor facilities and businesses at locations across the Levels

–Part of the Interpretation Plan, these will add to the sense of place and provide orientation information, seating, a secure place to leave cycles.  
 –If run as a joint project with Coleg Gwent or another art/craft based educational establishment this may lead to an ongoing working relationship for future Levels projects

At least one new horse riding route is signed and promoted

This widens the Levels offer and may encourage a broader range of users to explore the area.

–Print run 6,000 for each leaflet, available bilingually, as hard copy and as downloads  
 –Percoed Lane route leaflet dropped with adjacent business and residential communities

–A higher number and broader range of users use the promoted routes to explore the Levels.  
 –Number of leaflet downloads increases.  
 –Leaflets require a further print run.  
 –Feedback on the leaflets is positive, useful and up to date information is provided

Information on routes, how to get there, what facilities are available is published on the micro-website

Increase in number and type of visitor downloading information and translating into visits to the Levels

Signage between routes, hubs with Wales Coast Path and NCN Route 4/88 and vice versa

–Increase in number of local residents using WCP and Route 4, 88  
 –Increase in WCP and Sustrans users leaving these routes and using local facilities.

## LLDM-7 Walking and Cycling the Levels

Community engagement to identify local need, building on development stage and engaging with harder to reach communities at St Mellons, Rumney, Duffryn.

Opportunities for improving walking or cycling or horse riding access are identified that can be delivered by partners on their land or by developer contributions.

GIS review of partner landholdings and major development sites in the three Local Development Plans.

### Project risk register

| Risk description   | Likelihood   | Severity     | Consequence description  | Mitigating actions   |
|--|--------------|--------------|--|--|
| Landowners object to new signage, panels, upgraded access gates    | L, M, H<br>M | L, M, H<br>M | Routes remain open to the public but visitor experience is unchanged | Signage and interpretation is provided on neighbouring land                                      |
| Advertisement consent not approved                                 | L            | H            | Panels cannot be erected   | Discuss with development control   |
| Linked projects [sculpture, hubs] are delivered at different times | M            | H            | Visitor experience is not joined up                                  | –Close project management of all elements<br>–Delay route promotion until all elements are ready |
| Horse riding route consultation is not successful                  | L            | M            | Route cannot be promoted for horse riding                            | Depends on the objections  |
| Vandalism to Maesglas underpass artwork                            | M            | H            | Undermines the project purpose                                       | Community engagement through design, delivery and maintenance phases                             |

#### HLF objectives fulfilled (1-9): 4, 5, 6, 7, 8, 9

#### Connections with other projects in the scheme

LLNH-4 Fly-tipping – From Black Spots to Bright Spots  
 LLDM-1 Interpretive Sculptures and Tide Markers  
 LLDM-2 Hubs  
 LLDM-3 Lighthouse Inn – Eastern Levels gateway project

LLDM-4 Different Levels

LLDM-5 Levels Festival

LLDM-9 Interpretation improvements at Newport Wetlands

LLDM-6 Inspire! Churches in the Levels

LLDM-10 Destination Marketing

LLS-6 Ambassadors and Toolkits



# LLDM 8

## Levels Welcome Signage and Highways Signage scheme





# LLDM-8 Levels Welcome Signage and Highways Signage scheme

## Project Summary

This project will add brown and white highways signage from the A48 and along the road network to direct visitors to hubs and car parks (LLDM-2) where they will find orientation information, including to key points of access onto the Wales Coast Path, Sustrans Route 4 and the wider PROW network. In addition, the design and installation of Living Levels arrival signs at villages across the Levels will help create a more coherent sense of place and reinforce the Levels Community.

## Justification for inclusion of the project in the LP scheme

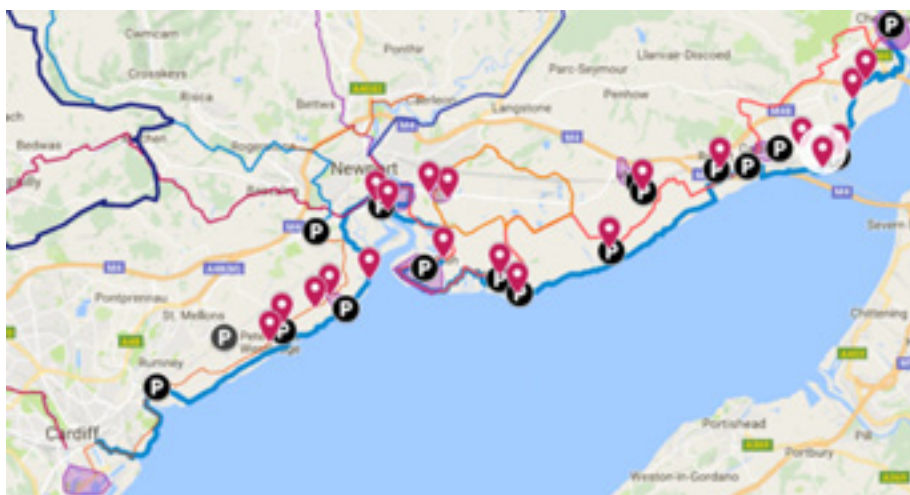
Villages in the levels have no joined up sense of identity and visitors are unclear that they are entering the Levels. This is particularly true for villages north of the Great Western Railway. Both signage types will aid visitor navigation around the Levels, directing to the key points such as the Wales Coast Path and primary and community hubs, with Living Levels village signs reinforcing a sense of place and connection with the Levels.

## Key beneficiaries of the project— who and what

Visitors to the Levels including residents and business across the Levels will benefit from improved brown signage. Residents will hopefully feel part of the Living Levels project, be more aware of the extent of the Levels and of their relationship with sea level/care and preservation messages.

## Delivery lead

Access and Interpretation Officer



## Location

Signage to Living Levels hubs and to 20 villages in the LPS boundary (not yet mapped as locations need to be defined in year one)

## Timescale - start and finish dates

Start April 2018, completion for village signs April 2019, completion for brown signs to tie in with programme for relevant hubs and routes.

## Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £31,084 |
| In-kind support total                     | £1,470  |
| Non-recoverable VAT total                 | £552    |
| Long-term management and maintenance cost | £750    |
| Partnership funding total                 | £5,627  |
| HLF contribution total                    | £23,988 |
| HLF % contribution                        | 77%     |

## LLDM-8 Levels Welcome signage and Highways Signage scheme

| Output   | Outcomes  |
|--|---|
| Signage from key roads to orientation hubs and the Wales Coast Path across the Levels (target at least 12 tourism facilities from A48 across East and West Levels) | Visitors by car are led to sites from which they can get orientation information and access key points of interest, including long distance routes (Wales Coast Path, NCN Route 4, Usk Valley Walk & Sirhowy Valley Way ) |
| 18-20 villages with signage reading 'A Living Levels Community' and Welsh translation, and including the height above (or below) sea level                         | Visitors recognise they have entered the Levels.<br>Residents are more aware they live in the Levels and proud of their Levels community.<br>All more aware of sea level/jeopardy and care/preservation messages.         |

### Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description   | Mitigating actions  |
|---|--------------|--------------|---|---|
| Communities may reject the proposed signage e.g. those north of railway line who do not strongly identify with the Levels at present, or those with negative feelings about the landscape e.g. fly-tipping. | L, M, H<br>L | L, M, H<br>H | Incomplete signage across the landscape. While signs might be permitted development, community buy-in is still essential to the success of the project. | Organise community engagement workshops (alongside tide marker and sculpture workshops) to encourage participation and sense of place feelings to emerge; if there is significant local resistance, re-evaluate proposal to roll out across distinct community areas. |

### HLF objectives fulfilled (1-9): 5, 8

#### Connections with other projects in the scheme

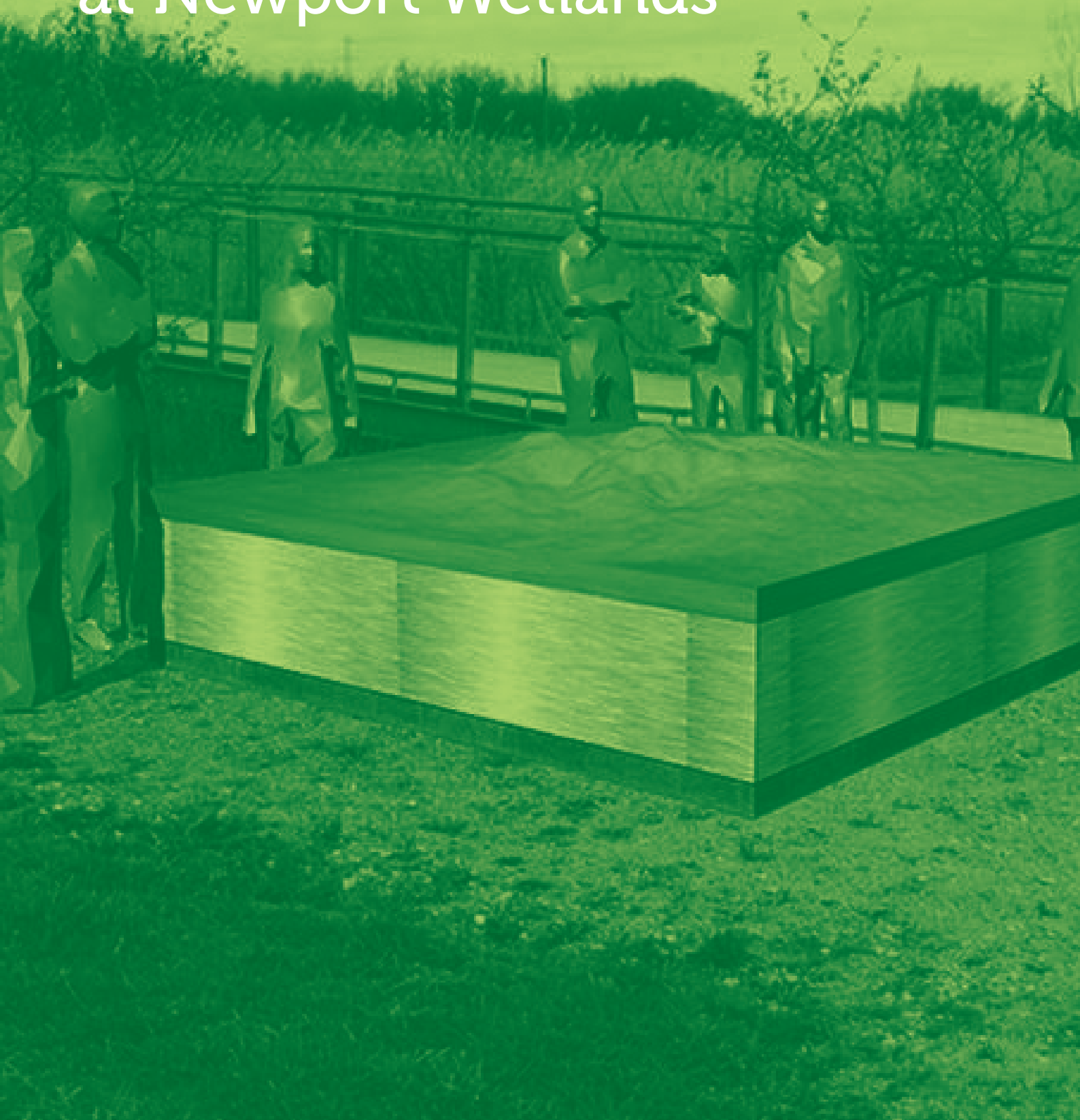
LLDM-1 Sculptures and Tide Markers  
 LLDM-2 Hubs  
 LLDM-3 Lighthouse Inn – Eastern Levels Gateway Project  
 LLDM-6 Inspire! Churches in the Levels

LLDM-7 Levels Loops and Links – Walking and Cycling on the Levels  
 LLDM-10 Destination Marketing  
 LLS-6 Ambassadors and Toolkits



# LLDM 9

## Interpretation Improvements at Newport Wetlands



# LLDM-9 Interpretation Improvements at Newport Wetlands

## Project Summary

The aim of this project is to tell this story of the Gwent Levels at the Newport Wetlands Environmental Education and Visitor Centre, conveying important messages about the way this landscape has been created and maintained through the ages from early occupation through Roman reclamation to modern times, interactions which have crafted its unique and special features today. The key interpretation piece will be based on a relief model of a typical area of Gwent Levels landscape, so that the operation of the drainage system and the subtle interplay between fresh and sea water are made understandable. The model will be accompanied by an explanatory timeline and target a range of visitors of all types who use the centre currently and may come to use it in the future. This will be underpinned by a variety of digital equipment which will enable us to show how this unique landscape supports a variety of rare and nationally important wildlife. Many species are 'hidden' either in the waterways and the reedbeds, leading to the misconception that there is 'nothing there.' This project will enable us to allow visitors to be surprised and inspired by the diversity of wildlife that the Gwent Levels harbours.

### Justification for inclusion of the project in the LP scheme

The challenge to anyone trying to interpret the historic landscape of the Gwent Levels is to get people to see and understand the drainage pattern. This is a remarkable and multi-faceted story whose detail has emerged over the past through the research of geologists, palaeo-environmentalists, archaeologists and historians. However, despite the wealth of nationally



and internationally important discoveries, there is nowhere on or in the vicinity of the Gwent Levels that tries to tell this story. The partnership is working to change this by working across a range of key sites across the scheme boundary to improve enjoyment, understanding and appreciation of the area. The Wetlands Centre should be one of several centres of interpretative effort (also Hubs project).

### Key beneficiaries of the project— who and what

Primarily local resident audiences visiting the reserve – especially families and school groups but also day visitors from the surrounding area. Within one hour's drive of the reserve there is a population of nearly two million people – the target audience will primarily be nature enthusiasts but also scenic and cultural explorers interested in discovering the history and heritage of the Gwent Levels and looking for a 'tourism of experiences' –(supported by the marketing plan for Gwent Levels as a destination).

### Delivery lead

RSPB Cymru

### Location

Newport Wetlands Environmental Education and Visitor Centre, grid reference ST334834

### Timescale - start and finish dates

The project will start in January 2018 and the physical aspects of the project will be installed in Year 1. The relief model, stainless steel timeline and lectern framed map will continue to be in-situ for many years – as they are all made from durable and robust materials. The events will run annually, and this will continue after the lifetime of the project

### Headline costs:

| Element                                   | Value                                     |
|---|---|
| Total project cost (including inflation)  | £81,566                                   |
| In-kind support total                     | £2,550                                    |
| Non-recoverable VAT total                 | £1493                                     |
| Long-term management and maintenance cost | N/A –Taken on in site maintenance budgets |
| Partnership funding total                 | £14,496                                   |
| HLF contribution total                    | £64,003                                   |
| HLF % contribution                        | 78%                                       |

## LLDM-9 Interpretation Improvements at Newport Wetlands

### Output

### Outcomes

Suggestion board of historical events created in the exhibition area.  
12 historical events chosen from suggestion board to put on the timeline

Increased knowledge of visitors on how the community can achieve a positive future timeline for the Gwent Levels.

Timeline etched on stainless steel and installed on plinth.  
Conduct a pre and post visit sample survey of 50 visitors per year

Demonstrate visitors have increased knowledge of historical events

Relief model installed in-situ;

Heritage of the Gwent Levels better explained and understood by visitors to Newport Wetlands leading to greater appreciation for the area and increased likelihood of visiting other sites/treating the landscape with care and respect.

Eight volunteers contribute 40 hours in preparing groundworks for model and lectern frame and spending 50 hours a year maintaining the installation.

Volunteers feel ownership for the installations and increased knowledge about the levels

Have a heritage engagement volunteer for 0.5 days a week to engage with visitors about the exhibition, model and timeline

People will learn about the unique heritage of the Gwent Levels

–Install new Lakeside exhibition with 2 x maps, handling collection, poetry and art.  
–Conduct a baseline survey of what our visitors know about the info in the exhibition currently – and then another once the exhibition is in place.  
50 per year

Heritage of the Gwent Levels better explained and understood by visitors to Newport Wetlands leading to greater appreciation for the area and increased likelihood of visiting other sites/treating the landscape with care and respect

2 x new screens  
2 x nestbox cameras  
1 x PTZ HD camera  
1 x public console  
1 x hand-held bat watching camera  
1 x portable pond-dipping camera

Increased awareness of visitors to the 'hidden' wildlife on the Gwent Levels, and why they are important

## LLDM-9 Interpretation Improvements at Newport Wetlands

2 bat walks, 10 pond-dipping events run every year with the portable cameras, and films shown in visitor centre

Visitors have raised awareness of wildlife found in and around waterways of the Gwent Levels

–Press release and articles in at least one target media outlet.  
–Monitor visitor numbers on an annual basis.

New audiences reached making it more likely that the centre will receive additional visits; helping to increasing understanding and appreciation of heritage.

### Project risk register

| Risk description   | Likelihood   | Severity     | Consequence description  | Mitigating actions   |
|--|--------------|--------------|--|--|
| Staff changes  | L, M, H<br>L | L, M, H<br>L | Interruption or delay in delivering the programme  | Ensure information is stored and easily accessible in case there are staff changes                                   |
| Artist delays delivery   | L            | H            | Delay in delivering installations  | Regular meetings and communications with artist to ensure design and production are on track                         |
| Regular meetings and communications with artist to ensure design and production are on track | L            | M            | Less people to engage with visitors, lead events and maintain the physical installations | Ensure adverts are displayed widely and that current volunteers are involved in the project right from the beginning |

### HLF objectives fulfilled (1-9): 3, 5, 6, 7, 8, 9

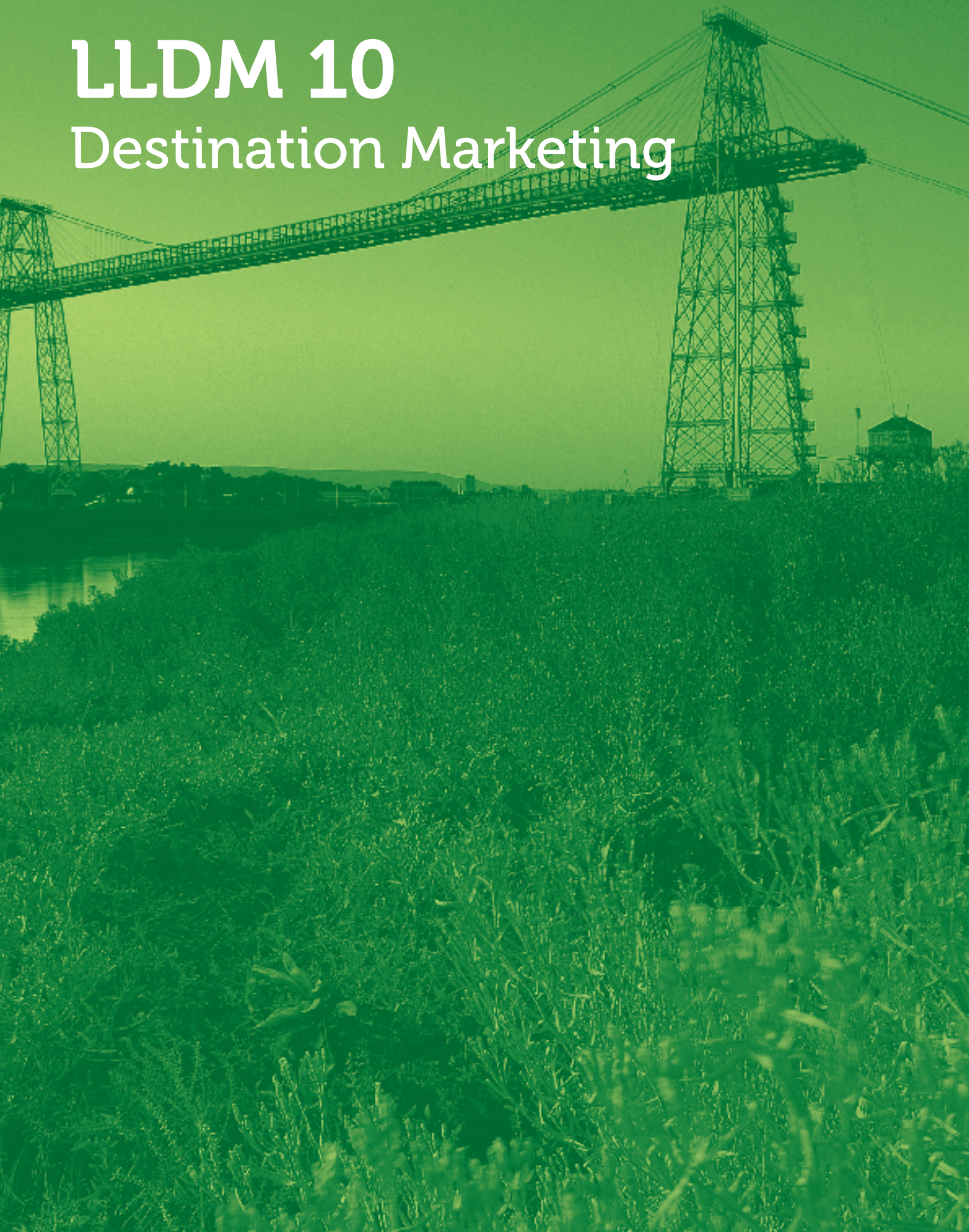
#### Connections with other projects in the scheme

LLS-4 Learning Programme  
LLDM-1 Sculptures and Tide Markers  
LLDM-2 Hubs  
LLDM-4 Different Levels

LLDM-7 Levels Loops and Links  
LLDM-10 Destination Marketing  
LLS-2 Recapturing the Historic Landscape  
LLS-3 Stories from the Levels

# LLDM 10

## Destination Marketing





## Project Summary

The aim of the marketing plan is to not only build awareness, visits and loyalty to the Living Levels area by identifying, engaging and attracting the widest range of audiences in line with the project partners aspirations leading to an increase in footfall and higher economic value for local businesses, but also greater awareness, understanding and support for tackling the issues facing the Levels. Six elements are costed and described as follows:

1. Digital Community Management Internship
2. Business Toolkit and resources for businesses (photography, leaflets, posters, orientation map)
3. Destination Brand development/ extension
4. Destination Microsite – consumer facing
5. Social Media targeted advertising
6. Events, PR and tactical marketing opportunities

### Justification for inclusion of the project in the LP scheme

The Levels offers many stories and experiences but these have not been organised into a coherent marketing proposition that can be used by its many partners and it would appear that even on the ground (with the exception of some of those working within the hospitality and conservation sectors) there is limited recognition by residents and communities of the area's potential appeal to visitors. From the outset it was clear, from the point of view of the creation of an integrated marketing plan, that the toughest element to tackle within the study area would also be one of its greatest strengths; finding the best way to unify the current, disparate product



as well as branding and promotion to cater for existing audiences, while at the same time accessing new visitors across different markets. There is a need to unify the current disparate product as well as branding and promotion to cater for existing audiences, while at the same time accessing new visitors across different markets

### Key beneficiaries of the project – who and what

The prioritised market segments are split into:

- Primary (offering best match to opportunities) including short break takers, day visitors and local residents
- Secondary (less immediate appeal but with potential to address wider aims of awareness raising and seasonal spread of visits) including overnight guests to the wider areas and overseas visitors
- Niche opportunities including Special Interest break takers and Personal Explorers
- Local businesses

### Delivery lead

Monmouthshire County Council and Newport City Council

### Location

NA – Levels-wide

### Timescale - start and finish dates

Jan 2018 – Dec 2020

### Headline costs:

| Element                                   | Value    |
|---|----------|
| Total project cost (including inflation)  | £110,132 |
| In-kind support total                     | £3,193   |
| Non-recoverable VAT total                 | £1,998   |
| Long-term management and maintenance cost |          |
| Partnership funding total                 | £18,130  |
| HLF contribution total                    | £86,621  |
| HLF % contribution                        | 79%      |

## Output

## Outcomes

Communications and Marketing Group created

Sector expertise secured

Digital Community Manager Intern as part of the Living Levels team and working closely with Tourism Officers from partner organisations.

To use 'establishing' channels such as Instagram and Pinterest to find ways to extending the reach of general themes and complement projects such as figures in the landscape.  
To engage effectively with all audiences (e.g. residents/businesses and visitors).  
All outcomes are measurable.

Design and development of an on-line 'Sense of Place' Toolkit to support organisations and businesses as they develop Living Levels product and experiences, building on relevant elements of existing best practice toolkits.

Provision of information, imagery, Levels stories, branding, interpretation themes, project activity, and other media resources will be made available on the Partnership website to supplement the work undertaken in the community by the project team.  
Downloads of toolkit is measurable.

–Development of the Living Levels Partnership branding to be more 'consumer facing' based on the interpretation themes and suitable for different applications including external use on orientation and interpretation across the Living Levels landscape.

Promotion of the Levels product using an extension of the internal brand work completed by Elfen (aware of existing strong partner brands, rather than attempt to establish an additional primary destination visitor-facing brand).

–Integration of public facing mini-site into Partnership site  
Accessible through a direct URL

–Mini destination website designed specifically for visitors and intended to advertise the Gwent Levels as a destination which brings together all 'Levels products' into one place with all the information about the places to visit/things to do on it.  
–Use of microsite is measurable.

## LLDM-10 Destination Marketing

Creation of base map, poster template and 100 posters and 5000 leaflets.

Facilitates visitor understanding and awareness of Levels area and extent including what is on offer in terms of attractions

–Costs associated with:  
 –Third party business to business and business to customer events  
 –Attendance and stands at travel trade and consumer shows  
 –Adverts where this fits with a niche interest, travel or lifestyle  
 –Hosting of visits to the project  
 –Ad-hoc opportunities e.g. Visit Wales 2018 Year of the Sea events

To enhance social media profile, followership and activity levels e.g. buying packages from Facebook to target particular users].

To increase exposure of the Living Levels product

### Project risk register

| Risk description                             | Likelihood   | Severity     | Consequence description  | Mitigating actions  |
|--|--------------|--------------|--|---|
| Digital Community Manager leaves the project | L, M, H<br>M | L, M, H<br>H | Social media interaction is stopped or reduced   | Post is closely managed or shadowed – latter is opportunity for another intern to gain social media management skills |
| Marketing is not integrated between partners | L            | H            | Project fails to reach potential audience<br>Fails to attract max potential number or widest range of visitors | 'Secret Shopper' style checks made at key points in the project   |

### HLF objectives fulfilled (1-9): 4, 6, 8 Connections with other projects in the scheme

All Living Levels projects will feed into the Marketing Plan. The Marketing Plan will feed into all Living Levels projects.



# LLNH 1

## Targeted Natural Heritage Restoration

# LLNH-1 Targeted Natural Heritage Restoration

## Project Summary

This Project will begin a landscape scale programme to restore lost field ditches and grips and manage riparian vegetation to reduce the dominance of double-hedged ditches. In the long term this will help restore the landscape's traditional open mosaic character. It will provide an opportunity for landowners on the Gwent Levels to access restorative land management works on their land through capital funding. In line with key recommendations from the Regional Green Infrastructure Strategy and Landscape Character Assessment, the activities will primarily target the growing issue of abandonment of field ditch management along with the restoration of old orchards and other habitat restoration. This management will contribute to both improved flow of water, improved water quality and increased biodiversity value and SSSI condition of the Gwent Levels and the restoration of the landscape's traditional open mosaic character. This Project will support 100% of costs towards management activities on land both within the SSSI and outside the SSSI boundary that lies within the Living Levels Scheme area. These management activities will include;

1. Field ditch re-casting (only including the c1200km and tree/scrub clearance southern side priority). Fencing will not be encouraged but provided if absolutely necessary using electric fencing kits or permanent stockproof fencing as a last resort and culvert replacement is also part of this where necessary.
2. Willow pollarding
3. Field re-gripping
4. Orchard pruning and maintenance



5. Orchard planting with local varieties (could be new and existing)
6. Meadow restoration linked with seed harvesting locally
7. In addition, where landowners are willing, the project could also involve improved access or interpretation at certain suitable points if suitable opportunities arise and/or restoration of other degraded heritage features (e.g. footbridges).

### Justification for inclusion of the project in the LP scheme

Mechanisms to support landowners in enhancing their land for biodiversity are rapidly diminishing. The responsibilities of local field ditch management are down to the individual owners and field ditch condition, local orchards and other key features of the Gwent Levels are deteriorating as a result. Traditional techniques for land management are being lost and intensive agriculture and industrial estates are spreading rapidly across this nationally important landscape. This provision is key to achieving the overall schemes objectives. There are also key opportunities for volunteer engagement and involvement.

### Key beneficiaries of the project— who and what

Landowners and farmers, the local Community and residents of surrounding villages, local volunteers.

### Delivery lead

Gwent Wildlife Trust

### Location

Year 1 Field ditch and Orchard sites can be found on Map 1 (to be attached) – years two and three will be mapped over the course of year one.

### Timescale - start and finish dates

Jan 2018 – April 2021

### Headline costs:

| Element                                   | Value    |
|---|----------|
| Total project cost (including inflation)  | £567,703 |
| In-kind support total                     | £107,819 |
| Non-recoverable VAT total                 | £8,554   |
| Long-term management and maintenance cost | £800     |
| Partnership funding total                 | £67,947  |
| HLF contribution total                    | £390,107 |
| HLF % contribution                        | 69%      |

## LLNH-1 Targeted Natural Heritage Restoration

| Output   | Outcomes   |
|--|--|
| Minimum of 7km/year of field ditch clearance across the Gwent Levels (21km target) | The field ditch system across the levels will be improved with regard to both biodiversity and flood alleviation   |
| At least 60 willow trees pollarded   | Pollarded willows support many species and their lack of management is dangerous, can cause flooding issues when blocking ditches and also they are a key landscape feature of the Gwent Levels whose restoration will help restore the landscape character and identity |
| 15 private orchards enhanced or created  | Orchards will be more resilient on the Gwent Levels. People will have learnt how to manage their orchard and maintain it for the future  |
| Regripping of at least 3 areas   | Field grips are a rapidly disappearing technique to aid drainage of a field and traditional techniques are forgotten with under-drainage preferred. Grips are a key feature of the landscape and provide valuable variety of habitats within the same one field.         |
| Opportunities sought for wet meadow restoration - target to be added in year one.  | Wet meadow restoration will benefit target species such as Shril Carder bee  |

### Project risk register

| Risk description                | Likelihood   | Severity     | Consequence description                              | Mitigating actions   |
|---------------------------------|--------------|--------------|--|--|
| Lack of landowner participation | L, M, H<br>L | L, M, H<br>H | Not able to spend grant allocation for habitat works | Ensure early comms with landowners from all sides NRW/IDB/GWT/NFU etc. |

# LLNH-1 Targeted Natural Heritage Restoration

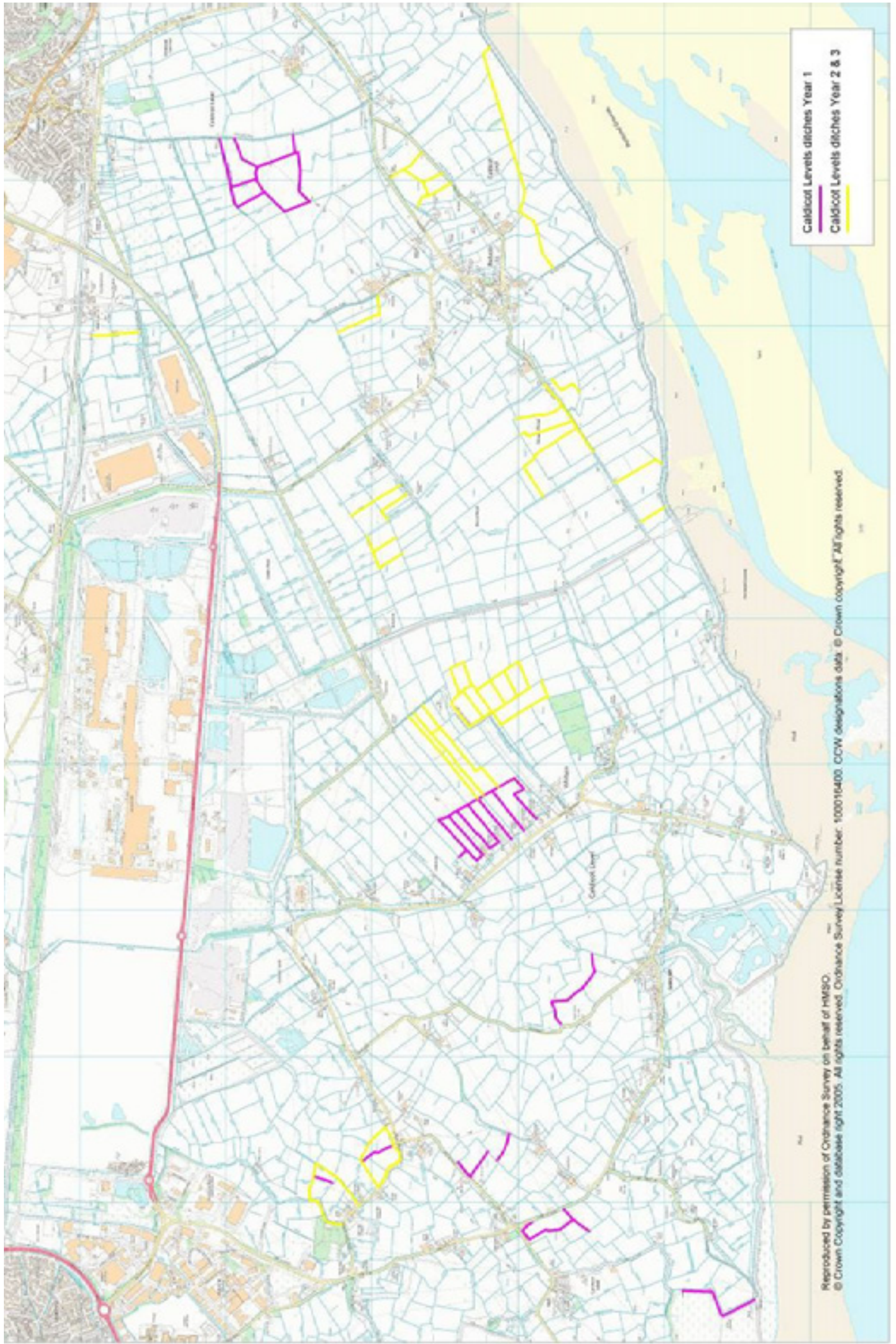
## Project risk register

| Risk description   | Likelihood   | Severity     | Consequence description                                     | Mitigating actions  |
|--|--------------|--------------|---|---|
| Foot and Mouth or other disease                                  | L, M, H<br>L | L, M, H<br>H | No access to land to carry out any works                    | Negotiate with HLF, try and extend delivery period. Offer training of-site, support landowners remotely – investing more in training, skills development etc. |
| Lack of volunteer support  | L            | M            | No help with managing scrub disposal etc.                   | Ensure continued comms about Scheme and volunteer opportunities.  |
| Not enough contractors to carry out works within activity window | L            | H            | Work planned for activity season cannot be carried out      | Look for contractors outside of Levels area e.g. Somerset Levels as emergency contractors   |
| Inclement weather  | L            | M            | High water levels due to heavy rain make works impossible   | Work with IDD in trying to establish lower levels where works takes place if at all possible  |
| GWT staff change   | L            | M            | Delay in work due to new staff member understanding project | Ensure the works involve multiple persons and process is clear for someone else to pick up if need be   |

### HLF objectives fulfilled: all Connections with other projects in the scheme

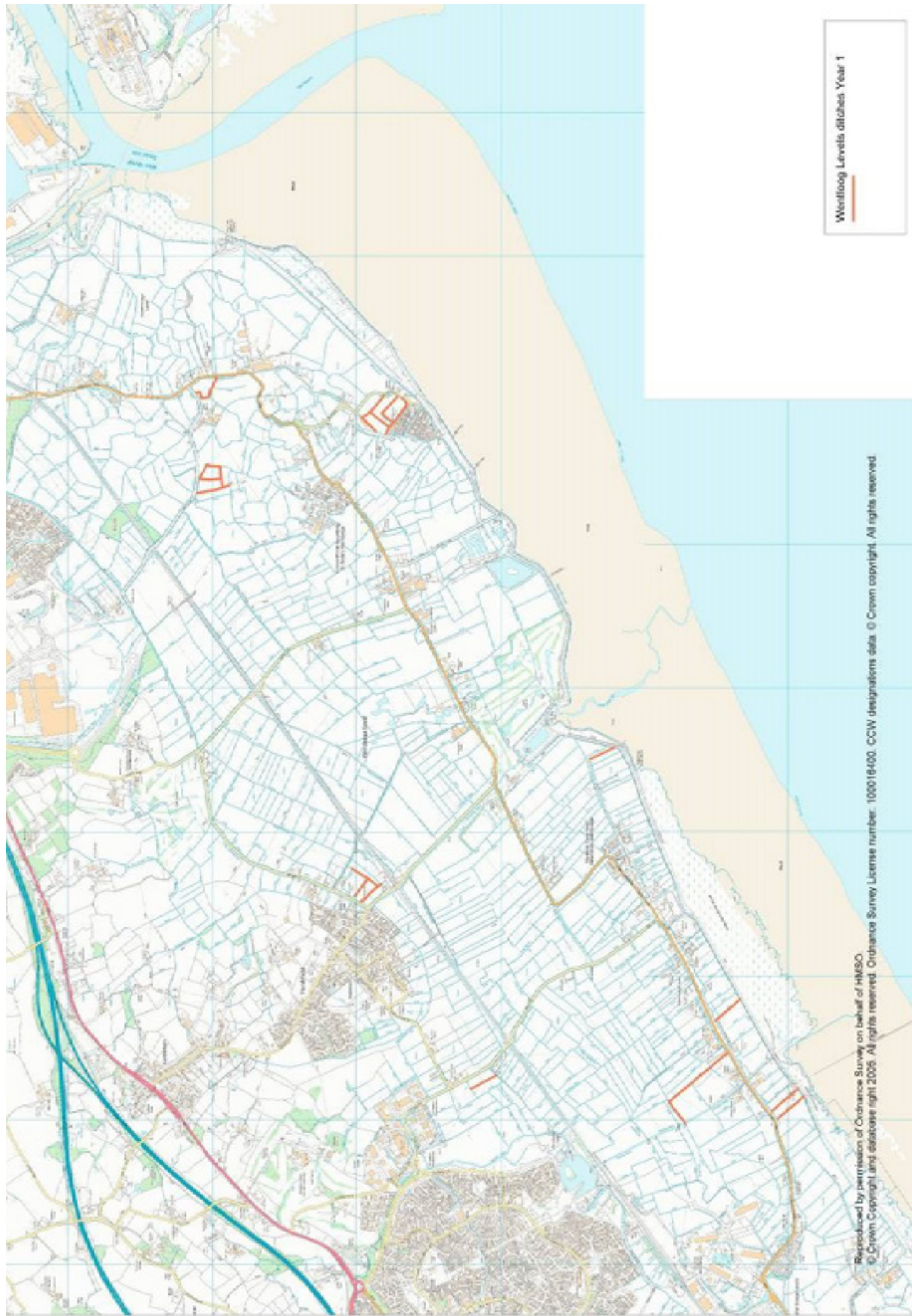
LLNH-2 Pollinating the Levels  
 LLS-1 Local Wildlife Sites  
 LLNH-6 Orchards and Community Enterprise  
 LLS-5 Skills Enhancement  
 LLNH-5 Ecosystem Services  
 LLMH-7 Sustainable Land Management





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Wentloog Levels ditches Year 1

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# LLNH 2

## Pollinating the Levels



## LLNH–2 Pollinating the Levels

### Project Summary

The 'Pollinating the Levels' project aims to conserve and connect pollinators in the Gwent Levels, gather data on pollinator populations and raise awareness about pollinators and the services they provide. Engagement, advice and training will be provided to landowners, partner organisations, local communities and volunteers on how to conserve and enhance populations of pollinators. Areas of new habitat creation have been identified using the B-Lines corridors, species distribution data, project partner liaison, and with reference to the Regional Green Infrastructure strategy and Landscape Character Assessment. As a result of targeted habitat creation, 30ha of wildflower rich habitat will be restored, created or enhanced.

### Justification for inclusion of the project in the LP scheme

The UK has suffered a 97% loss of wildflower-rich grassland since the 1930s which has caused dramatic declines to our native insect pollinators. The LLLP area provides habitat for a wide range of pollinators including many rare and endangered species. Targeted habitat restoration is required to provide stepping stones of flower-rich habitat and nesting sites that pollinators depend upon. There is also a significant need for further data to inform future habitat management across the Levels.

### Key beneficiaries of the project—who and what

Landowners and land managers, local business, local community and volunteers



### Delivery lead

BBCT and Buglife Cymru

### Location

Two areas in Caldicot Level and one area in Wentlooge Area targeted initially. Please see LLNH-2 map for priority areas of work in year one

### Timescale - start and finish dates

Jan 2018 – Dec 2020

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £85,238 |
| In-kind support total                     | £9,227  |
| Non-recoverable VAT total                 | £1,419  |
| Long-term management and maintenance cost | N/A     |
| Partnership funding total                 | £32,784 |
| HLF contribution total                    | £43,227 |
| HLF % contribution                        | 51%     |

### Output

### Outcomes

Develop and publish an action plan for pollinators

Targeted and measured approach to conservation of pollinating insects on the Gwent Levels. Project partners, stakeholders, landowners and the wider public are aware of the project and how they can get involved

1 workshop for land managers, 1 workshop for farmers ('farm day') and 1 workshop for businesses: 50 people engaged

Land managers and landowners have more awareness of pollinators and start managing land more sensitively for pollinators

Engagement with NRW will ensure the new Pollinators plan is considered as part of the FRM maintenance programme across the Levels

30ha wildflower rich habitat restored/created/enhanced via direct habitat delivery and advice/guidance

Increased forage resource, shelter and nesting habitat for pollinating insects and other invertebrates, contributing towards a resilient ecological network at a landscape scale

1) Working with local businesses (target at least 3 businesses); 2) Landowner engagement / habitat management advice - engage with 50 landowners

–Land managers and landowners have more awareness of pollinators and start managing land more sensitively for pollinators.  
–Benefits for wider biodiversity

Deliver 6 volunteer task days; and 3 business employee days

Volunteers learn new countryside management skills.  
Increased forage resource, shelter and nesting habitat for pollinating insects and other invertebrates, contributing towards a resilient ecological network at a landscape scale

BeeWalk - Bumblebee identification training days x 3; advanced bumblebee identification training day x 1; Volunteer survey days x 6; BeeWalk transects established x 15; 90 volunteers engaged in surveying bumblebees in total.

–The public will learn skills such as species identification and recording.  
–Up to date information on bumblebee species, populations and distributions on the Levels will be collected and shared to inform rare bumblebee conservation work (i.e. Shrill Carder bee).

## LLNH-2 Pollinating the Levels

### Output

Pollinator talks x 2; guided pollinator/bee walks x 2

1 workshop for land managers, 1 workshop for farmers ('farm day') and 1 workshop for businesses: 50 people engaged

Create Pollinator Gardens (part of LLNH-4)

Webpages; articles x 3; press releases x 2.

### Outcomes

-The range of events will:  
1) increase the use and value of the Gwent Levels for local communities  
2) engage and connect local communities with the wider LLLP objectives.  
-Increased knowledge and skills about pollinators and biological recording

Increased knowledge and skills about pollinators and biological recording

Project partners, stakeholders, landowners and the wider public are aware of the project and how they can get involved.

### Project risk register

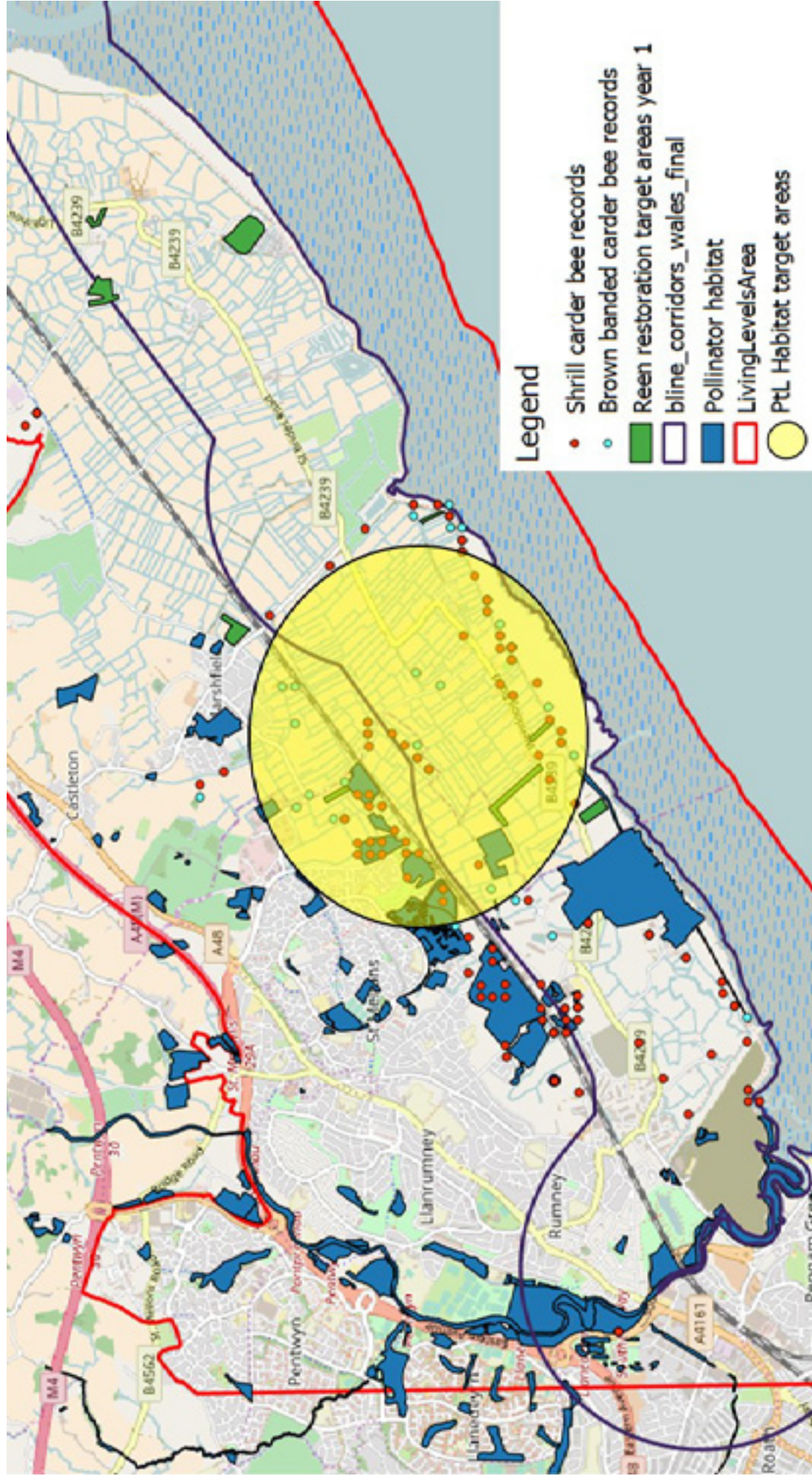
| Risk description  | Likelihood   | Severity     | Consequence description  | Mitigating actions   |
|---|--------------|--------------|--|--|
| Lack of interest from volunteers                                  | L, M, H<br>L | L, M, H<br>M | Lack of engagement with local communities; habitat restoration works not carried out | Continual communications about the scheme and publicity about case studies and successful events                                   |
| Landowners/farmers disinterested                                  | L            | M            | Target number of landowners engaged with not met; habitat delivery targets not met   | Actively engage with farmers via workshops and by linking up with other LL projects.   |
| Lack of adoption of the Pollinator Action Plan and B-Lines routes | M            | M            | Lack of co-ordinated approach to pollination conservation                            | Ensure partnership and community engagement with the Pollinator Action Plan and B-Lines through workshops and outreach contractors |

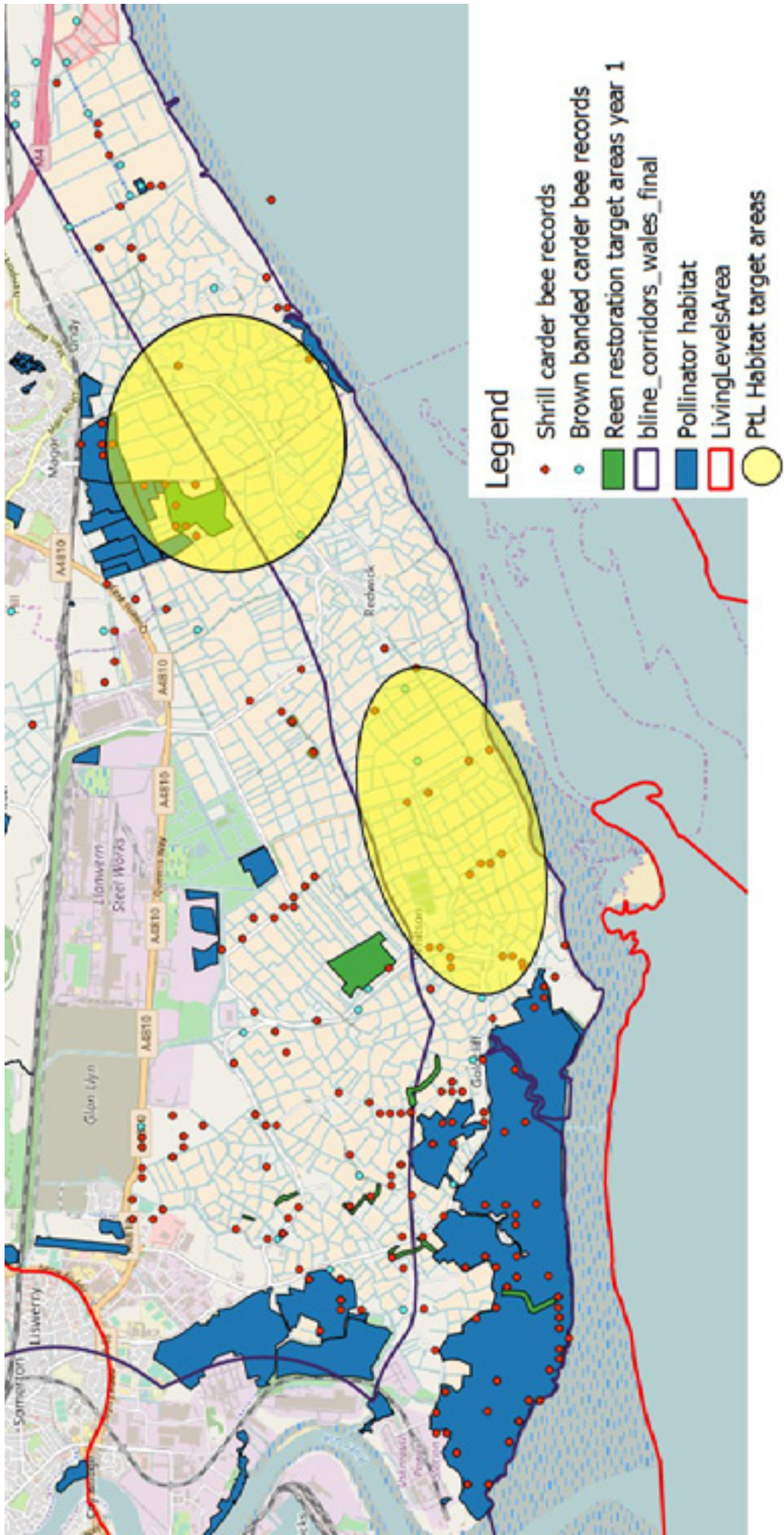
### HLF objectives fulfilled: all

#### Connections with other projects in the scheme

LLNH-7 Sustainable Land Management  
LLNH-5 Ecosystem services  
LLNH-1 Targeted Natural Heritage Restoration  
LLNH-4 Fly-tipping from Black spots to bright spots

LLNH-3 INNS Defend the Levels from 'Alien Invasion'  
LLNH-6 Orchards and Community Enterprise  
LLS-1 Local Wildlife Sites  
LLS-5 Skills Enhancement





The background of the entire page is a close-up photograph of several green leaves. The leaves are vibrant green and have a clear, detailed vein structure. They are arranged in a way that some are in the foreground, partially overlapping others in the background, creating a sense of depth. The lighting is bright, highlighting the texture of the leaf surfaces.

# LLNH 3

INNS Defend the Levels  
from 'Alien Invasion'



# LLNH–3 INNS Defend the Levels from ‘Alien Invasion’

## Project Summary

The INNS Defend the Levels from ‘Alien Invasion’ project aims to ensure that the threats posed by invasive non-native species (INNS) to the natural wildlife of the Gwent Levels are understood, managed and that future impacts are minimised. This project brings together organisations and individuals concerned about INNS on the Gwent Levels. Through the project we will: improve our understanding of INNS distribution and threat, raise awareness of the general public and those with a responsibility for managing INNS, recommend and promote the use of INNS recording and reporting mechanisms, and provide the skills and advice to enable others to identify and manage INNS. INNS project partners will work collaboratively to share best practise and promote a strategy for preventing and managing INNS beyond project end.

### Justification for inclusion of the project in the LP scheme

If INNS become established there are environmental, economic and social impacts – INNS outcompete native species, they can physically change the ecosystems, damage property, increase flood risks and can be harmful to human health. The Gwent Levels SSSIs are vulnerable to future invasion of aquatic INNS in particular.



### Key beneficiaries of the project – who and what

Farmers and Landowners who manage the land; organisations, individuals and communities affected or potentially affected by INNS; and those groups that are higher risk introducers / spreaders of INNS. Landscape and biodiversity, particularly the vulnerable ‘Gwent Levels’ suite of SSSIs (designated for standing water habitat and various aquatic plants and invertebrates).

### Delivery lead

Natural Resources Wales (NRW)

### Location

Entire project area. Management will be at specific locations, identified through data collection and recording.

### Timescale - start and finish dates

January 2018 - April 2021

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £13,175 |
| In-kind support total                     | £6,646  |
| Non-recoverable VAT total                 | £177    |
| Long-term management and maintenance cost | £0      |
| Partnership funding total                 | £2460   |
| HLF contribution total                    | £7060   |
| HLF % contribution                        | 54%     |

## LLNH-3 INNS Defend the Levels from 'Alien Invasion'

| Output   | Outcomes   |
|--|--|
| Existing information collected and shared (Gwent Levels INNS map)  | Clear and shared understanding of INNS issues / picture              |
| Creative awareness raising materials created including 3000 copies of branded INNS ID materials                                | Increased awareness, identification and reporting                    |
| Sustainable recording / reporting system identified  | Effective reporting by residents, public and partners                |
| ID and awareness workshop and in-house training events delivered, volunteer and student training, herbicide sprayer upskilling | New skills and increased awareness and reporting.                    |
| INNS strategy with 'rapid response' protocols adopted  | Volunteers learn new countryside management skills.                  |
| Review of project partners internal documentation and practise to ensure that INNS issues are incorporated                     | Improved INNS action and awareness by project partners organisations |
| Continuation of partnership beyond project end   | Long term sustainable approach to managing INNS                      |

## LLNH-3 INNS Defend the Levels from 'Alien Invasion'

### Project risk register


| Risk description                          | Likelihood | Severity | Consequence description   | Mitigating actions  |
|---|------------|----------|---|---|
|   | L, M, H    | L, M, H  |   |   |
| Conflict between INNS and SSSI management | L          | L        | Use of chemicals or other methods of control may threaten protected species | Ensure balance of risks understood - INNS risk likely to be greater                                   |
| New INNS arrivals                         | M          | M        | Unforeseen threats  | Horizon scanning; rapid response protocols  |
| Lack of engagement                        | L          | M        | Public not inspired by INNS issues  | Creative awareness materials; broad comms.  |
| NRW staff change                          | L          | M        | Delay in work due to new staff member understanding Project                 | Ensure the works involve multiple persons and process is clear for someone else to pick up if need be |

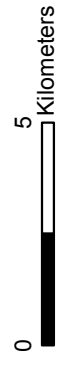
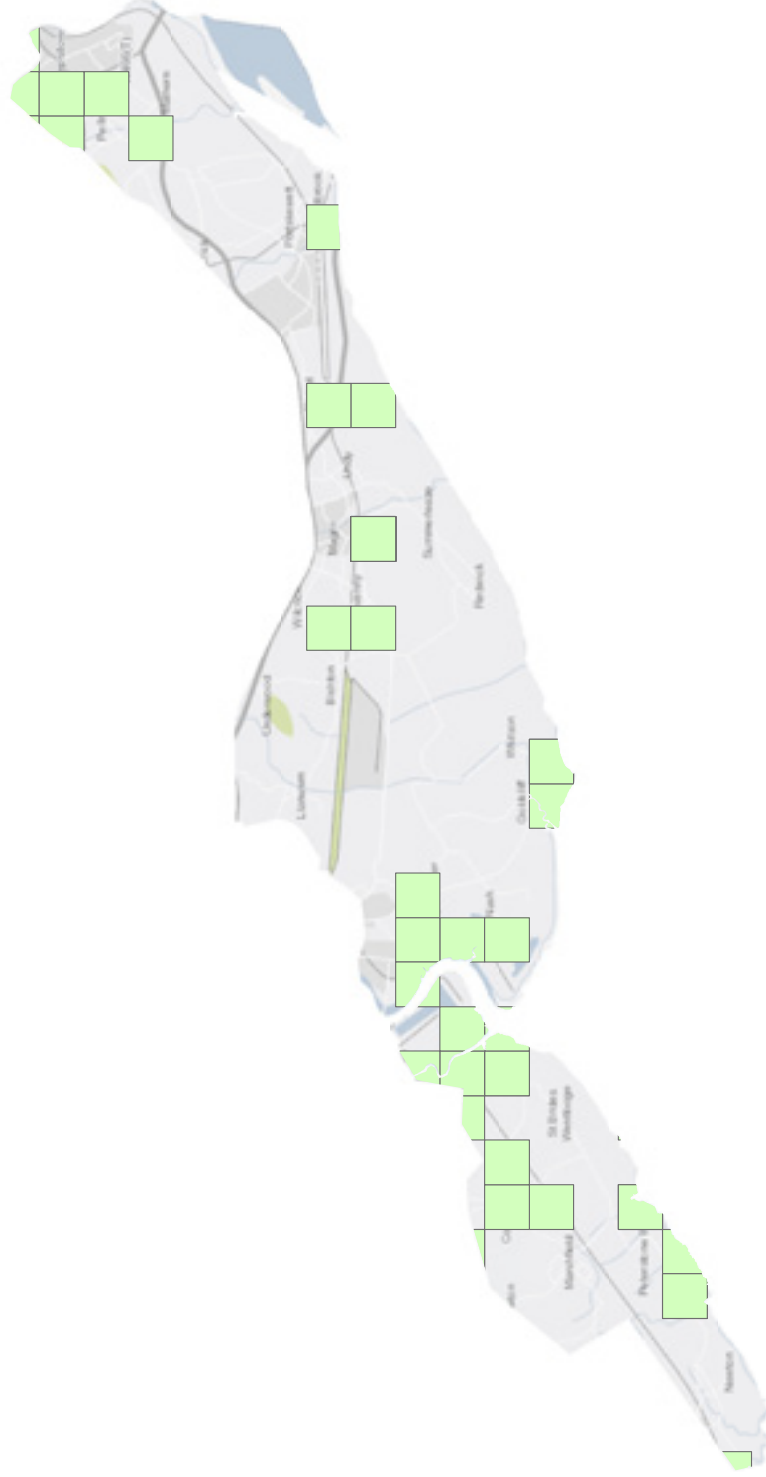
### HLF objectives fulfilled: all Connections with other projects in the scheme

LLNH-7 Sustainable Land Management  
 LLNH-5 Ecosystem services  
 LLNH-1 Targeted Natural Heritage Restoration  
 LLNH-4 Fly-tipping from Black spots to bright spots  
 LLNH-3 INNS Defend the Levels from 'Alien Invasion'  
 LLNH-6 Orchards and Community Enterprise  
 LLS-1 Local Wildlife Sites  
 LLS-5 Skills Enhancement



**Legend**

 Invasive Non native Species



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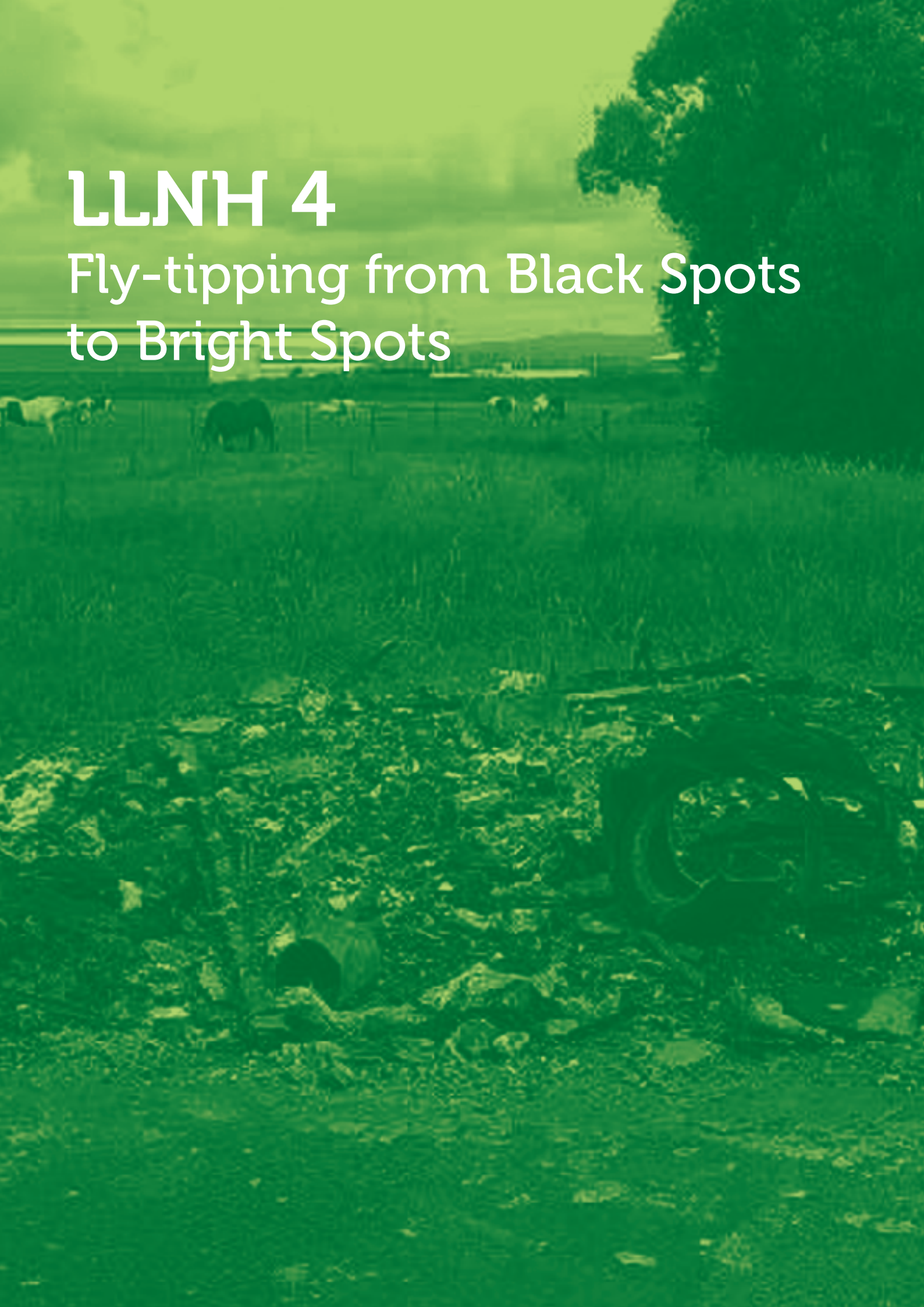
***TURN OFF THE POWER***

***TO THIS FLOWER!***

***CCBC Invasive Species***

# LLNH 4

Fly-tipping from Black Spots  
to Bright Spots



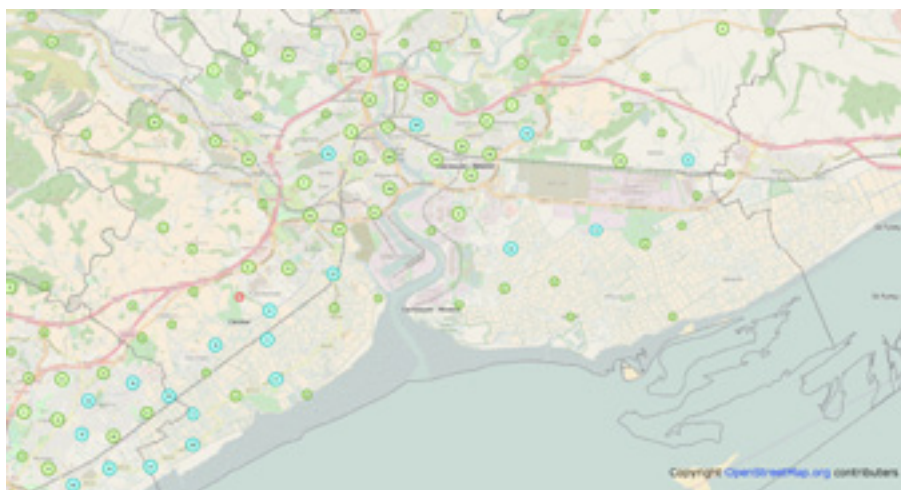
# LLNH-4 Fly-tipping from Black Spots to Bright Spots

## Project Summary

This project aims to reduce the fly-tipping on the Levels and turn some of the hotspot locations into a more aesthetically pleasing environment, including the construction of pollinator gardens to increase biodiversity and improve the landscape that has been blighted by this visual crime. This project will take a partnership approach to tackling the issues and work in collaboration to achieve a number of actions identified falling under the headings: 'Education' 'Awareness' and 'Intervention'. Fly-tipping on the Levels will be recorded through a system called FlyMapper which accurately records incidents via a smartphone app on to a web based map. The data gathered on this system will allow resources to be targeted and enable identification of hotspot locations to carry out interventions and construct pollinator gardens, turning the 'black spots' to community 'bright spots'.

### Justification for inclusion of the project in the LP scheme

Fly-tipping poses a threat to humans and wildlife, damages our environment, and spoils enjoyment of our towns and countryside. It costs the taxpayer millions of pounds each year in clean-up costs. The Levels have been blighted by fly-tipping for over 20 years and this crime has been identified as a major concern by the residents. As the LLLP aims to reconnect people and communities to their landscape, it is vital to tackle the fly-tipping to enable the success of the overall scheme.



### Key beneficiaries of the project— who and what

Priority LLLP audiences include the full range of local community audiences and visitors to the area who will all benefit. The reduction in fly-tipping will improve the environment quality and in some places optimise the habitat for pollinators through the creation of pollinator gardens.

### Delivery lead

Natural Resources Wales

### Location

All work will take place within the Living Levels Programme boundary. The FlyMapper system will identify the fly-tipping hotspot areas which will allow interventions to be targeted. This information has been gathered through the development phase. The map shows the current FlyMapper hotspot locations based on current data.

### Timescale - start and finish dates

The majority of the education and awareness actions will take place in year one and the interventions, including target hardening hotspot locations and construction of pollinator gardens, will take place in year two. The enforcement will take place throughout years 1, 2 and 3 and a cost benefit report will be produced at the end.

### Headline costs:

| Element                                   | Value    |
|---|----------|
| Total project cost (including inflation)  | £176,579 |
| In-kind support total                     | £149,212 |
| Non-recoverable VAT total                 | £0       |
| Long-term management and maintenance cost | £0       |
| Partnership funding total                 | £14,058  |
| HLF contribution total                    | £12,750  |
| HLF % contribution                        | 7%       |

## LLNH-4 Fly-tipping from Black Spots to Bright Spots

### Output

All Primary schools (around 60) on Gwent Levels invited to a CPD session (3 being held). Key stage 2 lessons in at least 10 schools will deliver waste and fly tipping messages and 'catch a fly-tipper game'.

Bespoke Welsh Bacalaureate Challenge on WJEC website

Duty of Care added into vocational training modules e.g Responsible Trading. At least 100 students will know how to deal with the waste they produce legally and responsibly

School competition poster with winning design turned into 'no fly-tipping' campaign signs

Visible / high profile 'no fly-tipping' message through signs and posters at 6 sites influencing behavioural change

Information notice produced as part of annual rates information sent out to owner-occupiers

At least three roadshows at key outlets serving Gwent Levels area

At least one high profile prosecution made with associated press / media coverage

10 community volunteers and 20 student volunteers recruited for Pollinator Garden building. At least 2 new 'Black spot to Bright spot' gardens constructed in areas where fly-tipping has been a problem.

### Outcomes

Educated future generations (also teachers/ parents / carers). Lifelong behaviours / attitudes influenced.

Young demographic educated and new skills acquired. Possible new / innovative ways to tackle the issue. Behavioural and attitude change

Future traders educated and behaviours influenced. Teaching institutions aware of their responsibilities

Raised awareness amongst school children and general public

Owner-occupiers across Gwent Levels understand their waste disposal duty of care

Tradesmen and DIYers aware of duty of care responsibilities

Offenders no longer prepared to 'take risk'

Fly-tipping deterred at key sites. Sense of pride and place restored. New skills developed or shared (gardening for pollinators).



## LLNH-4 Fly-tipping from Black Spots to Bright Spots

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### Output

At least 5 assessments made to look at the most suitable target-hardening intervention. Installation of chosen solution ( either barriers, trees, boulders, gates) will be put in place at some locations. Private landowners will be provided with advice on how they can replicate this.

An officer will lead on any enforcement actions resulting from at least 5 fly-tipping investigations per year and will provide guidance to the LA officer who may also investigate some incidents. At least one successful prosecution per year allowing the recovery of fly-tipping clean-up costs and staff time.

Video evidence of fly-tipping at 3 sites.

Visible cameras placed at two or three locations on the levels.

Cost benefit report with recommendations produced.

### Outcomes

Opportunities for fly-tipping reduced making it harder for potential offenders and leading to less waste tipped.

The delivery of a high profile prosecution, deterring potential offenders.

It will become easier for Enforcement Officers to investigate offences and prosecute offenders. This will act as a deterrent for future offending and allow a chance to recover the cost of clearing the waste.

The cameras will serve as a deterrent, not only to potential fly-tippers but any anti-social behaviour and criminal activity. They will also potentially capture evidence of offending which could be used to take enforcement action.

Local Authorities, NRW, Welsh Government provided with evidence needed to formulate long-term policies and strategies.

## LLNH–4 Fly-tipping from Black Spots to Bright Spots

### Project risk register

| Risk description   | Likelihood   | Severity     | Consequence description   | Mitigating actions  |
|--|--------------|--------------|---|---|
| Lack of support from NRW enforcement services, including legal and training.   | L, M, H<br>L | L, M, H<br>M | Views of community and stakeholders not fully represented.  | Draw on extensive engagement experience of project partners and staff.  |
| Surveillance cameras may be stolen.  | L            | M            | It will be more difficult to catch offenders without the cameras.   | The cameras will be deployed by a trained officer ensuring that cameras are suitably hidden and at a time they are unlikely to be seen.   |
| Funding for CCTV cameras can't be obtained.  | M            | M            | CCTV cameras can't be installed which will mean there will be no big visible deterrent for the fly-tipping.                               | We will explore as many potential funding streams as possible and approach camera companies to see if they will loan them to support the project.   |
| WJEC may not support the creation of a Welsh Bacalaureate Challenge asking students to 'design a campaign looking at issues on the Levels including fly-tipping' | M            | L            | We won't be able to engage as effectively with students about the issues of fly-tipping and get innovative ideas on tackling the problem. | The NRW Education team will assist with progressing this with the WJEC as they are best placed to know how to approach them. Coleg Gwent have also offered advice and assistance and have experience of getting these accepted.   |
| Pollinator gardens may be vandalised or plants stolen (either by people or by fly-grazed horses).  | M            | M            | The bright spots element to the project won't be as successful and this would also impact on the outcomes from the pollinator project.    | We will look to use the cameras – CCTV or covert to cover these locations so that potential vandals are deterred or offenders are caught committing the crime. As we are involving local children in the whole activity, more of the locals will care about the gardens and not want to see them damaged. |

# LLNH-4 Fly-tipping from Black Spots to Bright Spots

## Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description  | Mitigating actions  |
|---|--------------|--------------|--|---|
| There will not be enough money for appropriate target hardening at fly-tipping hotspot locations. | L, M, H<br>M | L, M, H<br>M | Some of the areas will still be inviting for potential fly-tippers to dump on as their access on to it is good.  | We will explore as many potential funding streams for this.   |
| LA's won't be logging all fly-tipping incidents creating data gaps.                               | M            | M            | Without accurate figures, we may not have enough data/evidence to put interventions in place (data is used to highlight hotspot areas) and at the end of the project we may not be able to evidence the true reduction in fly-tipping due to poor baseline data. | Overall project lead will proactively speak to managers in the LA's to ensure staff are using the FlyMapper system for recording incidents. Project lead will also try and look at data gaps and obtain figures from other systems/records. All project leads will contribute and volunteers will also contribute data. |

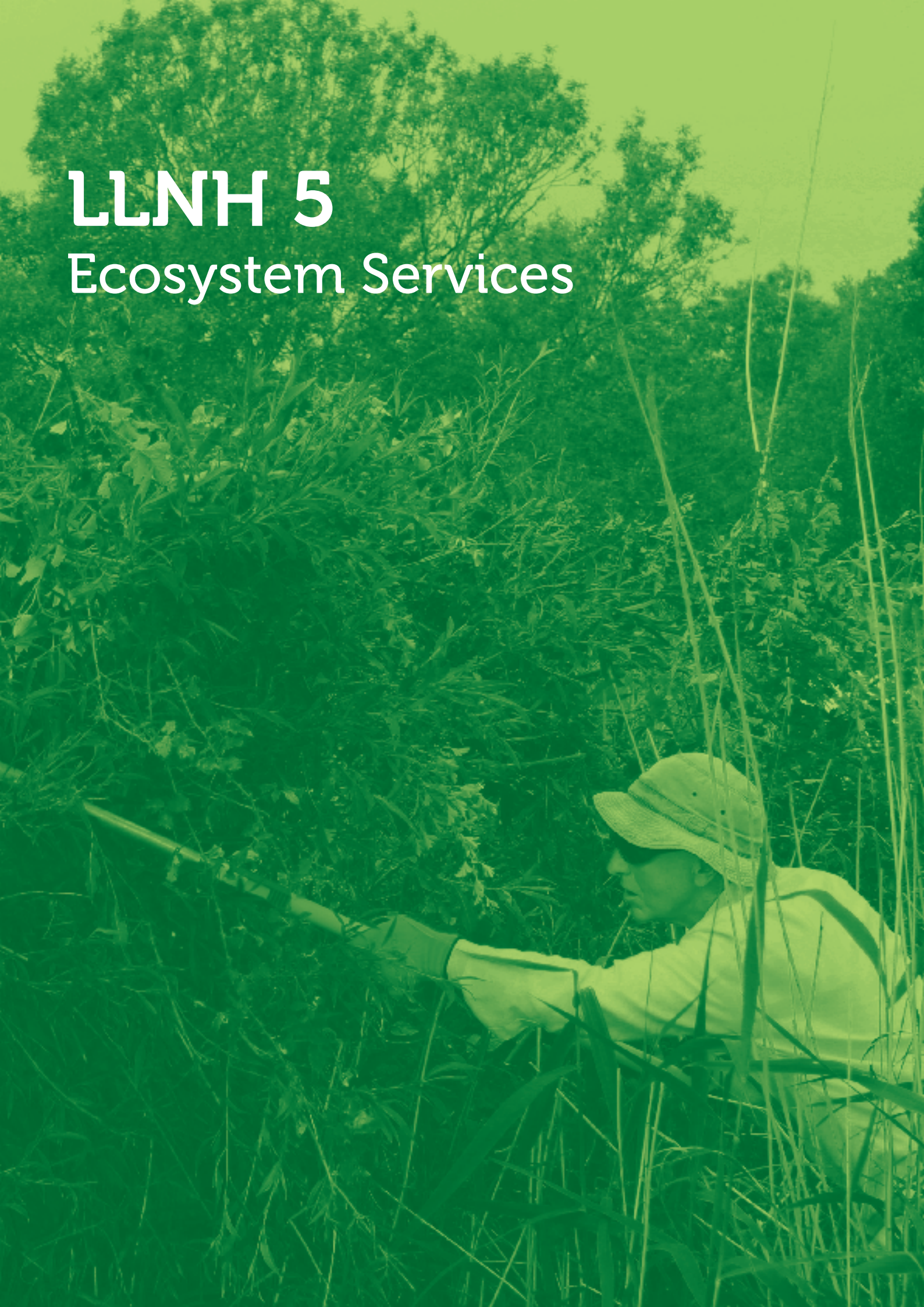
### HLF objectives fulfilled: all Connections with other projects in the scheme

- LLNH-2 Pollinating the Levels
- LLNH-3 INNS Defend the Levels from 'Alien Invasion'
- LLS-4 Learning
- LLDM-7 Levels Loops and Links
- LLDM-2 Hubs



# LLNH 5

## Ecosystem Services



## Project Summary

Working with diverse local communities, including farmers and land managers, this project will raise awareness and understanding of the importance of ecosystem services, establish which services locally are valued, and identify future management options for the landscape. It will explore opportunities for new income streams for sustainable land management which supports ecosystem services. The intention is to work with Coleg Gwent students to test new market models. The Green Infrastructure Strategy has already highlighted a number of potential areas to explore including small-scale biomass energy production resulting from ditch management and addressing water quality. In addition to helping identify potential markets, students will gain skills and experience highly relevant to their future careers. It is intended to pilot at least one new market model.

### Justification for inclusion of the project in the LP scheme

At present there is increasing pressure on budgets available to fund land management, particularly in relation to biodiversity and wider ecosystem benefits. There is a movement towards positive land management in Wales but necessary support mechanisms are not currently in place to enable this. Farmers/land managers are under immense pressure to provide cheap food and current support systems and markets incentivise agricultural production, whilst paying little reward for sustainable management of natural resources and the benefits they secure for



society. The implementation of PES is still at an early stage in Wales and this project is set to make a significant contribution to the understanding of what it takes to deliver PES effectively, which reflect local circumstances and community values. Developing new PES markets (now and in the future) will require those with the necessary skills, knowledge and experience. Coleg Gwent (and other Education Institutions) students will be presented with the ideal opportunity to develop these attributes by supporting this project.

### Key beneficiaries of the project—who and what

The project beneficiaries include farmers and landowners, business owners and the local community. Students from Coleg Gwent will also benefit from engagement with the project. Target audiences include decision makers (including Welsh Government), the public, conservation bodies and businesses.

### Delivery lead

RSPB Cymru (Sustainable Landscapes Officer)

### Location

All work will take place within the Living Levels Project boundary – levels-wide. Work with farmers will concentrate on areas chosen for natural heritage restoration in the LLNH-1, LLNH-2 and LLNH-6 projects.

### Timescale - start and finish dates

Establishing biodiversity and public ecosystem priorities will take place in year 1. Years 2 and 3 will focus on developing PES scheme opportunities.

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £62,679 |
| In-kind support total                     | £18,179 |
| Non-recoverable VAT total                 | £327    |
| Long-term management and maintenance cost | £0      |
| Partnership funding total                 | £8,455  |
| HLF contribution total                    | £36,045 |
| HLF % contribution                        | 57%     |

| Output   | Outcomes   |
|--|--|
| Ecosystem services assessment for the Gwent Levels, identifying how service delivery changes with changing land management/ use, and what the trade-offs are in maximising delivery of key services. | <ul style="list-style-type: none"> <li>–Understanding of Levels ecosystem services and the benefits derived by local communities, visitors, wider society and other stakeholders (Welsh Government, Statutory bodies, Environmental NGOs).</li> <li>–Improved knowledge of the current state of ecosystem services in the Levels.</li> </ul> |
| 4-5 workshops of 15 – 20 people representing local, diverse communities, farmers, local businesses, differing age groups and interests.  | Improved understanding of the values placed on the identified services by local communities and where they would like to see future investment in ecosystem service delivery.  |
| Proposals for PES identified by students, (ideally) at least one of which will be implemented and brought to market.   | Improved understanding of how to deliver PES. Individuals and organisations skilled in the delivery of PES. New market creation.   |

### Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description   | Mitigating actions  |
|---|--------------|--------------|---|---|
| Lack of community and stakeholder engagement in the PES workshops | L, M, H<br>L | L, M, H<br>M | Not able to fully represent views of community and stakeholders when prioritising ecosystem services. | Seek expert communications advice from RSPB Cymru communications team to ensure the workshops are well attended. Use Newport Wetlands visitor centre as a hub for information on the workshops so that the public and stakeholder can engage in the research project.   |
| Unable to identify actors required for PES modelling              | L            | M            | Not able to provide models of PES schemes that could work on the Levels.                              | <ul style="list-style-type: none"> <li>Ensure there is good representation from community including business and other stakeholders at the PES workshop.</li> <li>Use partner networks to identify groups that could be potential actors.</li> <li>Share best practice e.g. DEFRA pilots to demonstrate what being an actor would mean to make expectations of stakeholders clear.</li> </ul> |

## Project risk register

| Risk description   | Likelihood | Severity | Consequence description   | Mitigating actions  |
|--|------------|----------|---|---|
|  | L, M, H    | L, M, H  |   |   |
| No overlap between community and partners priorities i.e. biodiversity is not a priority for the community | L          | M        | During the legacy phase the partners would be unable to devote time to the development of a PES scheme that had no biodiversity benefits. | Workshop to focus on the current biodiversity value of the Gwent Levels and the multiple benefits associated with biodiversity e.g. recreation, tourism, water quality, soils, carbon storage, air quality. |
| Not possible to implement PES scheme   | M          | M        | The projects ability to (a) support sustainable land management and (b) advocate the approach more widely is limited.                     | Ensure those with detailed knowledge and experience of PES are supporting and involved in project design and delivery to ensure best chance of success.   |

## HLF objectives fulfilled: 3, 4, 5, 6, 8 Connections with other projects in the scheme

LLNH-7 Sustainable Land Management

LLNH-6 Orchards and Community Enterprise

LLNH-1 Targeted Natural Heritage Restoration

LLNH-2 Pollinating the Levels

LLNH-4 Fly-tipping from Black Spots to Bright Spots

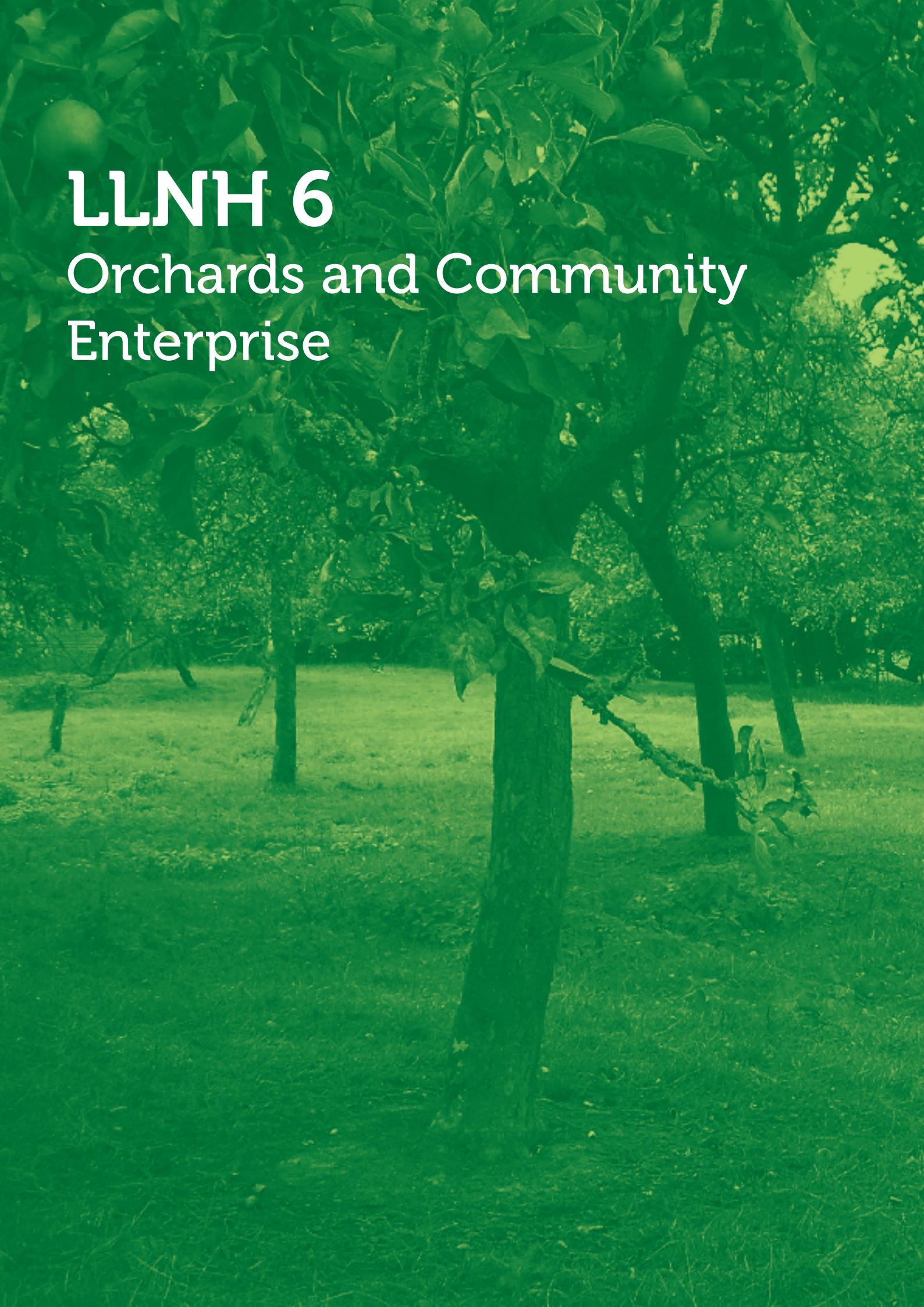
LLS-1 Local Wildlife Sites

LLNH-3 INNS Defend the Levels from 'Alien Invasion'



# LLNH 6

## Orchards and Community Enterprise





## Project Summary

This project will work towards ensuring the natural heritage of traditional orchards on the Gwent Levels will be maintained for the future by connecting people and landscape. It will support landowners and provide training for them, as well as give them opportunities through the Capital Funding scheme to promote and protect traditional orchards. The long term sustainability of traditional orchards on the Gwent Levels will be strengthened by building relationships between producers and landowners potentially creating a source of income. Work with volunteers will result in more community engagement with the landscape and its orchard heritage. It will highlight ancient orchards and ensure the proper identification and recording of Gwent Levels fruit varieties within them, safeguarding them for future generations. We will graft from these ancient varieties, working in partnership with The Welsh Perry and Cider Society, to replant new trees into the landscape. The planting will increase the size area of this important BAP Priority Habitat, and planning work to target strategic planting sites will enable even more planting to happen in the future. The project will create opportunities to open up the wonderful world of orchards to the local community in the form of celebration events and training.

### Justification for inclusion of the project in the LP scheme

The end of cider making locally has meant that most orchards are no longer commercially viable. The agricultural census estimates there has been a 94% reduction in orchards in Wales between 1958



Alice Rees

and 1992. However, some fine examples of traditional orchards remain on the Gwent Levels, most notably in Goldcliff, Redwick and Magor. There is a need for new survey efforts on the Wentlooge Level as well. Some of these orchards are the last places that old Gwent Levels varieties of apples and pears can still be found, including Early St Brides and St Cecilia. Without active restoration traditional orchards are in danger of disappearing and taking with them unique biodiversity and cultural heritage.

### Key beneficiaries of the project—who and what

Farmers and Landowners primarily but also the people living in and around the Gwent Levels by learning about the importance of traditional orchards in their landscape. The wildlife in the orchards will benefit from more sensitive management.

### Delivery lead

Gwent Wildlife Trust, Natural Heritage Grants Manager and Natural Heritage Project Support Officer (latter an in-kind contribution).

### Location

Levels-wide. An initial map showing existing orchards is shown in the figure, however, the project intends to extend the survey area to include the Wentlooge Level and cover the entire historic landscape area.

### Timescale - start and finish dates

January 2018 – December 2021

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £29,759 |
| In-kind support total                     | £11,250 |
| Non-recoverable VAT total                 | £345    |
| Long-term management and maintenance cost | £0      |
| Partnership funding total                 | £3,517  |
| HLF contribution total                    | £14,992 |
| HLF % contribution                        | 50%     |

### Output

### Outcomes

4 school orchards of at least 5 trees each

Children will discover where food comes from and the wildlife which benefits from orchards. Children and their parents will have learnt about the importance of traditional orchards within the Living Levels landscape and why they need protection.

1 orchard of at least 5 trees, within Newport City.

A community orchard, planted in the traditional manner, will be used by the local community for fruit and as a venue for events. Engagement of the urban population.

5 plans

To ensure the continued care of the traditional orchards planted, the schools and community groups will adopt easy to understand management plans.

Map and data showing Gwent Levels fruit varieties

The special varieties of the Gwent Levels will have been properly recorded ensuring their future safeguarding

-2 grafting events per year  
-2 maintenance pruning events per year  
-1 formative pruning event per year

People will have gained skills to look after traditional orchards.

At least 5 surveys, including wild flowers, invertebrates and mistletoe.

A biodiversity profile of each site which can be used to generate best practice for orchard management for the Gwent Levels.

At least 5 management plans written for each orchard.

Improved knowledge on orchard management and maintenance.

At least 5 orchards highlighted as special in the Planning system

Improved awareness of Planning departments.

Completed map of traditional orchards on the Levels

Future plantings of traditional orchards will have maximised effectiveness in terms of biodiversity connectivity across the Gwent Levels

### Output

At least 5 orchard owners per year referred for capital funding leading to new orchards being planted/restored.

2 orchard celebration events held across the Gwent Levels per year, reaching at least 100 people

At least 30 volunteers will be recruited to the project.

### Outcomes

Orchards will be enhanced by new planting and new orchards will be planted, increasing the amount of BAP habitat.

More people will be interested and informed about the importance of traditional orchards in the local area improving willingness to protect the habitat in the future.

–The volunteers will have had an enjoyable experience, will have learnt new skills and made new friends.

–The amount of habitat improvement/restoration work done on the ground will increase thanks to volunteering.

### Project risk register

| Risk description                                   | Likelihood   | Severity     | Consequence description   | Mitigating actions  |
|--|--------------|--------------|---|---|
| Lack of engagement from landowners on Gwent Levels | L, M, H<br>L | L, M, H<br>H | Landowners will not allow access for surveys or management. No new orchards will be planted.                          | Ensure consultation with landowners from early on and build upon warm leads with owners already engaged with through our other work.                    |
| Not possible to implement PES scheme               | M            | M            | The projects ability to (a) support sustainable land management and (b) advocate the approach more widely is limited. | Ensure those with detailed knowledge and experience of PES are supporting and involved in project design and delivery to ensure best chance of success. |

## LLNH-6 Orchards and Community Enterprise

### Project risk register

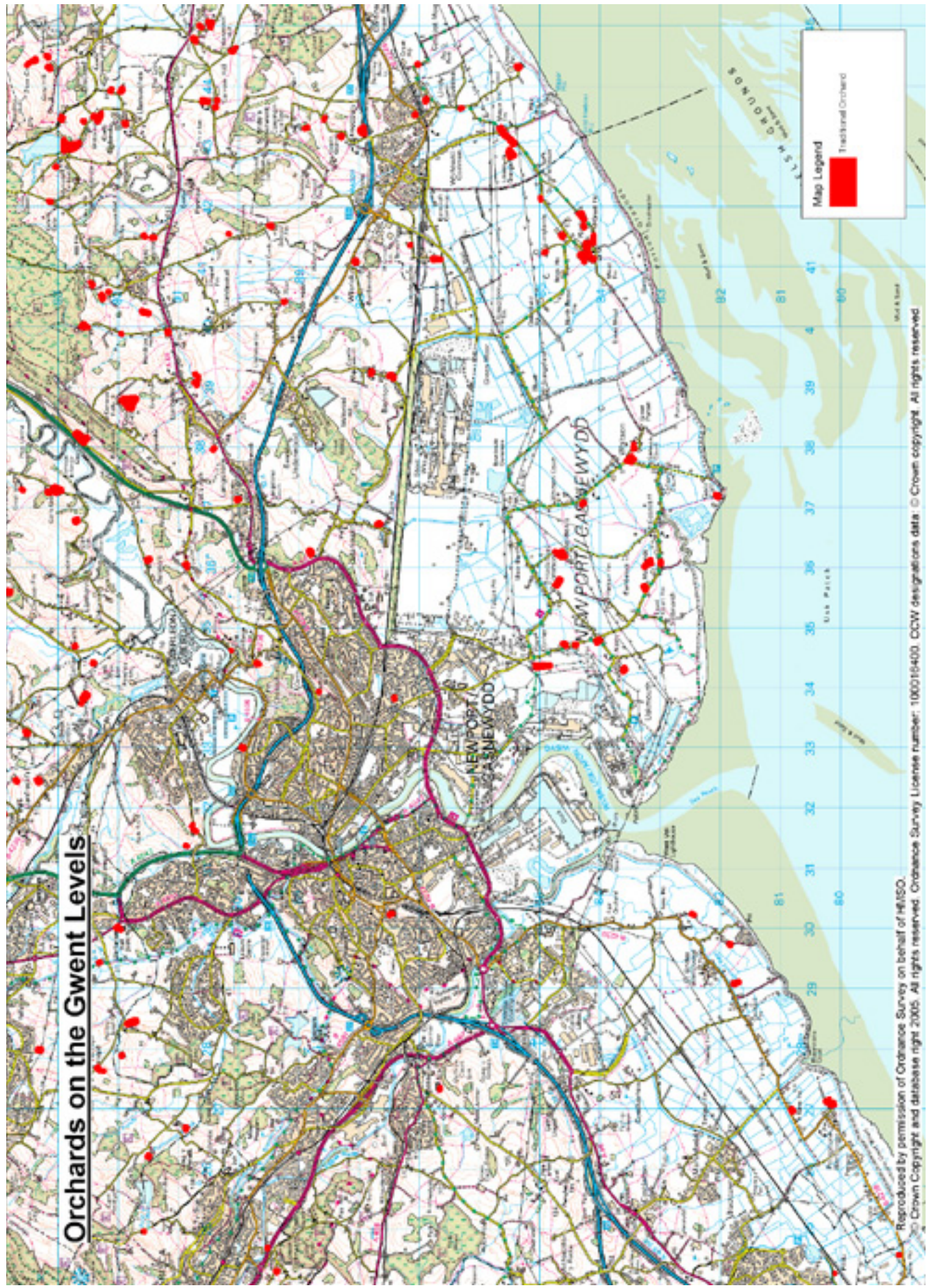
| Risk description               | Likelihood | Severity | Consequence description   | Mitigating actions  |
|--------------------------------|------------|----------|---|---|
|                                | L, M, H    | L, M, H  |   |   |
| Few uptakes of capital funding | L          | M        | No new fruit trees plants or no existing orchards restored.                 | Ensure capital funding grants are promoted fully and benefits underlined linked with the whole project.   |
| Lack of volunteer engagement   | L          | H        | Much of the practical work such as fruit tree pruning will not be possible. | Ensure project is promoted by all partners, within urban and rural areas. Make use of GWT's existing extensive volunteer network and LLLP volunteer plan. |

### HLF objectives fulfilled: All Connections with other projects in the scheme

LLS-1 Local Wildlife Sites  
 LLNH-1 Targeted Natural Heritage Restoration  
 LLNH-2 Pollinating the Levels  
 LLS-5 Skills Enhancement  
 LLS-4 Learning Programme  
 LLNH-5 Ecosystem Services  
 LLNH-7 Sustainable Land Management  
 LLDM-4 Different Levels  
 LLDM-5 Levels Festival



# Orchards on the Gwent Levels

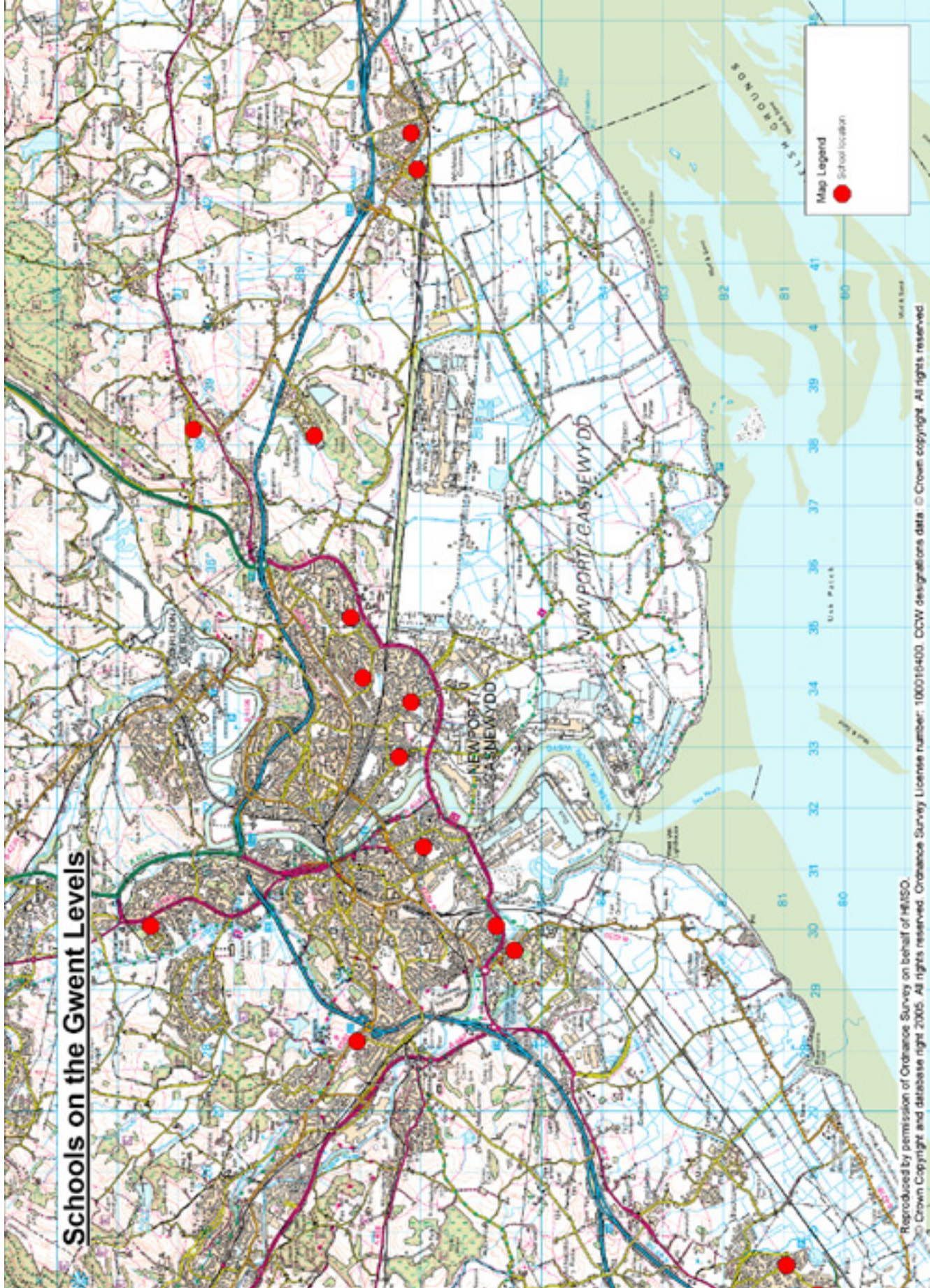


Map Legend

- Traditional Orchard

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# Schools on the Gwent Levels





# LLNH 7

## Sustainable Land Management





# LLNH-7 Sustainable Land Management

## Project Summary

This project will be working with farmers to improve land management practices across a range of predominant farm systems. (dairy, beef and sheep) found on the Levels. In doing so it will help define sustainable land management (in the context of the Levels ) and establish demonstrations of land management that benefit natural heritage and people. These farms will be used as demonstrations to others and the knowledge gained from delivering the project will be used to produce advice and guidance which will be available to farmers following the end of the HLF programme. The project will also advocate the approach and outcomes to decision makers in order to influence future land management policy (i.e. whatever replaces the Common Agriculture Policy) and other support mechanisms, including new markets (PES) to ensure that sustainable land management is supported beyond HLF. In order to do this effectively the project will establish the costs of positive management (potentially for inclusion in future agri-environment schemes or similar) and the type and extent of advice required to ensure outcomes are delivered effectively.

### Justification for inclusion of the project in the LP scheme

The quality and extent, including connectivity, of natural heritage on the Levels is declining. There are many reasons for this including some farming practises (which this projects aims to help farmers address). The Sustainable Land Management project will help secure a legacy for the Living



Levels Natural Heritage projects by (a) demonstrating and encouraging sustainable land management and (b) influencing future delivery mechanisms that will promote and maintain the sustainable management of the landscape.

### Key beneficiaries of the project— who and what

The project beneficiaries include Living Levels partners, farmers and landowners, business owners and the local community. Welsh Government will benefit through (a) implementation of the sustainable management of natural resources and the associated contribution to Welsh Government objectives for nature and natural resources and (b) knowledge and experience that will inform and aid delivery of future public policy.

### Delivery lead

RSPB Cymru (Sustainable Landscapes Officer)

### Location

Levels-wide but focusing initially on farms delivering habitat and natural heritage improvements as part of LLNH-1, LLNH-2 and LLNH-6.

### Timescale - start and finish dates

Preliminary stages of the project will take place in year 1. Year 2 will involve establishing and utilising demonstration sites. Year 3 will include monitoring and reporting on project activities as well as producing advisory booklet/ resource.

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £82,281 |
| In-kind support total                     | £27,676 |
| Non-recoverable VAT total                 | £510    |
| Long-term management and maintenance cost | N/A     |
| Partnership funding total                 | £10,375 |
| HLF contribution total                    | £44,230 |
| HLF % contribution                        | 54%     |

## Output

## Outcomes

Report highlighting where nature and natural resources/heritage are being managed appropriately and where improvements are required. (A minimum of) 3 farms demonstrating sustainable land management that secures benefits for nature and natural resources/heritage.

We will understand where action is required to protect and enhance natural heritage on participating farms.  
A demonstration resource/ case studies for sustainable management of natural heritage.

A report to inform future delivery mechanisms giving actual management costs of positive action.

This will provide us with up to date costs of positive management and critical information required to influence future delivery mechanisms such as agri-environment.

Advisory booklet to be disseminated to every farmer on the Levels (c. 300). Also available to inform/support future agri-environment.

Farmers (and their advisors) across the Levels are aware of the value of the area's unique natural heritage and the importance of sustainable land management (and how it may be achieved).

30 farmers/decision makers attend a minimum of 3 demonstration events.

Farmers and decision makers have an improved understanding of the need for and benefits of sustainable land management within the context of the Levels.

## Project risk register

| Risk description   | Likelihood   | Severity     | Consequence description   | Mitigating actions  |
|--|--------------|--------------|---|---|
| Limited potential/ability to adequately demonstrate sustainable management of natural heritage on farms. | L, M, H<br>M | L, M, H<br>M | Reduces effectiveness of the project to demonstrate sustainable management and consequently to influence future support mechanisms. | Either substitute farms early on and/or ensure that the project includes adequate farms from the beginning to accommodate those with limited potential i.e. if we require 3 demo farms then we will consider/assess c. 5 farms initially. |

# LLNH-7 Sustainable Land Management

## Project risk register

| Risk description   | Likelihood | Severity | Consequence description   | Mitigating actions  |
|--|------------|----------|---|---|
|  | L, M, H    | L, M, H  |   |   |
| Local farming community fails to support demonstration events.                       | M          | M/L      | Reduces effectiveness of the project to demonstrate sustainable management and consequently to influence future support mechanisms. | Either substitute farms early on and/or ensure that the project includes adequate farms from the beginning to accommodate those with limited potential i.e. if we require 3 demo farms then we will consider/assess c. 5 farms initially. |
| Fail to influence future land management delivery/support mechanisms e.g. agri-envt. | M          | M        | There are inadequate means of supporting sustainable land use going forward.  | Ensure that decision makers are aware of and involved with the project from the beginning and recognise its value.  |

### HLF objectives fulfilled: 1, 2 Connections with other projects in the scheme

- LLNH-1 Natural Heritage Restoration
- LLNH-2 Pollinating the Levels
- LLNH-3 INNS Defend the Levels from 'Alien Invasion'
- LLNH-4 Fly tipping from Black Spots to Bright Spots
- LLNH-6 Orchards and Community Enterprise
- LLNH-5 Ecosystem Services
- LLS-1 Local Wildlife Sites
- LLS-3 Stories from the Levels



# LLS 1

## Local Wildlife Sites

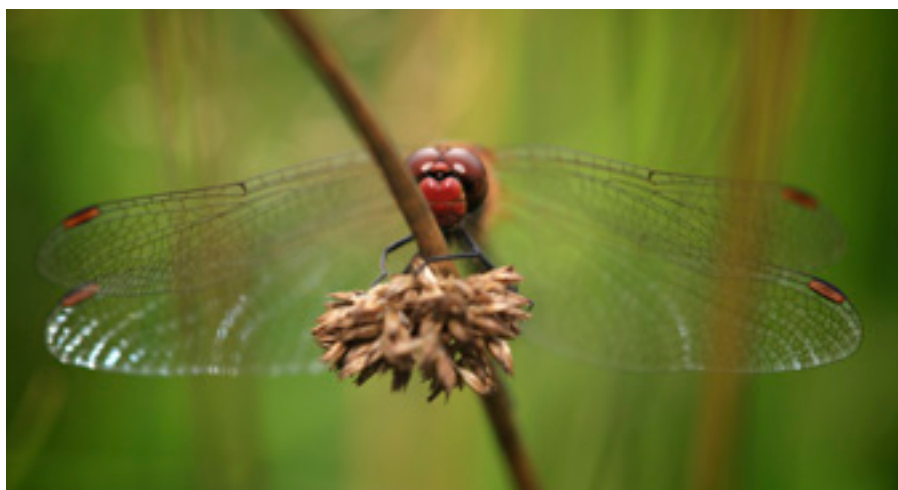


## Project Summary

The Local Wildlife Sites (LWS) Project will ensure that the benefits of habitat restoration works in the wider LLLP are recognised by ensuring that land of a certain habitat quality is put forward for consideration as part of the non-statutory sites network. As a result of the many ecological surveys to be carried out in the LLLP there are several opportunities for data to be collected, assessed and put forward to relevant authorities for new designations. In addition, 30 additional sites will be surveyed against the LWS criteria. GWT will also work with several landowners (at least 10) to advise on management to bring land up to LWS quality standard. The land could be a special orchard, a meadow or a veteran willow tree. The project will also look to develop a Gwent Levels SPG (or similar) with Local Authorities to attempt to ensure the importance of the Gwent Levels is recognised by local planners and inappropriate development is reduced.

### Justification for inclusion of the project in the LP scheme

The Gwent Levels is unique, however, the SSSI features are restricted to the watercourses and the land in between has little or no protection. The LWS designation gives some protection at least to important wet meadows, orchards and breeding bird sites still present on the Levels. This project will begin a more pro-active survey search for new land of LWS quality and a designation process. The system also allows landowner input helping to create pride in restorative works. Ensuring land



of certain quality is recognised by local planners, is vital in ensuring that development takes the historic landscape and unique biodiversity into consideration.

### Key beneficiaries of the project—who and what

In terms of LLLP priority audiences, farmers and landowners who manage the land will benefit from the project through support and management advice from GWT. The Local Authority Planners will also be key and will need to be carefully brought on board with the development of any emerging SPG.

### Delivery lead

Gwent Wildlife Trust

### Location

The survey area will cover the entire Scheme area on the Gwent Levels. Existing LWS are shown on the map.

### Timescale - start and finish dates

April 2018 – January 2021

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £16,402 |
| In-kind support total                     | £7,186  |
| Non-recoverable VAT total                 | £171    |
| Long-term management and maintenance cost | N/A     |
| Partnership funding total                 | £1,751  |
| HLF contribution total                    | £7,465  |
| HLF % contribution                        | 46%     |

<sup>1</sup> Local Wildlife Sites (also known as Sites of Importance for Nature Conservation, or SINCs) are wildlife rich areas, identified and selected for their local biodiversity value. Selection takes into consideration important, distinctive and threatened habitats and species. Local Wildlife Sites vary in size, shape and habitat type and can include wildlife rich ponds, heaths, wetlands and ancient woodlands and grasslands

## LLS–1 Local Wildlife Sites

| Output  | Outcomes   |
|---|--|
| Survey 30 sites against the LWS criteria                | Increase protection of land of LWS quality on the Gwent Levels                         |
| Work with 10 landowners providing management advice     | Inspire landowners to positively manage their land for wildlife and ecosystem services |
| Designate at least 5 LWS                                | Ensure protection of the best sites for natural heritage through the planning system   |
| Produce an SPG or similar document for the Gwent Levels | Added protection for the Gwent Levels from inappropriate development                   |

### Project risk register

| Risk description                          | Likelihood   | Severity     | Consequence description  | Mitigating actions   |
|---|--------------|--------------|--|--|
| Landowners do not allow access permission | L, M, H<br>M | L, M, H<br>M | Land cannot be surveyed.   | Ensure early comms with landowners from all sides NRW/IDD/GWT/NFU etc; start work with existing 'friendly' contacts made during Development phase to spread positive relationships.  |
| Landowners do not allow LWS designation   | L            | L            | The land will have been surveyed and owner engaged but protection through the planning system would not be achieved. | Work hard to foster a sense of pride in the role farmers and landowners play as guardians of the historic environment – our engagement to date suggests there is a strong community who feel proud of this heritage; work with them to spread this message. Through the Sustainable Land Management and Ecosystems Services project – work to ensure that the Gwent Levels unique landscape and ecosystem services delivery is properly assessed and valued in line with future policy and with farmers at the centre of this process. |

# LLS-1 Local Wildlife Sites

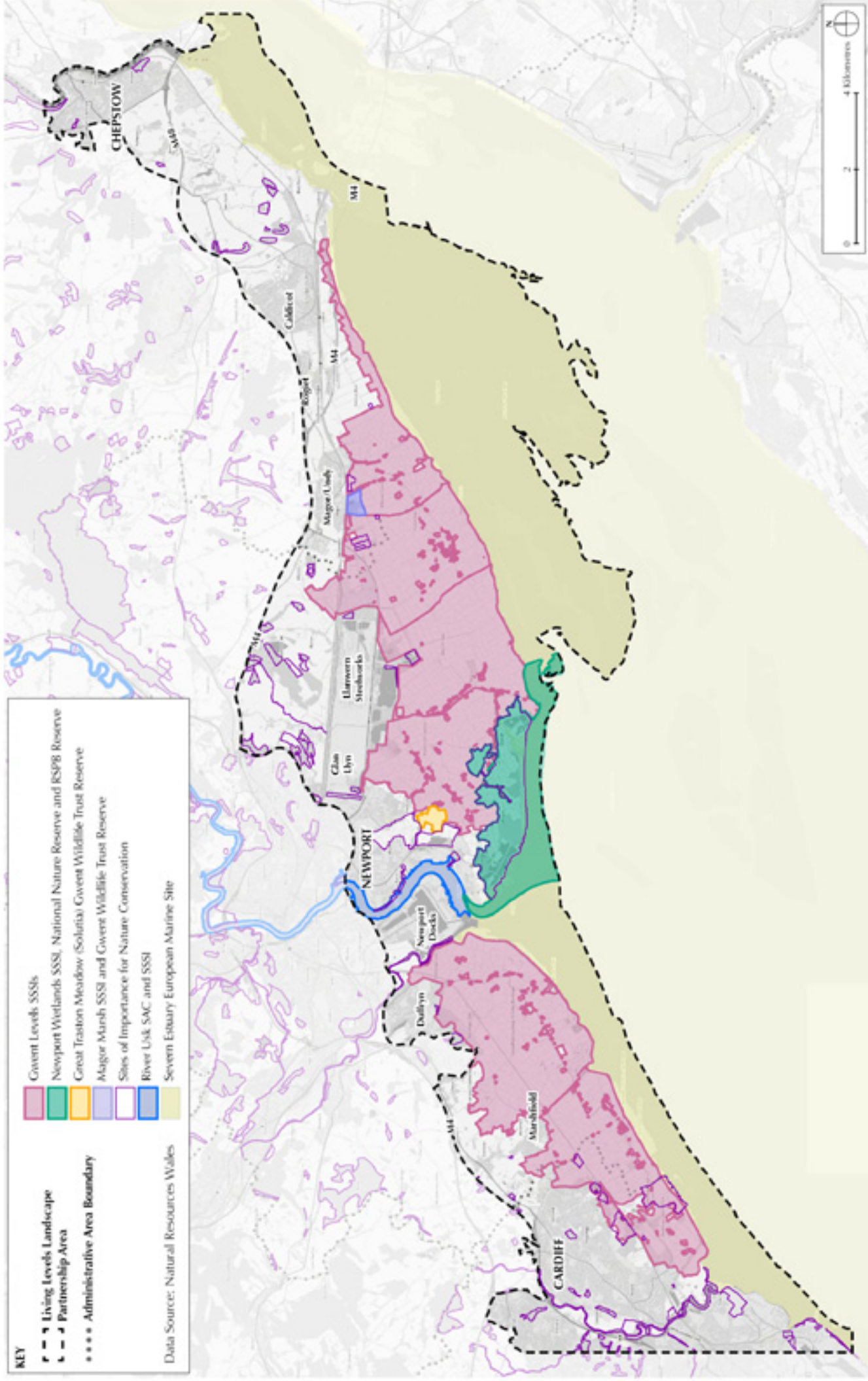
## Project risk register

| Risk description                                     | Likelihood   | Severity     | Consequence description   | Mitigating actions   |
|--|--------------|--------------|---|--|
| Land of LWS quality not found                        | L, M, H<br>L | L, M, H<br>M | Landowners will still be engaged but no LWS will add to the suite of LWS in the areas   | There is very good mapping and data now in the hands of the partnership as part of the Recapturing the historic landscape project and as a result of the LCA and RGIS studies carried out in the Development Phase. Some restoration may be needed but within the partnership there is a good idea of where the current and potential locations are. |
| Local Authorities do not engage with SPG development | M            | H            | Key to this risk and associated target are open and honest discussion with the LA's from the outset. Their cooperation will be key so without it this target could not be achieved. | As core partners the LA's are well placed to influence colleagues in planning and ensure positive press and media about the partnership and its impact is shared with relevant departments; use the Partnership Board to obtain institutional buy-in to scheme objectives.   |

### HLF objectives fulfilled: all Connections with other projects in the scheme

- LLNH-7 Sustainable Land Management
- LLNH-5 Ecosystem Services
- LLNH-1 Targeted Natural Heritage Restoration
- LLNH-2 Pollinating the Levels
- LLNH-6 Orchards and Community Enterprise
- LLS-1 Recapturing the Historic Landscape





**KEY**

- Living Levels Landscape
- - - Partnership Area
- ..... Administrative Area Boundary

- Government Levels SSSIs
- Newport Wetlands SSSI, National Nature Reserve and RSPB Reserve
- Great Traston Meadow (Solent) Covent Wildlife Trust Reserve
- Magor Marsh SSSI and Covent Wildlife Trust Reserve
- Sites of Importance for Nature Conservation
- River Usk SAC and SSSI
- Severn Estuary European Marine Site

Data Source: Natural Resources Wales

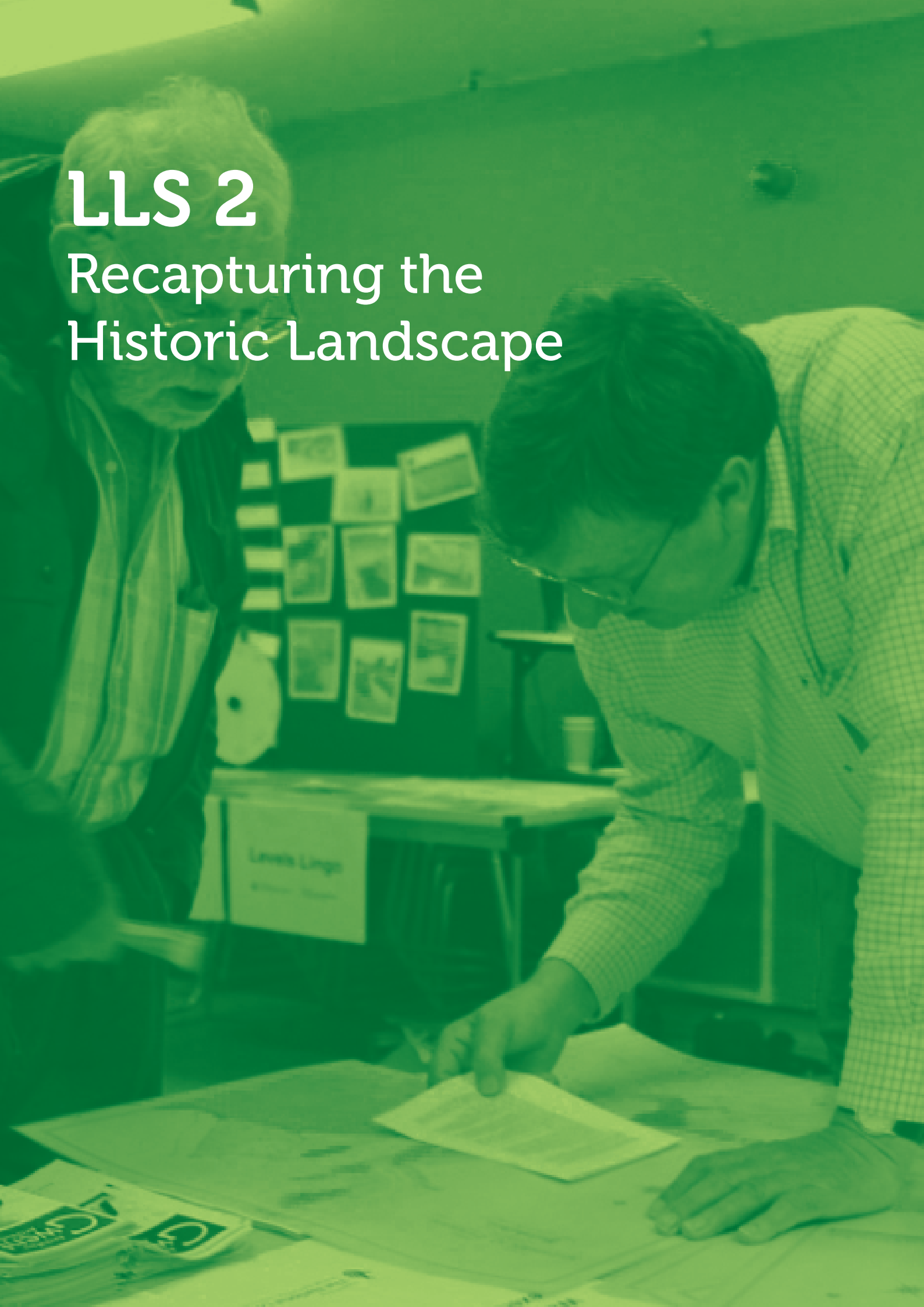






# LLS 2

## Recapturing the Historic Landscape



### Project Summary

The aim is to undertake a series of professionally-led, volunteer projects designed to engage people with the unique historic landscape of the Gwent Levels. The project will use the 1830s Commissioners of Sewers maps as a starting point for exploring the history and development of the landscape of the Levels, particularly in relation to the protection and drainage of the land to allow farming and habitation. During the Development Phase, the 24 maps have been digitised and uploaded to a project GIS, available to view online via the Living Levels website. A variety of activities will be carried out by volunteers to extend and enhance our knowledge of the Commissioners of Sewers, the impact they had on the landscape, the way the landscape was managed and the people who lived and worked on the Level from the 17th century onwards. The GIS is designed to allow volunteers to upload to it. It has the capacity to contain all the data created as a result of the project activities, and has the 1830s maps, the OS 1st edition maps, the LiDAR on a modern OS map-base.

Archive-based activities will introduce volunteers to documentary and cartographic research, teaching them the skills of data analysis and transcription. Field-based activities will allow the volunteers to 'ground-truth' the information collected during the archival research. Walkover surveys will be carried out to identify what aspects of the historic landscape, recorded on the 1830s maps, survive in the modern Levels. Features of potential interest identified during the documentary research, such as a house or land belonging to a named individual,

will be sought during walkovers, and sites with potential for excavation will be identified. During the walkover surveys the volunteers will be taught to record features using hand-held GPS units, draw sketch plans and take photographs, to ensure that the historic detail is captured. Historic Building Recording activities will train the volunteers in the skills required to undertake a Level 1 building recording, creating a record of significant buildings across the Levels. Archaeological excavations will provide an opportunity for volunteers to investigate specific historic sites, learning new skills and enhancing our understanding of the buried archaeological resource. The data collected during the fieldwork activities will subsequently be uploaded to the GIS by the volunteers. This information will be disseminated through different sources, primarily the project GIS and project open days, but will also be deposited with the Gwent Archives and the local Historic Environment Record (HER). GGAT have offered to provide HER training as an in-kind contribution to this project.

### Justification for inclusion of the project in the LP scheme

There have been 30 years of intensive and often spectacular archaeological investigations on the Gwent Levels foreshore and in advance of development on the reclaimed areas. The regional Historic Environment Record (HER) provides a comprehensive summary of this archaeological work but does not attempt to capture data on the individual and linear elements which make up the characteristic Gwent Levels drainage system. A new statutory requirement on the HERs is to extend their scope to cover these aspects of the historic landscape. The Sewers Maps and the slightly later ones do not include fieldnames in their apportionments. This has left a major gap in the collection of such names undertaken as part of the Cynefin project, which can be filled by this project. There has been no study of the vernacular architecture of the Levels much of which is in decay, ruin or under the threat of demolition. There are a number of historical and archaeological societies whose interests cover different parts or aspects of the Gwent Levels. Examples include the Caldicot and District Historical and Archaeological Society, the Gwent Family History Society and the Chepstow Archaeological Society - all of whom have been approached by the Community Engagement Officer to discuss and promote the project during the Development Phase. Their activities of these different groups have not been co-ordinated and areas of the Levels, particularly on Wentlooge, are unrepresented. This project provides the opportunity to produce a comprehensive study of what is recognised as one of the most outstanding historic landscapes in Wales

## LLS-2 Recapturing the Historic Landscape

### Key beneficiaries of the project— who and what

The project is targeted at anyone with an interest in the history of the Levels, including members of the local community, volunteers from local heritage groups and those elsewhere in Wales, local school children, students from local colleges and Universities. The project will include a number of community or public events designed to engage local people and visitors to the area with the history of this nationally-important living landscape. The data gathered will inform the Interpretation proposals (LLDM-1-LLDM-10) aimed at the thousands of visitors to the area and its attractions.

### Delivery lead

This project design has been developed by a consultant archaeologist and historic landscape consultant and will be the subject of a competitive tender for the delivery phase.

### Location

Bases for the work will be established at the Partnership offices at Pye Corner, and at Gwent Archives, Ebbw Vale. Local community halls will be used to meet and train volunteers, and the whole landscape will be explored over the three-year period. Events will take place at venues made available by the partners including but not exclusively Newport Wetlands, Magor Marsh, Tredegar House and council-owned venues. The maps show the current extent of historic sites and monuments. An update will be added to the HER at the end of the project.

### Timescale - start and finish dates

Work will begin soon after the Delivery Phase commences and after the appointment of the lead consultant, and run for three years, with a final three-month period to complete the archiving and transfer of data to the People's Collection Wales, Gwent Archives and the regional HER.

### Headline costs:

| Element                                   | Value    |
|---|----------|
| Total project cost (including inflation)  | £130,714 |
| In-kind support total                     | £27,400  |
| Non-recoverable VAT total                 | £1,929   |
| Long-term management and maintenance cost | £0       |
| Partnership funding total                 | £18,771  |
| HLF contribution total                    | £83,684  |
| HLF % contribution                        | 64%      |



### Output

- Recruitment of 5+ volunteers per year for the ‘Sewers RATS’ tasks
- Up to 2000 records relating to the history of drainage on the Gwent Levels catalogued, summarised and transcribed throughout the project
- Archive enhancement through the deposition of all transcribed records with Gwent Archives.

Detailed record of 3 archaeological sites within the landscape identified and recorded.

- Recruitment of 20+ volunteers per year for the Levels-based activities (surveying, building recording, excavation etc)
- Drawn and photographic records of some of the historically significant buildings on the Levels GIS enhancement
- Enhancement of HER through the submission of project data
- Scheduling enhancement through the submission of scheduling recommendations to Cadw.

- Recruitment of 5+ volunteers each year to update and maintain the project GIS
- Uploading an average of 10 records per week to the project GIS system throughout the project
- 500+ hits per year on the online project GIS from members of the public.
- GIS system made available in perpetuity through hosting by People’s Collection Wales, the local HER and the ADS.

### Outcomes

- Increased skill set amongst volunteers.
- Enhanced knowledge of the management of the Levels in the post-medieval period and about the lives of those involved.
- Place name evidence added to the existing Welsh list and potentially to the proposed statutory list.

- Volunteers trained in the skills of excavation and recording.
- Increased knowledge of archaeological potential of the Levels.
- Engage wide audience in the history and heritage of the Levels.

- Volunteers trained in the skills of walkover surveys and recording.
- Increased awareness amongst local people of their landscape and the history of land management.
- Increased engagement with local landowners.
- The activities will result in new datasets: surveys of previously unrecorded historic sites, a landscape-wide record of historic assets, the recording of oral history and local folklore, archaeological evidence relating to a historic asset.

- Volunteers will have enjoyed the experience and learnt new IT skills
- The landscape-wide perspective of the GIS will prove a valuable research and management tool both for other projects within the LLLP and for outside organisations, agencies and institutions.

## LLS–2 Recapturing the Historic Landscape

### Output

–Deliver 6 lectures by experts in the Gwent Levels aimed at general audiences  
 –Carry out one ‘History day’ per year and contribute to other Partnership open days or exhibitions  
 –At least one academic paper and one article in a popular publication will result from the project.

### Outcomes

–Engagement of wide audience in the unique history of the Levels  
 –Volunteers trained in skills of data presentation  
 –The project outcomes and the availability of the online GIS will be publicised in the local and national media.

### Project risk register

| Risk description                             | Likelihood   | Severity     | Consequence description                                   | Mitigating actions  |
|--|--------------|--------------|---|---|
| Too few respond to tender process            | L, M, H<br>L | L, M, H<br>H | No project  | Seek single tender approval.  |
| Too few volunteers sign up for activities    | L            | M            | Failure to complete sub-projects and create match-funding | Work with CEO to develop volunteer database and portfolios in advance. Start work in most popular areas. Use existing networks and relationships developed over Development Phase |
| Access to some parts of the landscape denied | L            | L            | Reduction of land available for surveys and excavations   | Work with project team to secure access to land early in the project and be flexible in approach to field activities.   |
| Loss of key project staff                    | L            | M            | Reduction in project capacity and loss of core knowledge  | Identify potential replacement staff and ensure that core staff work together to share skills and knowledge   |
| Failure of GIS and IT                        | L            | H            | Loss of core data   | Ensure necessary back-up and robust system with help of GIS contractor and RSPB advisors  |

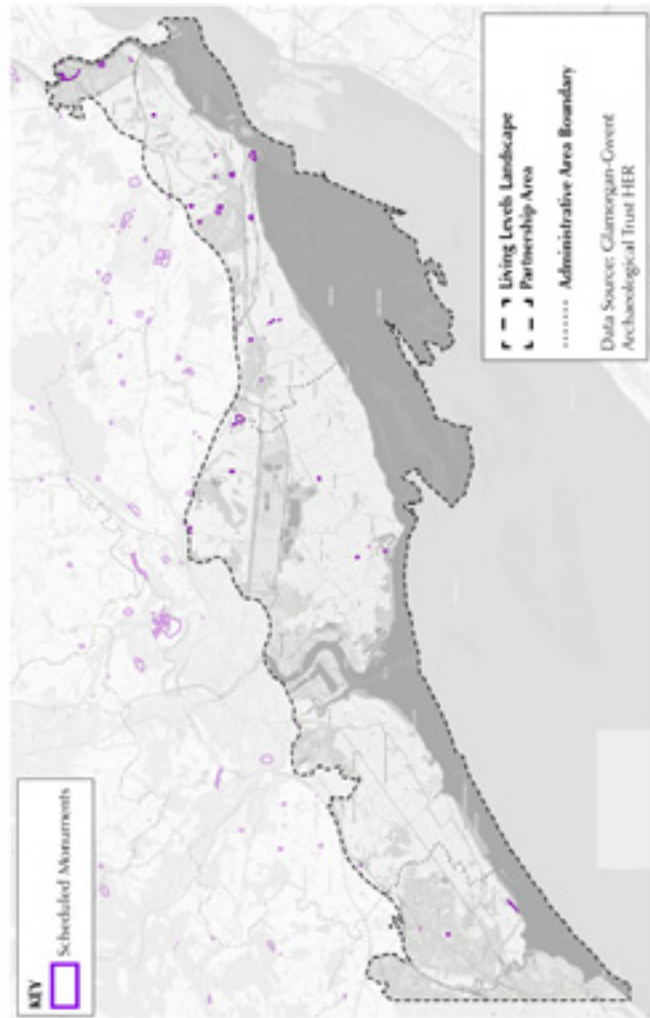
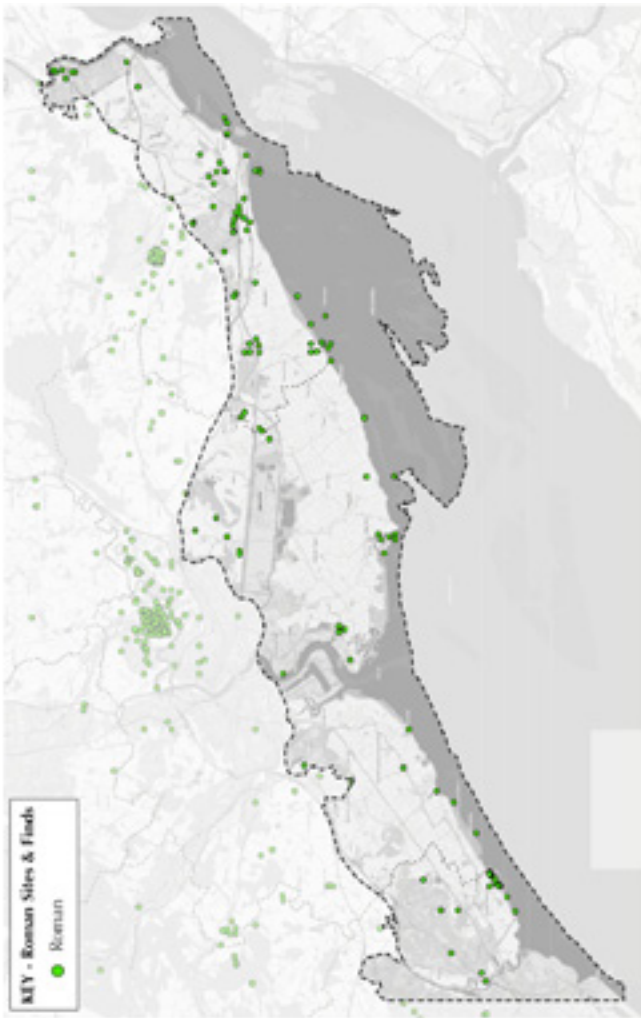
### HLF objectives fulfilled: 1, 3, 4, 5, 6, 7, 8, 9

#### Connections with other projects in the scheme

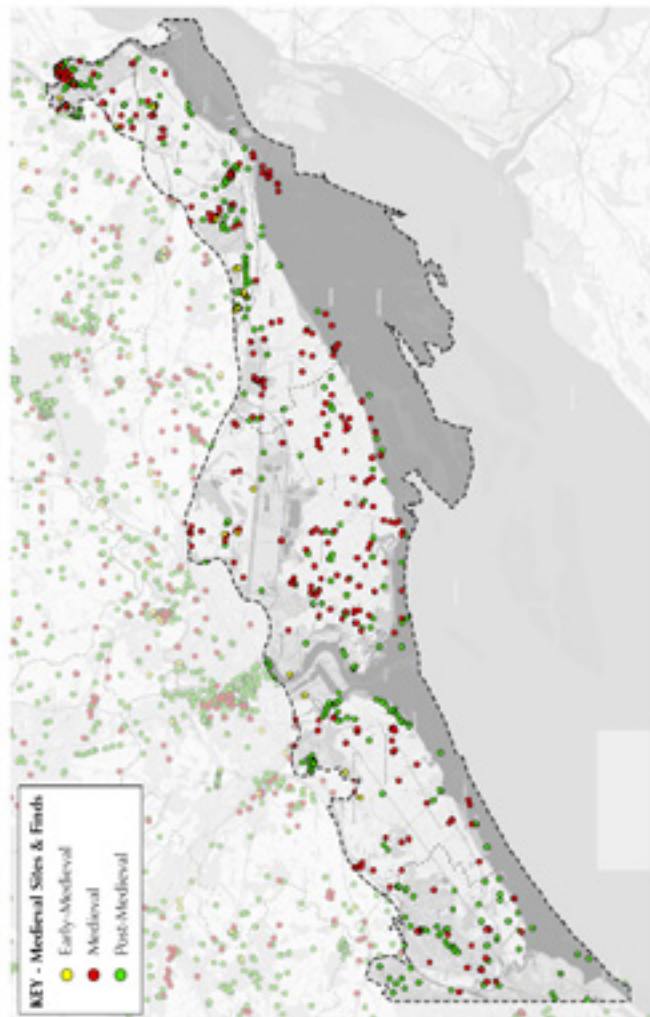
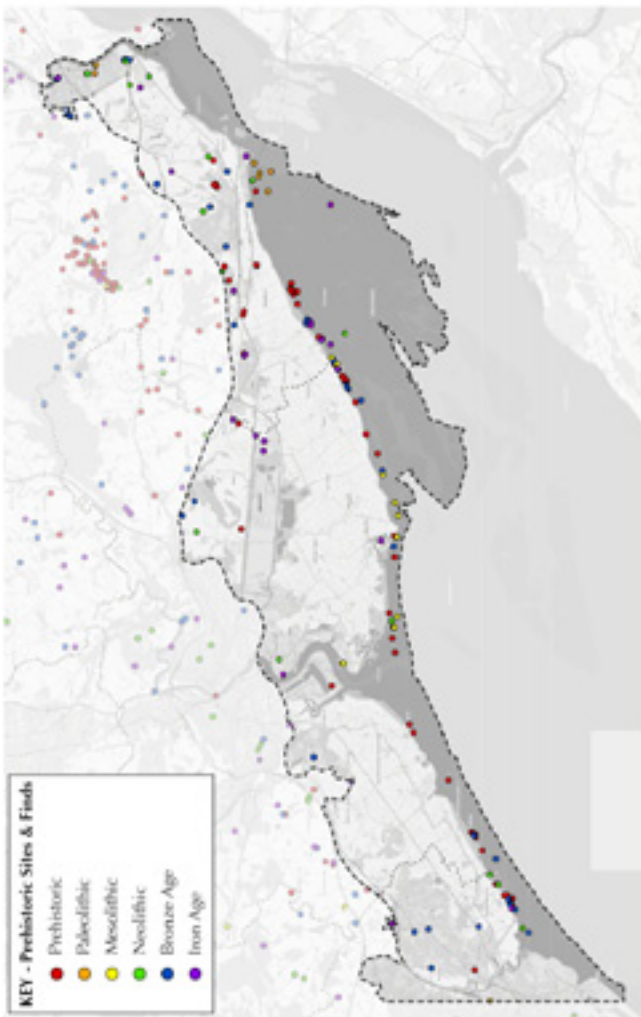
LLS-1 Local Wildlife Sites  
 LLS-3 Stories from the Levels  
 LLS-5 Skills Enhancement  
 LLDM-1 Sculptures and Tide Markers

LLDM-1 Hubs  
 LLDM-4 Different Levels  
 LLDM-5 Levels Festival  
 LLDM-9 Interpretation Improvements at Newport Wetlands  
 LLNH-6 Ecosystem Services



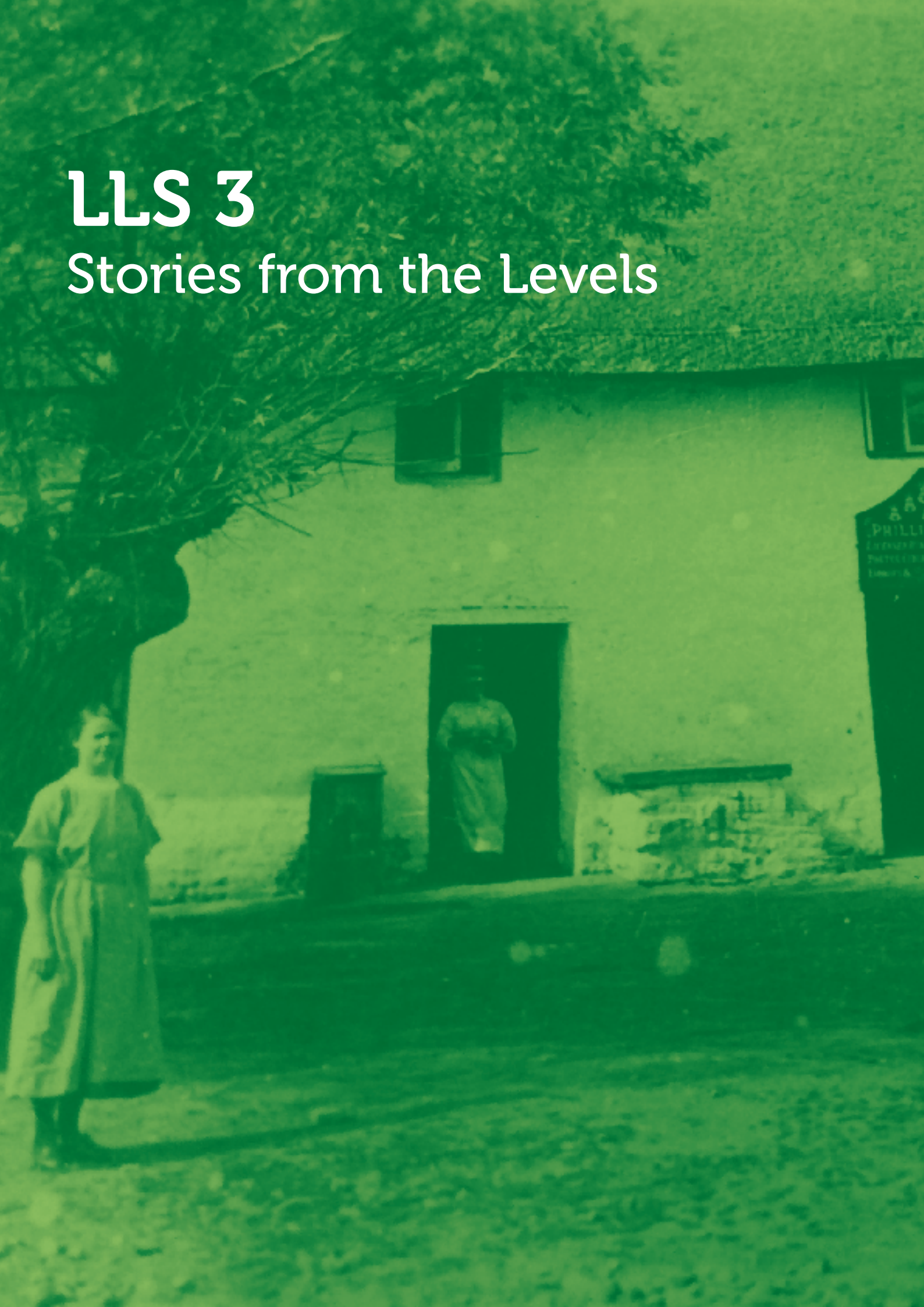


- - - Living Levels Landscape Partnership Area  
 - - - Administrative Area Boundary  
 Data Source: Clamorgan-Covent Archaeological Trust HER



# LLS 3

## Stories from the Levels





## Project Summary

Stories from the Levels will collect, document and interpret the history of the Gwent Levels working in a participatory partnership with the communities of Rumney, St Mellons, Wentlooge, Newport, Caldicot, and Monmouthshire. Through oral history recordings and the production of a touring exhibition consisting of people's stories, archive material, photographs, film, and other outputs (to be decided by the communities), the project will involve local people in finding out about the Levels' significance and enable them to disseminate the story in an engaging manner. It will inspire and engage people from all backgrounds, enabling them to recognise, value, record and share their heritage. The communities and participants will decide how they will record, preserve and interpret their area's histories and they will gain the skills and confidence to do so.

### Justification for inclusion of the project in the LP scheme

Through consultation undertaken throughout the area by the Community Engagement Officer during the Development Phase, it is evident that the history of the Levels is 'hidden' from the mind of the communities living within it, and therefore also from the wider public. Compounding this, the history of the Levels and the stories from these communities are currently largely absent from relevant collections held in the public domain (for example the local museums relevant for the area - the Cardiff Story Museum, Newport Museum and Monmouthshire museums). Over the past 18 months the LLLP team



has begun to build and gather a body of potential participants for this project as well as materials (DVDs and film that people have sent in) and stories that people have shared - there is high demand for this project to take place.

### Key beneficiaries of the project— who and what

The main groups who will benefit from the project are: Volunteers; local residents living in villages and communities located on the Levels; residents located along the urban fringe in residential estates and new housing estates; residents of deprived communities, BAME groups, or those with physical, intellectual or social impairments; families; those in full-time education and lifelong learners; historians. Stories are at the heart of the LLLP. Multiple voices, of different experiences and opinions, from those who live and work on the Levels, in the past and present, will in turn, tell the wider community its unique heritage.

### Delivery lead

Community Engagement Officer and specialist project lead (appointed by tender)

### Location

Bases for the work will be flexible and include the Living Levels Partnership Office at Pye Corner and various community locations such as community halls, local museums and community centres for meeting and training volunteers. Cardiff Story Museum in Cardiff will be a training venue for volunteers.

### Timescale - start and finish dates

Jan 2018 - June 2019

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £64,214 |
| In-kind support total                     | £10,420 |
| Non-recoverable VAT total                 | £1010   |
| Long-term management and maintenance cost | N/A     |
| Partnership funding total                 | £10,221 |
| HLF contribution total                    | £43,573 |
| HLF % contribution                        | 68%     |

| Output  | Outcomes   |
|---|--|
| 4 Community engagement assistants and 15 volunteers recruited and trained.  | Research, historical and digital skills developed.   |
| 25 oral history recordings carried out, edited and transcribed.   | Engaging community through sharing memories and stories, bringing the past to life, preserving vital heritage for future generations.                        |
| Production of touring exhibition.   | Information shared with the wider community to engage them with the LLLP and Gwent Levels heritage and history.  |
| Exhibition to tour a minimum of four venues (likely to include Churches, Wetlands Centre, Magor Marsh and a venue in Cardiff).                            | Increased knowledge amongst the wider community. Lasting legacy of the project as exhibition can be maintained and loaned post project.                      |
| Material deposited and accessioned into most relevant public collections (Local Museums, Archives, People’s Collection Wales): Target 50 records created. | –Stories and archived material digitally accessible.<br>–Filling gaps within public collections and engaging wider audience in unique history of the Levels. |
| 8 public events held within community.  | Recruitment of volunteers, collection of stories and publicity for the project achieved.   |

### Project risk register

| Risk description   | Likelihood   | Severity     | Consequence description   | Mitigating actions  |
|--|--------------|--------------|---|---|
| Cardiff Story unable to fulfil set number of mentoring days due to staffing/ budget cuts | L, M, H<br>M | L, M, H<br>M | Reduced level of support mentoring to Stories of the Levels Project Lead. | Recruited Stories of the Levels Project Lead to have experience of heritage-based community projects and strong connections to local museums. |

## LLS–3 Stories from the Levels

### Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description   | Mitigating actions   |
|---|--------------|--------------|---|--|
| Local museums refusal to accept oral histories as recorded in an incorrect format or without adequate consent and transcription | L, M, H<br>L | L, M, H<br>L | Digital stories will only be present online and not safeguarded in a public institution.        | Training and clear instructions provided to Stories of the Levels Project Lead and volunteers.   |
| Reduced number of volunteers recruited and lack of interest in becoming a volunteer leader                                      | L            | M            | Stories of the Levels Project Officer and volunteers under greater pressure to deliver targets. | Work closely with CEO to develop volunteer database with skills audit. Presence at community events, links to local volunteer networks and universities; work with GAVO to advertise opportunities; offer accreditation for volunteer hours completed. |

### HLF objectives fulfilled: 3, 4, 5, 6, 8

#### Connections with other projects in the scheme

LLS-2 Recapturing the Historic Landscape

LLS-5 Skills Enhancement

LLS-4 Learning Programme

LLDM-1 Sculptures and Tide Markers

LLDM-2 Hubs

LLDM-7 Levels Loops and Links



# LLS 4 Learning Programme

## LEAVERS

Bodders  
Rosa Calk  
Izzy Playle  
Emily Woods  
Rhino Gardiner  
Rizwan Ahmad  
Matt Ramscombe  
Annemarie Roelke  
Will Almond  
Tom Straker  
Frayja Pryce  
Kat Nicholls  
Sarah Gore  
Abi Hobbs  
Laura Hogg  
Lucy Shott  
Jon Wilson  
Laura Hogg  
Insta Maleva  
Frayja Pope  
James Berry  
Charlie Moore  
Jack Guocens  
James McCall  
Liz Kennard  
Tim Macdonald Watson  
Jemma Pettifer  
Becky Churchill  
Rory Williams-Burrall  
Jesse Battisley-Rose Johnson  
Georgia Geddes  
Rory Williams-Burrall  
Matt Ramscombe  
Jemma Pettifer  
Kirsty Caddy  
Sam Channon  
Saman Musset  
Jas Goodwin  
Kirsty  
Tommy  
Laura  
Elsie Br  
Deep Oja  
Tim Macdonald Watson  
Charlie Walker  
Richard Keivill  
Cezary Namirski  
James Berry  
Jesse Battisley-Rose Johnson  
Taran Johal  
Will Almond  
Kat Nicholls  
Laura Hogg  
Liz Kennard  
Frayja Pope  
Lucy Shott  
Charlotte Kemp  
Annemarie Rowles  
Cezary Namirski  
Kozze Johnson  
James McCall  
Rory Williams-Burrall

## Project Summary

The LLLP partners will work together to establish the most effective way of facilitating learning about the natural, cultural and historical heritage of the Gwent Levels in order to reconnect local people with the Gwent Levels Landscape. The project will provide opportunities for children and young people to engage in learning about the heritage of the levels in hands-on ways. It will do this by: working closely with local educational establishments; involving local volunteers in training and delivery of activities; delivering landscape-themed outdoor learning sessions for pupils of local schools (including from deprived areas); providing training for staff and educators; developing a targeted FP and KS2 curriculum linked resource and artefacts box for local teachers; developing self-guided trails for the key heritage sites on the Levels (which are also LLDM-2 Hubs); providing travel bursaries where travel is a major barrier to schools participating in learning sessions. As a result, local children will learn about their local landscape and the heritage it encompasses, revealing the value their local environment holds and teaching them to protect it for future generations to enjoy.

## Justification for inclusion of the project in the LP scheme

Many partners within the LLLP such as Newport City Council (NCC), Monmouthshire County Council (MCC), Cardiff Council (CC), Gwent Wildlife Trust (GWT), RSPB Cymru and Natural Resources Wales (NRW), as well as the National Museums of Wales,



already carry out or enable a large amount of outdoor education work with local primary schools. The partners are currently delivering over 3000 learning sessions in this area to predominantly primary school children with some secondary school activity. However, natural heritage subjects dominate with little about historical or cultural aspects. The schools that visit the sites currently are mainly very local to the reserve or ones that can afford the entry fee (transport is a major barrier). There is a need to target schools that are from deprived areas, don't have the space in their school to deliver outdoor learning and are on or located close to the Gwent Levels so that the history and heritage is relevant to them. During the Development Phase, an Education Working Group has been set up to deliver this project building on the collective strengths of each organisation. This project will add value to the work already undertaken through developing and delivering resources and outdoor activities, training staff and educators, and exciting learners about the unique history of this hand-crafted landscape.

## Key beneficiaries of the project— who and what

LLLp priority audiences include:

- Those in full-time education and lifelong learners – in particular primary school children, young adults in schools and those attending youth clubs in the partner organisations (e.g. Magor Marsh Wildlife Warriors and RSPB Wildlife Explorers)
- Families, especially those with young children
- Volunteers

Educators in the area will also be a primary target audience

The key messages for the project are: the Gwent Levels are open to all; there is a host of heritage right on the doorstep waiting to be discovered; the Gwent Levels are in need of protection and care.

### Delivery lead

Gwent Wildlife Trust

### Location

Sites for delivery of educational activities will include:  
Wales Coast Path from Cardiff to Chepstow

**Monmouthshire:** Magor Marsh, Rogiet Countryside Park, Black Rock.

**Newport:** Newport Wetlands Environmental and Education Visitor Centre, Allt-yr-yn Nature Reserve, Tredegar Park.

**Cardiff:** Hendre Lake and Parc Tredelerch

Target schools are shown on the maps.

### Timescale - start and finish dates

Jan 2018 to April 2021. Year one will focus on developing the training packages and resources, upskilling the Working Group and preparing the self-led trails. Schools sessions will be phased in towards the end of year one and carry on through years two and three. Evaluation will be on-going with a period for winding-up activity and writing legacy plans at the end.

### Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £96,893 |
| In-kind support total                     | £40,891 |
| Non-recoverable VAT total                 | £1,047  |
| Long-term management and maintenance cost | N/A     |
| Partnership funding total                 | £10,640 |
| HLF contribution total                    | £45,361 |
| HLF % contribution                        | 47%     |

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### Output

All Primary schools (around 60) on Gwent Levels invited to a CPD session (3 being held). Key stage 2 lessons in at least 10 schools will deliver waste and fly tipping messages and 'catch a fly-tipper game'.

Bespoke Welsh Bacalaureate Challenge on WJEC website.

Teaching institutions provided with information and training to enable them to integrate duty of care information into vocational training modules e.g. Responsible Trading. At least 100 students will know how to deal with the waste they produce legally and responsibly.

School competition poster with wining design turned into 'no fly-tipping' campaign signs.

Visible / high profile 'no fly-tipping' message through signs and posters at 6 sites influencing behavioural change.

Information notice produced as part of annual rates information sent out to owner-occupiers.

At least three roadshows at key outlets serving Gwent Levels area.

Signs will be highly visible at 15 locations.

At least one high profile prosecution made with associated press / media coverage.

10 community volunteers and 20 student volunteers recruited for Pollinator Garden building. At least 2 new 'Black spot to Bright spot' gardens constructed in areas where fly-tipping has been a problem.

### Outcomes

Educated future generations (also teachers/ parents / carers). Lifelong behaviours / attitudes influenced.

Young demographic educated and new skills acquired. Possible new / innovative ways to tackle the issue. Behavioural and attitude change.

Future traders educated and behaviours influenced. Teaching institutions aware of their responsibilities.

Raised awareness amongst school children and general public.

Owner-occupiers across Gwent Levels understand their waste disposal duty of care.

Tradesmen and DIYers aware of duty of care responsibilities.

Potential fly-tippers are deterred.

Offenders no longer prepared to 'take risk'.

Fly-tipping deterred at key sites. Sense of pride and place restored. New skills developed or shared (gardening for pollinators).

### Output

At least 5 assessments made to look at the most suitable target-hardening intervention. Installation of chosen solution ( either barriers, trees, boulders, gates) will be put in place at some locations. Private landowners will be provided with advice on how they can replicate this.

An officer will lead on any enforcement actions resulting from at least 5 fly-tipping investigations per year and will provide guidance to the LA officer who may also investigate some incidents. At least one successful prosecution per year allowing the recovery of fly-tipping clean-up costs and staff time.

Video evidence of fly-tipping at 3 sites.

Visible cameras placed at two or three locations on the levels.

Cost benefit report with recommendations produced.

### Outcomes

Opportunities for fly-tipping reduced making it harder for potential offenders and leading to less waste tipped.

The delivery of a high profile prosecution, deterring potential offenders.

It will become easier for Enforcement Officers to investigate offences and prosecute offenders. This will act as a deterrent for future offending and allow a chance to recover the cost of clearing the waste.

The cameras will serve as a deterrent, not only to potential fly-tippers but any anti-social behaviour and criminal activity. They will also potentially capture evidence of offending which could be used to take enforcement action.

Local Authorities, NRW, Welsh Government provided with evidence needed to formulate long-term policies and strategies.



### Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description   | Mitigating actions   |
|---|--------------|--------------|---|--|
| Loss of knowledge of key partner staff due to change/ lack of continued funding for posts | L, M, H<br>L | L, M, H<br>H | Loss of key personnel to deliver training, sessions, develop trails and resources. Delay in project delivery. | Ensure other staff in the partners are trained alongside existing staff.   |
| Lack of response from teachers due to funding or curriculum changes                       | M            | H            | Number of teachers trained and sessions delivered to children could be less.                                  | Provide a bursary to cover costs of teaching supply for CPD courses.<br>Enjoyable course.<br>We have built up strong contacts. |
| Project Lead absence  | L            | L            | Delivery of objectives is delayed and match funding put in jeopardy.  | Ensure that there is a deputy within the Working Group.  |
| Magor Marsh Centre extension  | L            | M            | Disruption to sessions and events at Magor Marsh. Possible venue for training events.                         | Allow contingency in the scheduling of heritage sessions. Seek alternative sites for training and undertake outreach sessions. |
| Flooding of site  | L            | L            | Sessions cancelled or postponed.  | Alternative site found for delivery of session or training.  |

### HLF objectives fulfilled: 3, 4, 5, 6, 7, 8, 9

#### Connections with other projects in the scheme

LLNH-3 INNS Defend the Levels from 'Alien Invasion'

LLNH-4 Fly-tipping from Black Spots to Bright Spots

LLNH-6 Orchards and Community Enterprise

LLS-2 Recapturing the Historic Landscape

LLS-3 Stories from the Levels

LLS-5 Skills Enhancement

LLDM-2 Hubs

LLDM-7 Levels Loops and Links





## Schools on the Gwent Levels (Wentloog Level)



The background of the entire page is a green-tinted photograph of a woven basket. The basket is made of many thin, light-colored sticks or reeds woven together in a complex, repeating pattern. In the center of the basket, there is a large, roughly circular opening. Through this opening, a blurred view of a grassy field or meadow is visible. The overall color scheme is a monochromatic green, with varying shades from a deep forest green to a lighter, almost lime green.

**LLS 5**

**Skills Enhancement**

## Project Summary

The project will develop a suite of Skills learning events and training to provide people with the right skills to look after and manage the heritage of the Gwent Levels Landscape and to enable them to better understand and care for it. The core focus is on skills which have traditionally developed within the Gwent Levels Landscape, such as traditional habitat and landscape management. However, other skills that will enable local people to understand, use and manage the Landscape better and support sustainable business development are also a priority. The programme will include a variety of skills training including: landscape management, biodiversity, archaeology, reading the landscape, IT and GIS, survey and monitoring and marketing and social media and will include an element of community led consultation to ensure the needs of those who live in the landscape are being provided for. The Programme will therefore also be reactive to needs and requests as the LLLP develops so that as skills or training gaps are identified, the project can react and provide training in these identified areas. It could also enhance the level of training offered if demand builds or other subjects are requested through monitoring and evaluation. Thus a portion of the budget will be left aside for this. This is key to the LLLP by ensuring people have the opportunity, skills and confidence to enable them to manage the landscape well, appreciate it, learn from it, be inspired by it and pass their knowledge on to others.

## Justification for inclusion of the project in the LP scheme

Many skills are extremely specialist and are in danger of being lost, for example heritage fishing practices which make use of traditional willow weaving skills that use local resources. Some of the courses will provide people with an avenue to learn a new skill, a key goal for our own health and wellbeing and may lead to further learning and practice by individuals. Other courses will provide a legacy for the project such as the re-gripping courses and orchard management which enable people to manage their land to benefit wildlife and the landscape beyond the length of the project. The Gwent Levels is a man-made landscape. Without the continued care and interest from the people who live there, the landscape’s future is at risk. The sustainable future of the Gwent Levels requires an engaged, skilled and enthusiastic community of committed individuals and this project will make an important contribution to delivering this.

## Key beneficiaries of the project— who and what

Priority LLLP audiences include:

- Those in full-time education and lifelong learners
- Active nature enthusiasts and people engaged in outdoor leisure activities
- Volunteers
- Landowners and farmers who manage the land
- Residents of deprived communities, BAME groups, or those with physical, intellectual or social impairments
- Residents – local and from the urban fringes

Events and workshops will target a variety of audiences, young and old, most will be free. Some will be for those already with some experience and so be more in-depth and professional courses. Key messages are to revive these traditional skills that are on the brink of disappearing and inspire a new generation to learn new skills.

## Delivery lead

Gwent Wildlife Trust

## Location

The courses and workshops will take place at a variety of venues across the Living Levels landscape area. These venues will include Magor Marsh, Newport Wetlands Environmental and Education Visitor Centre and local village halls and will take place both inside and out.

## Timescale - start and finish dates

April 2018-November 2020. Delivery will be phased with many courses being offered during the spring and summer months. After year one there will be a chance to add additional courses for years two and three. Legacy planning will take place after November 2020.

## Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £84,817 |
| In-kind support total                     | £27,650 |
| Non-recoverable VAT total                 | £1,065  |
| Long-term management and maintenance cost | £0      |
| Partnership funding total                 | £10,862 |
| HLF contribution total                    | £46,305 |
| HLF % contribution                        | 54%     |

### Output

Target: 45 training sessions in with 150 volunteers participating in training each year.

The following skills will be offered initially:

- Basket Making/willow weaving
- Re-gripping fields
- Willow pollarding
- Fruit tree ID
- Fruit tree grafting
- Fruit tree pruning
- Botany ID
- Butterflies ID
- Dragonflies ID
- Phase 1 survey
- Birds ID
- Water vole survey
- Otter Survey
- Brushcutting
- Ditch monitoring
- INNS ID
- Bee ID
- GL Historic Landscape
- Ditch management
- Putter fishing
- Scything for hay cutting
- GIS Map Info
- Wildlife Photography
- Maintenance of physical access (stiles and gates)
- Way marking and route maintenance
- Social Media for businesses
- Destination Marketing
- Survey and Qualitative techniques

### Outcomes

The learnt skills will stimulate an interest in local people in the landscape on their doorstep, inspiring them to use their acquired skills to look after heritage after the training has been completed.

Participants will also gain soft skills such as increasing communication, helping to raise confidence and enhance employability.

Local businesses will gain from an increase in skills.

## LLS–5 Skills Enhancement

### Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description                           | Mitigating actions  |
|---|--------------|--------------|---|---|
| Finding facilitators for training   | L, M, H<br>L | L, M, H<br>H | No training courses run.                          | GWT and the partners have good contacts already with facilitators and several experts are available to provide training within the existing network. In addition, during the Development Phase, new contacts have been made with Coleg Gwent , Adult Learning Wales and GAVO who together cover a lot of the training needs required if needed. |
| Not many people attending events  | M            | M            | Not enough people learning about heritage skills. | Ensure promotion and engagement with potential participators early to engage them   |
| New skills needs are identified which have not been covered by the training proposed in the project plan. | H            | M            | A skills gap develops.                            | Keep a flexible budget to react to training needs of the LLLP as they arise.  |

### HLF objectives fulfilled: 3, 4, 5, 6, 8

#### Connections with other projects in the scheme

- LLNH-7 Sustainable Land Management
- LLNH-6 Orchards and Community Enterprise
- LLNH-1 Targeted Natural Heritage Restoration
- LLNH-2 Pollinating the Levels
- LLNH-4 Fly-tipping from Black Spots to Bright Spots
- LLS-1 Local Wildlife Sites
- LLNH-3 INNS Defend the Levels from 'Alien Invasion'



# LLS 6

## Ambassadors and toolkits





## Project Summary

This project aims to optimise community ownership of the LLLP by training and supporting communities to be able to aid with the ongoing development, implementation and maintenance of LLLP information, access and interpretation projects.

This will be provided in two clear ways:

1. Ambassadors and Visitor Welcome: Building on a band of trained visitor ambassadors in the area (previously trained for Newport, Monmouthshire or the WCP schemes) this project will harness the enthusiasm of the existing ambassadors and provide initial training and support for tourism businesses and facilities front of house staff including at LLDM-2 Primary hubs and Associated hubs, and leads for Community Hubs and churches involved in the project on:

- what the Levels have to offer (key messages developed in other LLLP projects)
- how to best explore the area (including LLLP Hubs and promoted routes)
- needs of different visitor groups
- customer care

2. Adaptation of the Monmouthshire Council 'Community Engagement Toolkit': Guidance on how to plan, develop, maintain and promote LLLP walking, cycling and horse-riding will be developed and tested by communities throughout the project, as part of implementing the access and interpretation work programmes. At the end of the project a final version will be published (online) as a tool for all communities across the Levels to continue to use for ongoing management and to implement further projects in line with the overarching plan.

## Justification for inclusion of the project in the LP scheme

There is currently no co-ordinated welcome to the Levels. In order to optimise the awareness and use of the project routes and sites a range of ways to promote the Levels is needed including face to face exchange between visitors and front of desk staff at attractions, hospitality businesses, churches, and Primary and Community hubs, particularly if they can provide added value using local knowledge as this will give visitors confidence to explore more widely. It is vital for the ongoing success of the Levels project that communities take ownership of visitor understanding, access and orientation. Success will be community ownership of promoted routes and hubs so that issues are fed back to either Community Council or Local Authority who will be taking on future responsibility for upkeep.

## Key beneficiaries of the project- who and what

In terms of LLLP priority audiences are:

- Volunteers - from the communities located at and near primary community hubs.
- Visitors - benefiting from improved welcome and orientation.

Tourism businesses will be a key beneficiary. Communication will be through the Living Levels Community Engagement Officer working with Community Councils and interest groups, and through Local Authority Tourism Officers. Posters and leaflets will be offered to local businesses for promotion.

## Delivery lead

Monmouthshire County Council will lead on the development of the Community Engagement Toolkit and Newport City Council will lead on the development of the Ambassador Training.

## Location

Ambassador and toolkit training will take place in or close to the Community hubs. Front of house training will take place in the Primary hubs. Locations are mapped.

## Timescale - start and finish dates

Start date to tie in with the promotion of hubs and routes from January of year two onwards.

## Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £14,297 |
| In-kind support total                     | £1,050  |
| Non-recoverable VAT total                 | £246    |
| Long-term management and maintenance cost | £500    |
| Partnership funding total                 | £2517   |
| HLF contribution total                    | £10,730 |
| HLF % contribution                        | 75%     |

## LLS–6 Ambassadors and toolkits

### Output

Training of ambassadors and front of house staff  
40 per year x 3 years.

Community Engagement Toolkit

Training of communities focussed on the promoted routes and Community hubs (to tie in with Ambassador training).

### Outcomes

Warm and informative welcome for visitors to the Levels.

Trained users will undertake further projects to improve access and understanding across the Levels.

### Project risk register

| Risk description   | Likelihood                                  | Severity     | Consequence description  | Mitigating actions  |
|--|---|--------------|--|---|
| Communities are not interested in getting involved and using the Toolkit | L, M, H<br>H but variable across the Levels | L, M, H<br>H | Toolkit is not used.<br>Community ownership of routes and hubs not achieved. | Start where success is likely and use as ambassadors for harder to engage communities.<br>Link with other community engagement activity/events. |

### HLF objectives fulfilled: All Connections with other projects in the scheme

LLS-5 Skills Enhancement  
LLS-4 Learning Programme  
LLDM2 Hubs  
LLDM6 Inspire! Churches in the Levels  
LLDM7 Levels Loops and Links  
LLDM10 Destination Marketing  
LLS2 Recapturing the Historic Landscape  
LLS3 Stories from the Levels





**LLS 7**

**Big Skies Community  
Art Project**

# LLS-7 Big Skies Community Art Project

## Project Summary

The Big Skies Community Art Project is primarily a way to engage the community and schools in the creation of art works which tell the unique story of the landscape. The core aim is to engage harder to reach communities at the edges of the landscape with the least understanding and appreciation of the Levels landscape and heritage at present through the creation of art works which tell the unique story of the Gwent Levels landscape through time. The Community Engagement Officer will commission a community artist to develop and set up a series of school and community workshops to create imaginative and creative pieces of art exploring the project's key themes. These would then be used in local celebration events designed to bring the community together around the artworks to get them imagining the landscape in challenging and different ways. In addition, the artist will be required to create a bespoke signature 'piece' to be a permanent iconic fixture of the annual Levels Festival (LLDM-5).

A connected side project, also working with the community artist, will target a particularly deprived community in Duffryn to create an interpretive Artwork in the Maesglas Underpass; a significant structure on the cycle route between Tredegar House, the heavily urbanised Duffryn Estate, and the Wetlands Centre. It has the potential to become a canvas for helping to tell the story of the Levels to local people and visitors. It would be particularly effective if it introduced walkers/cyclists to the bird and animal life they could encounter as they approach the



Wetlands and provides a great opportunity to bridge the gap between the residential hinterland and the environmental oasis of the Wetlands.

### Justification for inclusion of the project in the LP scheme

There is a clear and pressing need to reconnect fringe communities and younger people with the heritage of this unique landscape in order to inspire more pride, appreciation and care in its future among those who live there. There is generally higher awareness and appreciation among older residents living in market towns and villages located on the Levels and lower awareness and appreciation amongst those who are more geographically isolated from the Levels including the more urban residents. There are also growing commuter belts around Chepstow, the prospect of a substantial influx of people with the reduction of the Severn Crossing tolls, planned large-scale housing developments at Llanwern and Sudbrook, plus the pressures of the two large cities of Cardiff and Newport. There is an urgent need to reconnect people to this landscape before its historical significance and meaning is lost for these communities.

### Key beneficiaries of the project— who and what

The primary LLLP audiences for this project are:

- Residents of deprived communities, BAME groups, or those with physical, intellectual or social impairments
- Residents located along the urban fringe in residential estates and new housing estates
- Those in full-time education and lifelong learners

Working with groups such as 'Newport Live!' Arts Development, the project will have excellent access to hard to reach communities, including refugee and asylum seekers, and their 'City Seedlings' groups. These groups already have an interest in 'giving something back' and will have stories of their own to contribute. On a wider landscape scale, the potential is there to bring people into a safe, open and celebratory environment just minutes away from what can be an oppressive urban setting including communities in Duffryn, St. Mellons, Trowbridge, and Severnside.

# LLS-7 Big Skies Community Art Project

## Delivery lead

Community Engagement Officer

## Location

Three cluster locations in the Gwent Levels have been selected based on low levels of current activity, awareness and engagement. The catchments are around St Mellons, Duffryn and Caldicot.

## Timescale - start and finish dates

Starting in February 2018 with the tender for the artist, community workshops will be held during the summer, schools workshops are to take place in the autumn term and celebration events will also be held during the autumn, repeated annually. Wrap up and legacy planning will take place at the end of year three.

## Headline costs:

| Element                                   | Value   |
|---|---------|
| Total project cost (including inflation)  | £64,701 |
| In-kind support total                     | £2,850  |
| Non-recoverable VAT total                 | £1,152  |
| Long-term management and maintenance cost | N/A     |
| Partnership funding total                 | £11,752 |
| HLF contribution total                    | £50,099 |
| HLF % contribution                        | 77%     |

## Output

- 9 Schools workshops held
- 3 Community workshops held
- 300 Individuals engaged/volunteered
- 3 'Big Sky' celebratory events held with at least 200 people at each event
- 3 Celebratory artistic pieces created for the LLDM-5 Levels Festival
- 1 Artistic mural or sound-based artwork installed in Maesglas Underpass.

## Outcomes

- Communities and new audiences from different backgrounds and demographics engaged with their heritage and participating
- Successful events held with a reputation to build on over three years and beyond
- New skills acquired by target audiences leading to increased confidence, soft skills and employability.

## LLS-7 Big Skies Community Art Project

### Project risk register

| Risk description  | Likelihood   | Severity     | Consequence description  | Mitigating actions  |
|---|--------------|--------------|--|---|
| Decline of Community cluster partnerships i.e. Communities First, neighbourhood partnerships. | L, M, H<br>M | L, M, H<br>H | Networks and contacts built up during Development are lost                           | Maintain contacts/links with as many community partnerships and sub-groups as possible  |
| Artist delays delivery  | L            | H            | Delay in delivering workshops and events   | Regular meetings and communications with artist to ensure workshops and event planning  |
| Failure to gain enough interest in workshops/events   | L            | H            | Spectacle reduces in size and impact and long-term benefits for the communities lost | Use the good connections and networks of Arts Development plus the LLS-4 contacts   |
| Less volunteer interest than anticipated  | L            | M            | Less people to engage with workshops and celebratory events                          | Ensure adverts are displayed widely and that current partner and LLLP volunteers are involved right from the beginning                                |
| Lack of suitable locations for 'Big Sky' events   | L            | H            | Hard work at workshops has poor 'pay-off' in terms of event and achievement          | Use strong connections with local venues built up through Community Engagement in Development Phase   |
| Staff changes   | L            | L            | Interruption or delay in delivering the project                                      | Ensure information is stored and easily accessible in case there are staff changes  |
| Adverse weather at 'Big Sky' event  | L            | M            | Demonstrators and activities postponed   |   |
| Injury etc. to staff, public  | M            | H            | Litigation   | Inform relevant Local Authority Event Advisory Group. Robust risk assessments for activities, venues, participants. Confirm all insurances from venue |

# LLS-7 Big Skies Community Art Project

## Project risk register

| Risk description    | Likelihood   | Severity     | Consequence description                                | Mitigating actions                 |
|---------------------|--------------|--------------|--|------------------------------------|
| Publicity (lack of) | L, M, H<br>M | L, M, H<br>M | Attendance low. Post event denial of knowing about it. | Good relations with media outlets. |

**HLF objectives fulfilled: 1, 4, 5, 6, 8, 9**

**Connections with other projects in the scheme**

LLS-4 Learning programme

LLDM-5 Levels Festival

LLDM-1 Sculptures and Tide Markers

LLDM-2 Hubs

LLS-2 Recapturing the Historic Landscape

LLS-3 Stories from the Levels

LLDM-7 Levels Loops and Links







Photo credits: Jeremy Botwell, Joanne Burgess, Newport CC, Carole Newton, Nigel Pugh, Alice Rees, Peter Trimming.

