Project 3.1

Buildings in the Landscape

Full Project Plan

Project 3.1 Buildings in the Landscape
Full Project Plan

Project Name	**Buildings in the Landscape**	Stage	Delivery		
Project Theme	**Economy, farming and wildlife**	Year			
Reference No	**3.1**	Project Start Date	January 2018	Project End Date	December 2022
Main Contact		Lead Organisation	As lead partner and accountable body, CWT recruit a Project Officer to deliver the project according to a detailed brief. The project will be overseen by the Economy, Farming and Wildlife Project Group and managed by the PLP Programme Manager.		
Contact Details	Tel	Partners / Contractors	Other key partners involved: Farmers/property owners; Professional consultants; Cornwall Council Strategic Historic Environment Service; Farm Cornwall		
	Email				
	Address				
HLF Outcomes					
Heritage	Designated and non-designated assets within the Penwith Landscape of heritage, cultural or landscape value are identified, recorded, prioritised for funding to obtain the necessary consent for reuse		Buildings of value in the landscape saved from risk of further dilapidation or loss		
People	Provide skills training to help restore buildings of heritage value		Programme of training in traditional building skills		
Communities	Greater awareness of heritage value of redundant buildings		Buildings recorded by community volunteers; Records made by community volunteers		
PLP Objective	1) To conserve, protect and enhance Penwith's ancient farming landscape and field systems, its archaeology and built heritage; and 4) To support sustainable farming which is sensitive to the valued landscape, heritage and biodiversity.				
Key Issues Addressed	As part of the original project bid, a consultation with farm owners was carried out. 156 surveys were posted out with a 41% return: over 80% need new livestock buildings; almost all had buildings to convert with over 50% seeing this as vital to their business growth; 94% were concerned about the future of farming; 55% have more than one stream of income with 44% having a job off the farm, and 70% having family help; payments received and profits had fallen by 44%; outgoings from the farm had risen by 90%; debt had risen by 56%.				

Project 3.1 Buildings in the Landscape
Full Project Plan (continued)

Project Description	The project has 2 inter related objectives: 1. To facilitate the restoration/repair/conversion of redundant buildings in Penwith which have a historical, cultural and/or landscape value to enable these buildings, and the values they contribute, to be maintained or enhanced; 2. To enable a beneficial economic impact on the viability of existing farming units in Penwith. As farming practices have evolved, existing farm buildings have become redundant and unsuitable for much direct farming activity. As these are predominantly buildings of a more traditional character they have been identified as a potential resource to the land owners in line with planning policies and guidance which support farm diversification projects and in particular the conversion of redundant or disused buildings. Whilst the opportunity exists, a number of farmers see the planning system as overly complex and bureaucratic, and are put off by the initial investment required to obtain the necessary consents to enable conversion projects to commence. They are also cautious to undertake projects where there is a risk of any financial return within the short to medium term in addition to investing in projects that could prejudice the efficiency of the wider farm complex. A number of the land owners spoken to gave anecdotal evidence of friends who have lost money through barn conversion, found the day to day running for uses such as holiday lets over burdensome and/or found conflicts between uses such as residential next to a working farm. As a result it is often easier for the landowner to ignore the potential of existing buildings and leave it as an option to explore in the medium/ long term. This is resulting in such buildings becoming increasingly dilapidated and falling into disrepair, having a detrimental effect on the Penwith landscape. The other risk is that land owners sell off redundant farm buildings for a short term financial gain. This is unlikely to produce a significant financial benefit to the landowner, results in the loss of a medium/ long term funding stream and may result in the buildings being converted in a way more focused to the buyer's/investor's end goal of producing a quick financial profit. This is unlikely to be in the best interests of the buildings or the landscape.
Scope and Purpose	HLF funding will enable around 20 projects to be carried out over 5 years, with property owners providing 20% match funding from the stage of planning preparation to commitment to delivery. The opportunity for further match funding through the LEADER programme has been explored as part of the Pilot Project within the Development Phase. Interest in the scheme has been high. The majority of projects will require formal planning permission. Some may qualify under the prior approval process for conversions of redundant agricultural buildings (To be eligible for prior approval, the proposed conversion cannot result in a physical extension to a building, or involve residential re-use if within the AONB or WHS). This could potentially reduce some of the fees. Some may not require planning permission at all e.g. conversion to a farm shop selling the majority of produce from the farm. Other surveys or reports that may be required include: Heritage Impact Assessment, Landscape and Visual Impact Assessment, Transport Advisory Note, Detailed Ecology Surveys and Reports. No end use is excluded but the proposed re-use of the building must be respectful of its qualities and contribution to the historic and natural landscape character of the area. The fact that the majority of Penwith falls under safeguarded designations such as the West Penwith Section of the Cornwall Area of Outstanding Natural Beauty (AONB) and the Cornish Mining World Heritage Site St Just Mining District and that the buildings will be treated as designated or non-designate heritage assets will require that the traditional characteristics of the project buildings and their settings are conserved or enhanced through the statutory requirements of the planning system (see Appendix for planning context). Appendix 3.1 gives background on potential end –uses and demand. One of the key aspects for supporting the conversion of redundant farm buildings is that they make a positive financial impact on the medium to long term viability of the farming enterprise. A critical step in the project is the assessment of likely costs and returns and of areas of risk.

Project 3.1 Buildings in the Landscape
Full Project Plan (continued)

Location	The project will work on redundant buildings identified across the PLP area.		
Planned Activities and	Activities and a 5 year programme is shown within the Full Budget		
Beneficiaries	**Who/What**	**How**	
	Farming Community	The farming community will be offered the support and financial investment to obtain the necessary consents to facilitate the delivery of traditional farm buildings on their farming units.	
	Local and Landscape Heritage	The repair and restoration of redundant farm building in a sensitive manner will be beneficial to the conservation and enhancement of the designated and non-designated valued landscape and heritage designations covering the West Penwith area.	
	Natural History	The repair, restoration and conversion of redundant farm buildings will be required to accommodate, mitigate and potentially enhance the natural environment as a result of planning legislation.	
	Local Resident Community	Local resident community will benefit from an increased sense of value and appreciation of the restored landscape and heritage assets in the area.	
Communication	Task	Audience	Communication Medium
	Project publicity	Farming community	Annual drop in event, Attendance at relevant events in the area, Social media platforms (Twitter, Facebook and relevant forums), PLP website, Parish magazines, Face to face interaction, Local heritage organisations, Other PLP projects, Farm Cornwall
	Awareness raising of the Project	Farming and local resident community	Social media platform, PLP website, Parish magazines
Project Buy-in	Consultee	Involvement / Findings	
	Farming Community	Through meetings and 1:1 visits	
	Cornwall Council Planning, including Conservation Officer, World Heritage Officers and Cornwall AONB Unit	Ultimately each proposal will be assessed by the planning department in Cornwall Council. Continued engagement and strong relationships with the planning officer will help support an efficient and positive decision making process.	
	Town and Parish Councils	Key consultees on planning applications are Town and Parish Councils. Their engagement into the scheme will be highly positive not only in supporting the planning process, but the wider projects too delivery.	
Project Development Policy changes/ context which affect project	Historic England in association with the Historic Environment Service in Cornwall Council have been preparing a Cornwall Farmstead Assessment Framework to provide a 'a step-by-step approach to considering the reuse of traditional farm buildings and the sustainable development of farmsteads, through identifying their historic character, significance and potential for change.' The document is in draft form but will be of considerable value for informing how schemes are developed in this project. The Assessment Framework makes direct reference to the draft Cornwall Farmsteads Character Statement, one of which covers the West Penwith Area.		

Project 3.1 Buildings in the Landscape
Full Project Plan (continued)

Changes in focus of work from first stage submission	Project Costs: HLF grant funding is insufficient to subsidise the capital build of the projects. The focus has always been on removing the perceived bureaucratic process of obtaining the necessary consents for projects alongside undertaking initial feasibility and viability assessments and at the start of the Development Phase this was estimated to cost £5000 per project The Pilot project has provided more accurate costs associated with development of one project (see Full Budget for breakdown and cost comparison). Contact with farmers and landowners: Through publicity at a farmers event in July 2016, over 30 farmers registered an interest in the project, about 20 of these and a further 10 were contacted and/or visited during the development phase. The majority of the proposals that have expressed an interest in the project fit well with its objectives. However it is apparent that owners have written off opportunities based on hearsay or past experience, for example due to changes in the planning system, general mis-understanding of market demands or the funding opportunities that exist. Training in traditional skills: Whilst there may be opportunities to provide on-site training in traditional building skills such as scantle roofing, this will be up to the individual farmer during the construction phase. Propoals for the Pilot Project include the re-instatement of a Cornish hedge to reflect the ancient field-boudary and PLP volunteers through Penwith Hedges project will provide help to the farmer whilst also using this as a training ground for new volunteers
Progress in gaining consent / approval	N/A at this stage

Wider Context	Name and Project Code		Nature of Relationship
Links with other projects within PLP scheme	**Farming Futures 3.2**		Focuses on developing and supporting farmers and farm businesses.
	Penwith Hedges 3.4		Volunteer support to re-instate and/or repair Cornish hedges as part of building proposals (as in Pilot Project at Chytodden). Access to
Links with other projects and initiatives within West Cornwall	As referred to above, CC HES Cornwall Farmstead Assessment Framework		

Monitoring &	Qualitative		Quantitative	
Evaluation	See Appendix 3.1		According to HLF LP Output Data workbook	
Legacy	The overall success of the project will be established in the medium to long term by evidence of more quality buildings been retained and enhanced and their use helping to sustain an existing farming enterprise.			

Risk Management	Type of Risk	Likelihood	Impact	Mitigation	Person Responsible
	Lack of take-up from farmers and property owners	Low	High	Good publicity and use of contacts through all projects	Bldgs in L'scape Officer and Project Officers
	Potential projects not viable	Low	High	Ensure that multiple projects are assessed	Bldgs in L'scape Officer
	Costs escalate above project budget	Low	High	Flexibility built in to project which will allow higher match funding from property owners and/or additional financial support	Bldgs in L'scape Officer

Project 3.1 Buildings in the Landscape
Full Project Plan (continued)

	Plans do not enhance heritage and landscape			Use good consultants; planning and historical environment service to assess draft proposals	Bldgs in L'scape Officer and consultants
Management Plans / Policy Statements /					
Project was prepared by James Evans, Buildings in the Landscape Project Officer					

Project 3.1

Buildings in the Landscape

Appendices

**Appendix
Project Number: 3.1
Project Name   Buildings in the Landscape**

1. The Value and Significance of Traditional West Penwith Farm Buildings

During the development stage of this project, Historic England, in association with the Historic Environment Service in Cornwall Council, has been preparing a Cornwall Farmstead Assessment Framework to provide a *'a step-by-step approach to considering the reuse of traditional farm buildings and the sustainable development of farmsteads, through identifying their historic character, significance and potential for change'.*

The document, presently in draft form, will be used during the Delivery Phase to inform the different buildings projects.

The Assessment Framework makes direct reference to the draft Cornwall Farmsteads Character Statement, which includes the West Penwith Area (see Appendix J)

In capturing the character and significance of West Penwith's traditional farmsteads and buildings, the draft Character Statement (West Penwith – National Character Area see map overleaf) robustly justfies the basis for the project. A summary is provided below.

Historic Character

- Good survival of early farmhouses, but extensive C19 reconstruction of farmsteads and buildings. Dispersed layouts, especially associated with town-places, are one of the most distinctive aspects of the area, typically with multiple yards for holding cattle, as are many small-scale miner-farmer linear smallholdings around St Just. Typical buildings are 2-storey combination barns, low and small-scale buildings, commonly pigsties and calf houses, small buildings such as crows and goose houses, and recesses such as bee boles built into or against consumption hedges, with some field barns.

- The close associations with the maritime and industrial environment has affected agricultural settlement and use: - part-time fishermen/miners/farmers were often one and the same: extensive exploitation of sea sand and seaweed to improve land; movable sand-dune systems,; Large areas of waste ground associated with mineral working were unsuitable for growing and an intensive semi-subsistence form of agriculture developed.

- The coastal plateaux are the main agricultural areas – narrow and with limited access in the north and west, broader and generally more fertile in the south around St Buryan (extensive areas of grade 2 land).

- Historically, a heavy emphasis on pastoral farming, with extensive grazing on rough ground, and limited mixed arable farming particularly in the St Buryan and southern area. From the 19th century in coastal areas and around the Mount's Bay fringes, market gardening increased .
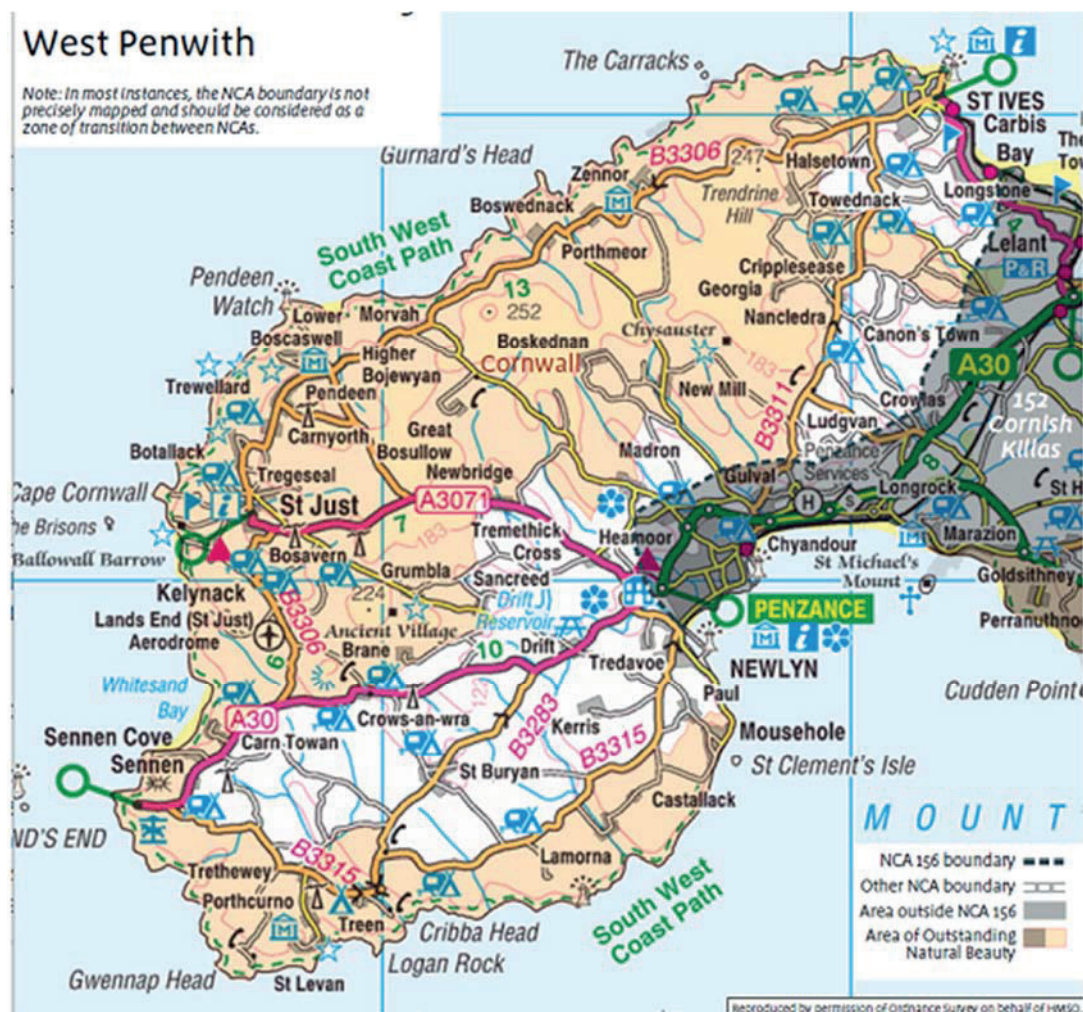
1

Fig 1   The West Penwith Character Area, with the numbers of neighbouring National Character Areas around it. © Natural England.

Historic Significance

- One of the best examples in England of the development of farmsteads within a framework of prehistoric field systems. Typically dispersed around multiple yards, they developed from the area's characteristic medieval farming hamlets.

- Longstanding relationship between upland/marginal land and lowland farms. Contrasting areas to south and east of high-grade farmland within a predominantly medieval field pattern, potentially overlaying fragments of prehistoric fields in places.

- Some well-defined areas of miners' smallholdings, including some rare surviving linear farmsteads around St Just.

- Small- or medium-sized fields with very distinctive field boundaries, mainly dry- stone and some large vertically-set free standing stones. Often associated with later features built within the boundaries themselves.

2

Landscape and Settlement Contribution

- Dispersed settlement pattern has high density of farmsteads, intermixed with hamlets; also fishing and mining villages and small towns.

- Most settlements are of medieval or earlier origin, often located on or adjacent to prehistoric settlements and very early field patterns. Others grew up when the population increased in the 18th/19th centuries.

- Some settlements comprise isolated groupings known as 'townplaces' – hamlet groups of 2 or 3 farmsteads surrounded by early field systems.

- Higher-status barton farms were often sited in isolation or next to the church.

- Evidence from deserted settlements and from present farms indicates that farming hamlets formed the basic unit of settlement. Many contracted in size from the 14th to the 19th centuries to form today's farmsteads.

- The prehistoric field systems, particularly well-defined on the northern coastal fringe, comprise one of the oldest farmed landscapes in the world.

- Rural-industrial areas associated with typically small-scale enclosures of miner/farmer smallholdings, for example around St Just and the planned settlement of Halsetown.

- Areas of 18th- and 19th-century enclosures with rectilinear boundaries, often of dry stone tend to be found as intake fields on the edges of downland. They often comprise little more than a house and small outbuilding.

Key Farmstead Buildings

- 2-storey combination barns with upper threshing floors/granaries very similar to bank barns but accessed by ramps or external steps.

- Some barns retain evidence of 19th-century machinery.

- Low and small-scale buildings, commonly pigsties and calf houses.

- Small crows and goose houses, recesses including bee boles built into or against consumption hedges (built up by clearing off surface stones, and sometimes mine waste, from the fields).

- Field barns, mostly rebuilt temporary field shelters, many now ruined or fossilised in boundaries.

Present and Future Issues

- The Photo Image Project (2006) recorded a medium proportion in this National Character Area of listed working farm buildings converted to non-agricultural use (34.6%, the national average being 32%).

- The Photo Image Project also recorded an above-average percentage (9.1%, the national average being 7.5%) of listed working farm buildings that show obvious signs of structural disrepair.

- Ending of Environmentally Sensitive Area grants programme 2015- has been significant management tool over last few years; replacement schemes yet to be developed. Could have very serious consequences for maintenance of traditional field boundaries, farm buildings, small-scale of holdings, low-key grazing regimes etc.

3

- Pressure for conversion of farm buildings to both residential use (holiday letting especially) and commercial diversification.

- Middle-sized farms are increasingly under pressure, the area having seen an increase in the size of commercial farms and of small-scale 'hobby farms'.

2. Potential Uses and Demand for Converted Buildings

Demand in Penwith is high and the key issue is the viability and feasibility of converting farm buildings for the following end uses:

- Unrestricted residential
- Affordable housing
- Rural workers' housing
- Holiday lets
- Camping barn
- Associated accommodation/ facilities with wider tourism use such as campsite
- Business
- Workshop
- Storage and distribution
- Studios
- Farm shop

Housing Need: Key Facts
- There were 20,623 dwellings in the West Penwith area in 2011[1] and of these – 18,027 (87.4%) had at least one resident compared to the Cornwall average of 89%.
- The number of additional households[2] created by population growth could be around 2,800 in the next 20 years if trends up to 2008 continue. Many will require new homes.
- For 906 people on the Home Choice Housing Register[3] (waiting list) classed as in housing need (Bands A-D) West Penwith is their preferred location (about 7.9% of the total). Another 1,228 people (Band E) wish to live in the area and are also recorded in the Register.
- 103 affordable homes[4] are required each year to meet need – 0.54% of households compared to 0.65% of households across Cornwall

Economy and Regeneration: Key Facts
- West Penwith falls within the Penzance Travel to Work Area (TTWA) and competes with urban centres such as St Ives and Hayle to attract employment opportunities and employees.
- The West Penwith area produces about 7%[5] of Cornwall's Gross Value Added figures. It has a mixed economy of retailing, tourism and light industry including the marine sector.
- Penzance, an important service centre for this part of Cornwall, is the main access point to the Isles of Scilly.
- There is a shortfall of office land identified and the main strategic focus for this is at

---

[1] Office for National Statistics (2013) Census 2011 January 2013 release -
http://www.ons.gov.uk/ons/guidemethod/census/2011/index.html
[2] Cornwall Council (2010) PopGroup population and household projections
[3] Cornwall Council (2012) Home Choice Housing Register
[4] Peter Smith Research & Consulting (2010) Cornwall Housing Market Strategic Evidence Base 2010 Update -
http://www.cornwall.gov.uk/default.aspx?page=17559
[5] Cornwall Council (2011) Economic Development Intelligence Report (estimates)
4

Penzance close to the town centre with good access to the A30.

- In 2011[6], 22.9% of those aged 16 plus in the West Penwith area had no qualification compared to the Cornwall average of 22.4%. Of the remainder, 26.8% had level 4 and above qualifications in the area compared to 25% on average across Cornwall.
- The average annual business set up per 10,000 of working-age population in Penwith between 2004-2008 is recorded as above both the national (66) and regional (66) average at 71.
- In 2005[7] Penwith was ranked as the eighth most likely rural local authority area in the UK to develop a live/work property market.

A 2011 Report[8] undertaken by Visit Cornwall entitled 'The Value of Tourism – Cornwall' identifies the following key statistics that are considered relevant to the proposal:

- Tourism in Cornwall accounts for a total estimated actual employment 60,921 (45,017 FTEs) 25% of all employment
- The total day trip spend in Cornwall from tourism is £468,336,000
- Self-catering accommodation for domestic visitors equates to a £464,187,000 spend in the Cornish economy of a total of £1,212,999,000 from tourism related sectors.
- Self-catering for overseas tourists equates to a £32,508,000 spend, which equates to £129,990,000 of total overseas tourist spend in Cornwall.
- The Value of Tourism in the former Penwith District equates to £256,076,000 Direct visitor spend; 8,133 Estimated actual employment; 5,898 FTE employment; contributing to a 31% proportion of all employment.
- In the former Penwith District self-catering domestic tourism contributes £57,323,000 equating to 861,000 nights, whilst overseas self-catering accommodates provides for £4,014,000 spend from 70,000 nights stay.

3. Viability for End Uses

<u>Housing and Second homes (Class C3 Use Class)</u>

Since 1995, house prices in Cornwall have increased by 235%[9]. Cornwall's average house price was £55,292 in 1995; in June 2014 the average house price in Cornwall was £185,006.

Work[10] undertaken in 2012 for Cornwall Council as part of their evidence base for the now adopted Cornwall Local Plan on the viability of housing development looked at a range of house price and build costs to assess different areas in Cornwall, and this study divided Cornwall into the following 'value zones':

Fig 2: Value Zones in Cornwall 2012 (1 is the most expensive)

---

[6] Office for National Statistics (2013) Census 2011 January 2013 release - http://www.ons.gov.uk/ons/guidemethod/census/2011/index.

[7] 'Rural Live/Work: Developments that support home-based businesses', Commission for Rural Communities, 2005

[8] Visit Cornwall (2011) 'The Value of Tourism – Cornwall'

[9] Land Registry (2015) House Price Index

[10] ORS/Three Dragons (2012) Housing Strategic Viability Assessment - http://www.cornwall.gov.uk/default.aspx?page=33997

5

Band 1
Band 2
Band 3
Band 4
Band 5
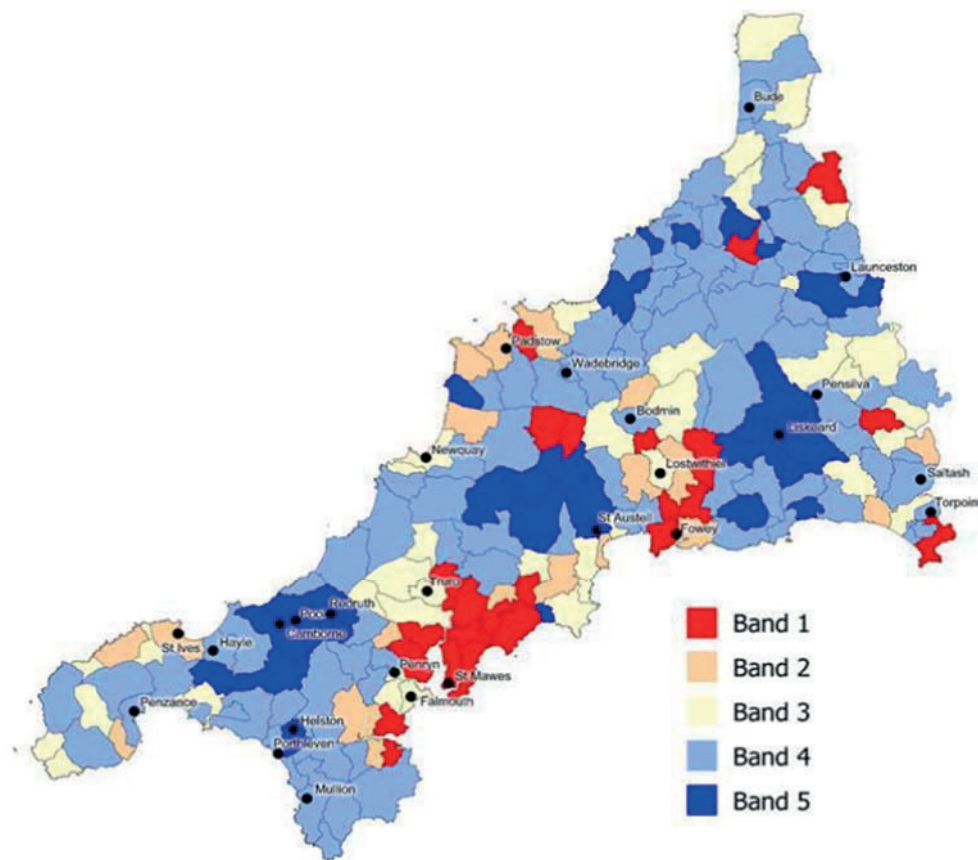
Tourism Uses (Restricted Class C3 Use Class)

Conversion costs for Tourism are generally consistent with that for residential, although some evidence indicates a higher specification is required. Therefore costings would suggest a slightly higher cost on top of the straight C3 residential conversion. Letting potential varies and it is apparent that despite the high rental values during the summer months, overall occupancy on average is below 25 weeks of the years. After general maintenance and repair, the overall profit potential is a fine balance against the investment for the conversion. A number of planning applications have been approved to allow for unrestricted residential use of holiday-use barn conversions because viability assessments have indicated they making a financial loss.

Business and Commercial (Typically B1, B2 or B8 Use Classes)
The updated Cornwall Employment Land Review 2016 recorded

Table 1: Rents and Vacancy for Commercial Property by Former District Area, 2009

Former District	Industrial Rents	Office Rents	Office Vacancy	Industrial Vacancy
Penwith	£3-8/sq ft	£8-9/sq ft	4%	3%
Kerrier	£3-8/sq ft	£10/sq ft	4%	2%
Carrick	£2-5/sq ft	£8-14/sq ft	4%	1%
Restormel	£3-5/sq ft	£10/sq ft	3%	1%
North Cornwall	£3-8/sq ft	£5-6/sq ft	5%	2%

6

| Caradon | £3-4/sq ft | £4-9/sq ft | 1% | 3% |

<u>RIBA/BCIS Estimates</u>

The figures in the table overleaf were taken from actual builds in West Cornwall to provide a build cost estimate for Autumn 2016 for projects in the West Penwith Area. The calculator is used by the industry as an estimate (further detail is provided in Appendix A) and these estimates serve to establish a potential ceiling height for build costs. Ultimately, through interrogation, build costs are likely to be lower than the estimates.

7

Table 2: BCIS Estimated m2 costs gross internal floor space for the building Cost including prelims. Last updated: 06-Aug-2016 12:19
Rebased to 3Q 2016 (273; forecast) and Cornwall (101; sample 129)

	Residential				Workshops		Office			Guesthouses	Youth hostels	
	Rehabilitation/ Conversion	Two Storey	Single Storey	Generally	Rehabilitation/ conversion	New build - vehicular repair/ maintenance	Rehabilitation/ Conversion – generally	1-2 storey - new build	Generally - new build	Rehabilitation/ Conversion	New build	Rehabilitation/ Conversion
Mean	2175	1794	1350	1,739	282	1107	893	1324	1493	1710	195	1926
Lowest	562	857	728	728	213	318	62	633	633		122	9
Lower quartiles	1197	1368	1165	1261		990	396	1070	1075			
Median	1821	1602	1277	1480		1091	760	1226	1371		196	1
Upper quartiles	2494	2169	1480	2036		1231	1111	1490	1676			
Highest	8190	3410	2239	5140	350	1694	2945	2837	4645		267	4
Sample	26	55	47	126	2	16	111	17	155	1	4	1

8

4. Planning Context

Relevant Planning Policy and Guidance

The National Planning Policy Framework (NPPF) through Paragraph 17 as a core planning principle seeks to *'encourage the re-use of existing resources, including conversion of existing buildings'.*

Through paragraph 28 the NPPF outlines the Government's promotion of a strong rural economy through the following:

- *'support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings;*
- *promote the development and diversification of agricultural and other land-based rural businesses;*
- *support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres.'*

The NPPF additionally states the Government's aim is to significantly boost the supply of housing through paragraph 47 and in particular as outlined in paragraph 50 widen opportunities for home ownership.

With specific regard to housing uses paragraph 55 allows for new isolated homes in the countryside in special circumstances such as:
- *the essential need for a rural worker to live permanently at or near their place of work in the countryside; or*
- *where such development would represent the optimal viable use of a heritage asset or would be appropriate enabling development to secure the future of heritage assets; or*
- *where the development would re-use redundant or disused buildings and lead to an enhancement to the immediate setting.'*

The majority of West Penwith falls under designations with significant safeguarding. However, the planning policies that apply to these designations support the objective of the scheme – to help safeguard, conserve and enhance the appearance and setting of the traditional farm buildings situated within the West Penwith landscape. They also protect against inappropriate alterations that would adversely harm the historical or landscape quality of project buildings.

For example the Area of Outstanding Natural Beauty (AONB) designation through policy 23 of the Cornwall Local Plan and paragraph 115 of the National Planning Policy Framework is attributed the highest level of protection with regard to landscape character and scenic beauty. The World Heritage Site designation provides similar policy criteria to that of the AONB but concerning the impact of proposals upon the Outstanding Universal Value of the designation. Policy 24 of the Cornwall Local Plan explains that harm to the authenticity and integrity of the Outstanding Universal Value, should be wholly exceptional.

Furthermore, and of relevance to Listed Building also paragraph 132 of the National Planning Policy Framework (NPPF) outlines that *'substantial harm to or loss of designated heritage assets of the highest*

9

significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional'.*

There are also further designations such as the Heritage Coast and the local designation of Area of Great Landscape Value (AGLV) under which policy 23 of the Cornwall Local Plan requires that development should maintain the character and distinctive landscape qualities of such areas.

Prior Notification Applications for the Conversion of Agricultural Buildings to Dwellings

In 2015 through Part 3, Class Q of the Town and Country Planning (General Permitted Development) Order 2015 Regulations have been introduced which allow for agricultural buildings to be converted into dwellings without the need for full planning permission subject to specified procedures being completed and subject to certain limiting provisions. Applicable building conversion will not be subject to planning policy tests as long as they meet the criteria outlined in the Regulations.

However, the prior notification procedure excludes buildings that are in AONB's or the WHS and as these designations cover a significant majority of the area of West Penwith, it is unlikely this route will be an option for the majority of projects. In addition, the use of the prior notification process removes other agricultural permitted development rights for the construction of new agricultural buildings and does not allow extensions. It may nevertheless appear an unattractive option to the landowner.

Prior Notification Applications for the Conversion of agricultural buildings to a flexible commercial use

Class R to the above regulations does allow for conversion of agricultural buildings to commercial uses even if these occur in AONBs or the WHS and does not contain the same restrictions as the residential conversion in terms of loss of permitted development rights.

A flexible use relates to any use falling within Class A1 (shops), Class A2 (financial and professional services), Class A3 (restaurants and cafes), Class B1 (business), Class B8 (storage or distribution), Class C1 (hotels) or Class D2 (assembly and leisure) of the Schedule to the Use Classes Order.

The Prior Notification process requires information to be submitted to the Local Planning Authority with regard to the following:

> (a) where the cumulative floor space of the building or buildings which have changed use under Class R within an established agricultural unit does not exceed 150 square metres, provide the following information to the local planning authority—
>> (i) the date the site will begin to be used for any of the flexible uses;
>> (ii) the nature of the use or uses; and
>> (iii) a plan indicating the site and which buildings have changed use;
>
> (b) where the cumulative floor space of the building or buildings which have changed use under Class R within an established agricultural unit exceeds 150 square metres, apply to the local planning authority for a determination as to whether the prior approval of the authority will be required as to —
>> (i) transport and highways impacts of the development;
>> (ii) noise impacts of the development;
>> (iii) contamination risks on the site; and
>> (iv) flooding risks on the site,

10

and the provisions of paragraph W (prior approval) apply in relation to that application.

In the context of the PLP, this is certainly an option worth considering with any commercial re-use as the supporting documentation for the formal submission will be significantly reduced and thus will help reduce overall costs.

Cornwall Council Planning

The planning department at Cornwall Council have contributed to development of this project and agreed to support it allocating specific officers with relevant background knowledge to deal with the proposals. They will entertain pre-application submissions for the proposals where more detailed guidance is required, for example with listed buildings, and have suggested grouping together submission to reduce costs.

5. Step-by-Step Methodology to Identify Building Projects for Funding

To ensure this popular source of funding is directed to appropriate and deliverable projects, the following step-by-step methodology is suggested (see flow chart at Appendix B for summary):

Stage 1 - Advertisement of the Funding

In the local press, through Farm Cornwall, other PLP members and at popular meetings attended by farmers on at least an annual basis. The advertisement is aimed at farmers in West Penwith with derelict farm buildings of historical, cultural or landscape value who are considering a potential re-use to support the ongoing viability of their farming enterprise. It will be stressed that funding is contingent on obtaining the necessary consents to facilitate delivery of projects, and no capital funding will be available. Submission will be straightforward – via letter, email or phone.

Stage2 - Identifying that the Buildings have Historic, Landscape and/or Cultural Value and meet the purposes of the project to support farm viability

The significant majority of the proposals seen during the development stage fit well with the project's objectives. Some have not proceeded past the initial stage owing to misunderstandings but the general suitability of projects is often not realised until a site assessment is undertaken. The site visit is essential for establishing: the suitability of the building; the landowner's ideas about how the project will be developed and how it will integrate with their existing farming enterprise; level of viability and capital opportunities; the feasibility of the proposals. The development stage of the project revealed that owners had written off opportunities that would have been eligible owing to changes in the planning system or a better understanding of market demands or existing funding opportunities.

This initial site meeting is also an important introduction into the scheme and an opportunity to establish trust. The role and experience of the project officer at this stage cannot be underestimated. The landowners view the process of obtaining planning consents and understanding viability as overly complex and bureaucratic, the project officer is there to resolve these concerns and therefore a confident and robust understanding of the overall process will be key to obtaining trust.

A recording sheet (attached at Appendix C) to establish eligibility on this initial site visit has been drafted. Projects that are not a priority at this stage could be reconsidered at subsequent periods if circumstances change. In addition measures could be identified to re- prioritise a project.

Stage 3 Understanding the Potential Business Case for the Project

To establish the financial viability of the proposal, estimates of the costs for the project will be drawn up based upon the conclusions from the site visit, the use of BCIS estimates and the conclusions of pilot/feasibility work undertaken during the development stage on three potential projects for the funding (see further detail on the pilot work). These will indicate a ball-park figure for the expected capital that will be required to deliver the schemes. However as the pilot work established, BCIS data whilst providing a broad cost figure does need further scrutiny.

Of the 3 projects assessed through the pilot, 2 fell below the BCIS estimates by over 20%. Landowners then suggested further cost reductions based upon the value they could add to specific elements of the build. For example, costs associated with landscaping estimated to be up to £9,000 per project, could be significantly reduced, or excavation of ground or the provision of new driveways (in one case estimated at £30,000).

It is therefore suggested that the BCIS data be used to make a precautionary cost estimate that can then be more closely analysed by the landowners in discussions with the project officer based on the experiences of the pilot work. This will enable a scoring to be attributed to the project in terms of its estimated viability.

(A detailed feasibility and viability study for each building project will not be a cost-effective option for providing the best use of the project funding. As the pilot work has demonstrated, further interrogation is required, but this is as much to do with acknowledging factors from the initial site assessment (ie the condition of the building, the designations impacting upon the building, the ground conditions and environment) as key factors that will have a positive or negative contribution on the build costs (ie if a building still has its roof, it will reduce the costs of conversion or if it is a listed building it is likely to increase costs above the average) alongside the landowners honest analysis of their value added component. Therefore at stage 3 it is proposed that BCIS date is utilised in the context of the factors impacting the building from the site visit and thereafter interrogated with the landowner.)

Stage 4 - Project Evaluation and Prioritisation- Assessment Score

Combining the conclusions from stages 1 and 2 will result in a clear indication of suitability and deliverability and each building project will then be assessed against the following criteria to provide an overall score:

Table 3: Project Assessment

Assessment Criteria	Notes	Score (1-5 with 1 being low and 5 high)
Heritage Value	Designated status and assessment of construction age and value (refer to	Minimum score of 2 out of 5 (unless

12

	Farmstead Assessment methodology)	minimum score of 2 is obtained under Landscape Value)
Landscape Value	Visibility in the landscape and contribution to the landscape character (refer to the relevant Landscape Character Assessment)	Minimum score of 2 out of 5 (unless minimum score of 2 is obtained under Historic Value)
Compatibility with farm business	Assessment of relationship with working farm and other uses at the complex	
Owner commitment to new uses on the farm and necessity to obtain alternative funding sources for the farming enterprises long term viability	Previous experiences and aspirations of landowner

Need to bring in alternative funding for the farming enterprise. | Minimum score of 3 out of 5 |
Owner investment already made to the project	Has any progress already been made with the building project?	
Value for money	Conclusions from stage 2 of the methodology on the business case for the scheme	
TOTAL SCORE	Max score = 30	

The conclusions from the Project Assessment will provide a valuable indication of the likely computability of the proposed scheme with the aims of the **Buildings in the Landscape** project alongside identifying the likely deliverability of the proposal.

However, some form of weighting, or minimum scoring may need to be applied to certain or all aspects on the project assessment i.e. are some factors more important and/ or necessary than others?

A proposed scheme must fit with the objectives of the project. For example a scheme could score highly overall but not relate to a building of historical or landscape value. Likewise a scheme may not enhance the viability of the farming enterprise, which is a fundamental requirement. As a result it is intended that minimum scores are required for certain criteria in the matrix as highlighted above to ensure that the schemes that are taken forward adequately fit with the overall objectives of the scheme.

Stage 5 - Progressing with Prioritised Schemes

Up to this stage, the sole investment has been the project officer's time identifying eligible projects. It is proposed that paid consultants will then proceed with the deliverability of the proposals and that a number of the essential surveys are undertaken including the following:

- Ecology surveys for bats and barn owls
- Structural surveys
- Mining and contamination surveys

13

We have been advised that appointing consultants to a number of building projects at one time has the potential to reduce overall costs. Wherever possible appointments on prioritised projects will be in groups based upon their assessment score, the number of projects that are available and ultimately the landowner's commitment.

The turnaround for these surveys will be relatively short at around 4-8 weeks. It is anticipated that predominately the surveys will enable projects to proceed further, however it is possible that the survey could identify matters that could require further investigation (further surveys), mitigation (off site or on site) or ultimately render the proposals unsuitable to proceed with (costs, structural condition).

These are necessary surveys and will further the audit of the suitability of projects with which to proceed.

Stage 6: Preparing the planning submission

The level of work involved and the further reports required to be undertaken at this stage will vary from case to case. Some proposals may require heritage or landscape studies to inform how the detail of a scheme is worked up; others may not be as sensitive.

The project officer will provide clear guidance for the works involved and if required will discuss proposals with the planning office.

Subject to the landowner's commitment the project consultants to work up the planning submission will be appointed. These will be selected from the consultants framework and agreed upon by the project officer and the landowner.

It is anticipated that 80% of the costs of the consultants will be paid for through the PLP Scheme with a 20% commitment from the landowners. It may also be possible to find further match funding from other programmes available at the time, such as LEADER.

Stage 7: Submitting for Building Regulations Approval

Once planning permission is obtained the detail of the scheme will need to be worked up to a formal building-regulations application. More detailed costing and feasibility may also be required at this stage.

This level of the process will cover the preparation of detailed designs and the submission of these to the Building Control Office or similar private enterprise.

As per the planning stage it is suggested that 80% of the costs of this stage are met by this programme with 20% from the property owners.

Post Project: Delivery

From this stage onwards PLP is no longer directly involved. However, at an early stage during the Delivery Phase, the Project Group and PLP Board will consider ways of ensuring / encouraging compliance.

14

Subject to the above the building projects can commence within the statutory planning time limit of 3 years from decision notice.

6. Monitoring and Post-Project Evaluation

It is proposed that the funding for the schemes will run for a 4-year period between 2018 and end of 2021. This could be reduced depending upon the take-up of potential developments and funding constraints.

During the final year of the PLP scheme (2022), the project will undertake an assessment of evaluation of its success. Fundamentally this will be about seeing projects commencing through delivery and ideally some of the earlier funding schemes being at a point of completion.

Another component of monitoring and evaluation will be success of the methodology and project assessment for identifying the deliverability of schemes. It will be valuable during this final year to establish actual build costs, and compare these to the BCIS estimates and the pilot conclusions.

Ultimately the overall success of the scheme will not be established until the medium to long term i.e. outside the PLP-funded scheme period. Have quality buildings been retained and enhanced? Have these works helped to sustain an existing farming enterprise?

7. The Consultants' Framework

A number of individuals and practices have agreed to provide specialist consultant services. These were selected through a review of companies based in or close to the Penwith area, through word of mouth and from similar planning submissions to these proposed over the recent past.

Prospective consultants were notified via email at the beginning of January 2017 to express their interest to be part of the framework and were given until the 20th January to complete the consultants' form.

After a good response, a strong consutants' framework was established. The broad range of skills and services offered should cover all possible scenarios as part of the proposed building projects. If for any reason a service is required that cannot be fulfilled through the consultants, an alternative provider will be sourced from elsewhere in Cornwall.

A summary of the consultants is in the table at Appendix E.

The Pilot Projects
As a method of testing how the project could effectively work, the properties of 3 farmers who expressed an early interest have been assessed through detailed site feasibility and viability assessment with the property consent.

15

8. Match-Funding and Potential Further Funding Opportunities

Principal match-funding will come from landowners themselves once it has been established that their project has a good chance for delivery.

Up until the end of stage 5 in the project prioritisation methodology, schemes run the risk of encountering major hurdles, for example structural concerns or incompatibility with planning policies.   As a result it is proposed that up until this point work is 100% funded through the project. Stages 1-4 in cost terms will only equate to the time of the project officer, whereas stage 5, whilst involving consultants, will be costed on a group basis.

For all of the stages past this point it is proposed that the landowners should contribute 20% to the cost of the project. This will inevitably be a small amount, well under £1000, but ultimately will be cost effective for the owner in terms of the likely establishment of a formal planning consent for a building under their ownership. The requirement for match funding will also establish an element of commitment from the landowner.

In terms of further match-funding there is the potential for a project bid into the LEADER programme which could be utilised for stage 4 onwards. To test this out, the Pilot Project Chytodden has submitted an Expression of Interest to the West Cornwall LAG which has been approved.

There is also the opportunity for capital funding to be obtained post the completion of the Buildings in the Landscape scheme to assist with project delivery. As per above a number of discussions have taken place with the relevant organisation, and there is an in principle suggestion that projects may be a good fit, depending upon end uses (such as economic).

Other opportunities being explored include: Cornwall Community Land Trust and the Lands End Peninsula Land Trust www.cornwallclt.org/ and the Addington Fund *www.addingtonfund.org.uk/*

9. Activities and Timetable

The activities in the project are provided in the stage-by-stage methodology and timescale will proceed on a case-by-case basis.

16

BCIS®

RICS®

£/m2 study

Description: Rate per m2 gross internal floor area for the building Cost including prelims.

Last updated: 06-Aug-2016 12:19

> Rebased to 3Q 2016 (273; forecast) and Cornwall (101; sample 129)

Maximum age of results: Default period

Building function (Maximum age of projects)	£/m² gross internal floor area						Sample
	Mean	Lowest	Lower quartiles	Median	Upper quartiles	Highest	
New build							
Offices							
Generally (15)	1,493	633	1,075	1,371	1,676	4,645	155
Air-conditioned							
Generally (15)	1,581	633	1,206	1,476	1,655	4,645	46
1-2 storey (15)	1,324	633	1,070	1,226	1,490	2,837	17
3-5 storey (15)	1,620	1,014	1,273	1,476	1,553	4,645	21
6+ storey (15)	1,995	1,427	1,591	1,679	2,049	3,578	7
Not air-conditioned							
Generally (15)	1,467	706	1,035	1,355	1,751	2,784	72
1-2 storey (15)	1,396	706	992	1,308	1,727	2,561	38
3-5 storey (15)	1,499	839	1,148	1,353	1,681	2,784	30
6+ storey (15)	1,904	1,498	-	1,936	-	2,248	4
Rehabilitation/Conversion							
Offices							
Generally (15)	893	62	396	760	1,111	3,945	111
Air-conditioned							
Generally (15)	1,067	259	465	939	1,219	3,945	31
1-2 storey (15)	1,270	259	443	1,100	1,551	3,945	12
3-5 storey (15)	1,022	270	437	751	1,160	3,219	11
6+ storey (15)	828	444	739	751	969	1,236	5
Not air-conditioned							
Generally (15)	966	68	449	845	1,078	2,665	39
1-2 storey (15)	976	216	625	849	1,080	2,312	18
3-5 storey (15)	983	335	444	929	1,063	2,665	14
6+ storey (20)	741	251	359	413	1,137	1,547	5

BCIS®

RICS®

£/m2 study

Description: Rate per m2 gross internal floor area for the building Cost including prelims.

Last updated: 06-Aug-2016 12:19

> Rebased to 3Q 2016 (273; forecast) and Cornwall (101; sample 129)

Maximum age of results: Default period

Building function (Maximum age of projects)	£/m² gross internal floor area						Sample
	Mean	Lowest	Lower quartiles	Median	Upper quartiles	Highest	
New build							
Rail vehicle storage/repair buildings (25)	2,445	756	-	-	-	4,134	2
Vehicle repair and maintenance buildings							
Generally (25)	1,107	318	990	1,091	1,231	1,694	16
Up to 500m2 GFA (25)	1,213	969	1,083	1,098	1,282	1,694	7
500 to 2000m2 GFA (25)	975	318	771	998	1,189	1,588	7
Over 2000m2 GFA (30)	987	633	660	1,049	1,255	1,397	7
Aircraft storage/repair buildings (15)	942	106	-	891	-	1,878	4
Rehabilitation/Conversion							
Vehicle repair and maintenance buildings (25)	282	213	-	-	-	350	2

BCIS®

RICS®

£/m2 study

Description: Rate per m2 gross internal floor area for the building Cost including prelims.

Last updated: 06-Aug-2016 12:19

> Rebased to 3Q 2016 (273; forecast) and Cornwall (101; sample 129)

Maximum age of results: Default period

Building function (Maximum age of projects)	£/m² gross internal floor area						Sample
	Mean	Lowest	Lower quartiles	Median	Upper quartiles	Highest	
New build							
Hotels (15)	1,657	973	1,427	1,620	1,921	2,542	23
Motels (20)	1,157	866	1,075	1,093	1,357	1,394	5
Youth hostels (20)	1,957	1,229	-	1,961	-	2,674	4
Rehabilitation/Conversion							
Hotels (15)	1,652	843	1,259	1,408	1,619	4,225	10
Guesthouses (20)	1,710	-	-	-	-	-	1
Youth hostels (30)	1,929	-	-	-	-	-	1

BCIS®   **RICS**®

£/m2 study

Description: Rate per m2 gross internal floor area for the building Cost including prelims.

Last updated: 06-Aug-2016 12:19

> Rebased to 3Q 2016 (273; forecast) and Cornwall (101; sample 129)

Maximum age of results: Default period

Building function (Maximum age of projects)	£/m² gross internal floor area						Sample
	Mean	Lowest	Lower quartiles	Median	Upper quartiles	Highest	
New build							
'One-off' housing detached (3 units or less)							
Generally (15)	1,739	728	1,261	1,480	2,036	5,140	126
Single storey (15)	1,350	728	1,165	1,277	1,480	2,239	47
2-storey (15)	1,794	857	1,368	1,602	2,169	3,410	55
3-storey (15)	2,088	1,347	1,431	1,979	2,341	3,875	17
4-storey or above (15)	3,152	1,463	2,169	2,898	4,167	5,140	6
'One-off' housing semi-detached (3 units or less) (15)	1,186	789	1,031	1,161	1,324	1,797	130
'One-off' housing terraced (3 units or less) (15)	1,481	937	1,001	1,073	1,218	5,605	17
Rehabilitation/Conversion							
'One-off' housing detached (3 units or less) (15)	2,157	562	1,197	1,821	2,494	8,190	26
'One-off' housing semi-detached (3 units or less) (15)	721	98	456	724	1,152	1,174	5
'One-off' housing terraced (3 units or less) (15)	3,245	510	2,515	2,706	4,025	6,080	11

Methodology to Identify Eligible Projects for Funding through the Buildings in the Landscape Project

		How	Owner
Stage 1	Advertisement of the Funding	Press Farmer meetings	Project officer
	↓		
Stage 2 **Project Fit**	Identifying that the Buildings have Historic / Landscape/ Cultural Value and meet the purposes of the project – farm unit support	Desk based/ initial site visit/ recording	Project officer
Audit	Do not prioritise buildings of no/ lesser Historic / Landscape/ Cultural Value or do not meet the purposes of the project ↓	Desk based	Project officer
Stage 3 **Basic Viability/ Delivery Potential**	Undertaking an initial business case	Desk based alongside discussions with land owners	Project officer
Audit	Do not prioritise projects that appear unlikely to be viable or deliverable (capital available/ land owner commitment/ finances) ↓	Desk based	Project officer
Stage 4	Overall Project Evaluation and Prioritisation using the project assessment table Identify the projects to prioritise	Site visit/ Desk based	Project officer
Audit	Do not prioritise projects that score poorly against the project assessment taable. Indeitify possible areas to review for projects that score poorly or are not prioritised	Desk based	Project officer

	↓		
Stage 5 **Preparing for Planning – first steps**	Structural assessments/ ecological assessments	Site visit/ Desk based	Consultants (100 % through project
Audit	Prioritise projects that do not require further studies/ assessments – undertake further assessments where required ↓	Desk based	Project officer
Stage 6 **Submission for Planning**	Preparation and submission of Planning application by utilising consultants from the Projects Consultants Framework	Site visit/ Desk based	Consultants (80 % through project/ 20% from land owner)
Audit	Proposals that do not obtain planning or planning raises financial/ deliverability issues ↓		
Stage 7 **Submission for Building Regs**	Preparation and submission of Building Regs	Site visit/ Desk based	Consultants (80 % through project/ 20% from land owner)
	↓		
Post Project	Delivery		

Summary of Activities per Buildings in the Landscape Project

Stage 1 - Advertisement of the Funding (pre-application of methodology)

Activities:
The funding is advertised in the local press, through Farm Cornwall, at popular meetings attended by farmers.
Recording of interest on a project-by-project basis.

Timetable:
Advertisement on at least an annual basis for the first four years of the development stage depending upon the level of project already progressed.
Project-by-project recorded at point of submission if interest.

Stage 2 - Identifying that the Buildings have Historic, Landscape and/or Cultural Value and meet the purposes of the project to support farm viability

Activities:
Site assessment of buildings.

Timetable:
On a case-by-case basis depending upon the availability of the landowner. Once visited the site assessment can be recorded within a week of the visits.

Stage 3 - Understanding the Potential Business Case for the Project

Activities:
The site assessment is used to establish estimated costs using BCIS date and responding to specific site/ building situation.

Timetable:
This work can be undertaken alongside the site assessment report under stage 2 but will require further analysis – can be completed within 2 weeks of site assessment – however further dialogue with landowners may extend this timescale.

Stage 4 - Project Evaluation and Prioritisation- Assessment Score

Activities:
Completing the project assessment table

Timetable:
Directly after stage 3 – no further time required.

Stage 5 - Progressing with Prioritised Schemes

Activities:
Appointment of the following:
- Ecology surveys for bats and barn owls
- Structural surveys
- Mining and contamination surveys

Timetable:
Assuming some delay to building up a group of projects suggest 2-3 months post stage 4. However appointments could be made and completed within a month if necessary.

Stage 6: Preparing the planning submission

Activities:
- Appointment of consultants
- Preparation of planning submission
- Submission of Planning
- Decision

Timetable:
Post stage 5, will require appointment and preparation of the plans, formal submission and then decision making process – estimate 4-6 months.

Stage 7: Submitting for Building Regulations Approval

Activities:
- Discharge planning conditions
- Detailed plans preparation
- Building regulations full plans submission

Timetable:
Post stage 6, estimated 4 months

Buildings in the Landscape Site Assessment Sheet

Site	
Owner	
Contact details	
Approximate Square Metres of building	
Proposed end use	(Detail what ideas the land owner has)
Financial position of landowner	(opportunity to understand the ability of the landowner to fund the capital build)
Land ownership	(is the building in single ownership? Are there any other interests)
Farming	(what does the enterprise farm – size of the unit – land rented)
Description	(number of units, size, two/ single storey/ farm complex or isolated
Condition	(ie is the roof in tack/ structural condition)
Materials	(ie granite/ slate, etc)
Visual Prominence	(record of how visually prominent the building is from public vantage points) .
Historical/ Cultural/ Landscape value	(opportunity to record the building(s) value)
Comments	(any other key points not recorded)
Constraints	(Ecology/ Knotweed/ Mining/ Listed/ Conservation Area/ WHS/ AONB) .
Planning Comments	(check id previous planning history or obvious planning issues])

Photographs to be provided overleaf

FARMSTEAD AND LANDSCAPE STATEMENT

West Penwith

NATIONAL CHARACTER AREA 156

This Character Area lies at the western tip of Cornwall and includes Land's End. It is bounded to the north, south and west by the Atlantic Ocean. West Penwith is a sparsely populated peninsula, ringed by high cliffs and rising to high, rocky moorland at its centre, with better quality land on the coastal plains. Its character is perhaps more clearly determined by its geology than most areas – a single large granite outcrop giving thin soils on high moorland ridge, surrounding rocks mainly Devonian slate rocks, the margins of the granite associated with mineral veins of tin and copper.

Settlement pattern is sparse, and limited mainly to the sheltered valleys and the coastal plateaux. 78% is cultivated, 2% is defined as urban (mainly St Ives and St Just – although Penzance, the largest, and dominant town in the area, stands just outside the boundaries of the NCA). Approximately 67% of the area lies within the Cornwall AONB, 38% is ESA (the associated agri-environment scheme is due to end in 2016) and 40% is LFA. There are long lengths of SSSI along coasts. Much of the area (the world-famous St Just Mining District) now makes up a significant portion of the Cornwall and West Devon Mining Landscape World Heritage Site.

SUMMARY

HISTORIC CHARACTER

- The coastal plateaux are the main agricultural areas – narrow and with limited access in the north and west, broader and generally more fertile in the south around St Buryan (extensive areas of grade 2 land).

- Historically a heavy emphasis on pastoral farming, with extensive grazing on rough ground, and limited mixed arable farming particularly in the St Buryan and southern area, with horticulture growing from the 19th century in coastal areas and around the Mount's Bay fringes.

- The softer, more fertile southern plain has deep wooded valleys (providing most of the area's 4% woodland cover in addition to the heathland sycamore copses), leading to sheltered coves long associated with fishing and quarrying.

- The area includes a number of small villages/towns based on fishing or mining, the largest being St Ives, Newlyn, Mousehole and St Just.

- The close associations with the maritime and industrial environment has affected agricultural settlement and use: - part-time fishermen/miners/farmers were often one and the same: extensive exploitation of sea sand and seaweed to improve land; movable sand-dune systems, salt-laden winds restricting agricultural fertility; large areas of waste ground associated with mineral working; intensive semi-subsistence agriculture to feed industrial population etc.

- Extensive areas of lowland heath, rough species-rich grassland linked by lichen-encrusted granite walls and sycamore-dominated copses provide niches for a wide range of species.

- These areas of heath, cliff and moorland were always a critical element in the agricultural regime of the area, and as much a managed landscape as more obvious 'farmland' (exploited for grazing, furze, heather, peat, etc.).

- Good survival of early farmhouses, but extensive C19 reconstruction of farmsteads and buildings.

1

Dispersed layouts, especially associated with town-places, are one of the most distinctive aspects of the area, typically with multiple yards for holding cattle, as are many small-scale miner-farmer linear smallholdings around St Just. Typical buildings are 2-storey combination barns, low and small-scale buildings, commonly pigsties and calf houses, small buildings such as crows and goose houses, and recesses such as bee boles built into or against consumption hedges, with some field barns.

SIGNIFICANCE

- This is one of the most significant areas in England for viewing and understanding how farmsteads developed within a framework of prehistoric field systems. Farmstead plans are typically dispersed around multiple yards, and developed from the medieval farming hamlets that typified this area.

- Longstanding relationship between upland/marginal land and lowland farms. Contrasting areas to south and east of high grade farmland within a predominantly medieval field pattern, potentially overlaying fragments of prehistoric fields in places.

- Some well-defined areas of Miners' smallholdings of a very regular pattern, which include some rare surviving linear farmsteads around St Just.

- Small- or medium-sized fields divided by very distinctive field boundaries, mainly dry stone and in places large vertically-set free standing stones. Often associated with later features built within the boundaries themselves.

- Consumption walls (clearing rocks from fields), particularly in the NW of the area.

- Field boulders (stranded whales) used for field clearance.

- In very well-defined areas around the St Just mining villages, mine waste and finger dumps were utilised for field-boundaries.

- Number of mining related features which may be confused with agricultural function.

- Mainly stock farming, seasonal use of downland and cliff pastures.

- Market gardening and horticulture in the south and east of the area and on southern coastal

slopes, early establishment through packet ships, followed by railway.

- Larger fields to the south of the character area created through hedge removal, associated with arable production.

- Parks and gardens associated particularly with hinterland of prosperous industrial and port towns of Penzance, St Ives and Hayle.

- Area has for 100-150 years been significant tourist destination.

PRESENT AND FUTURE ISSUES

- The Photo Image Project (2006) recorded a medium proportion in this National Character Area of listed working farm buildings converted to non-agricultural use (34.6%, the national average being 32%).

- The Photo Image Project also recorded an above-average percentage (9.1%, the national average being 7.5%) of listed working farm buildings that show obvious signs of structural disrepair.

- Middle-sized farms are increasingly under pressure, the area having seen an increase in the size of commercial farms and of small-scale 'hobby farms'.

2
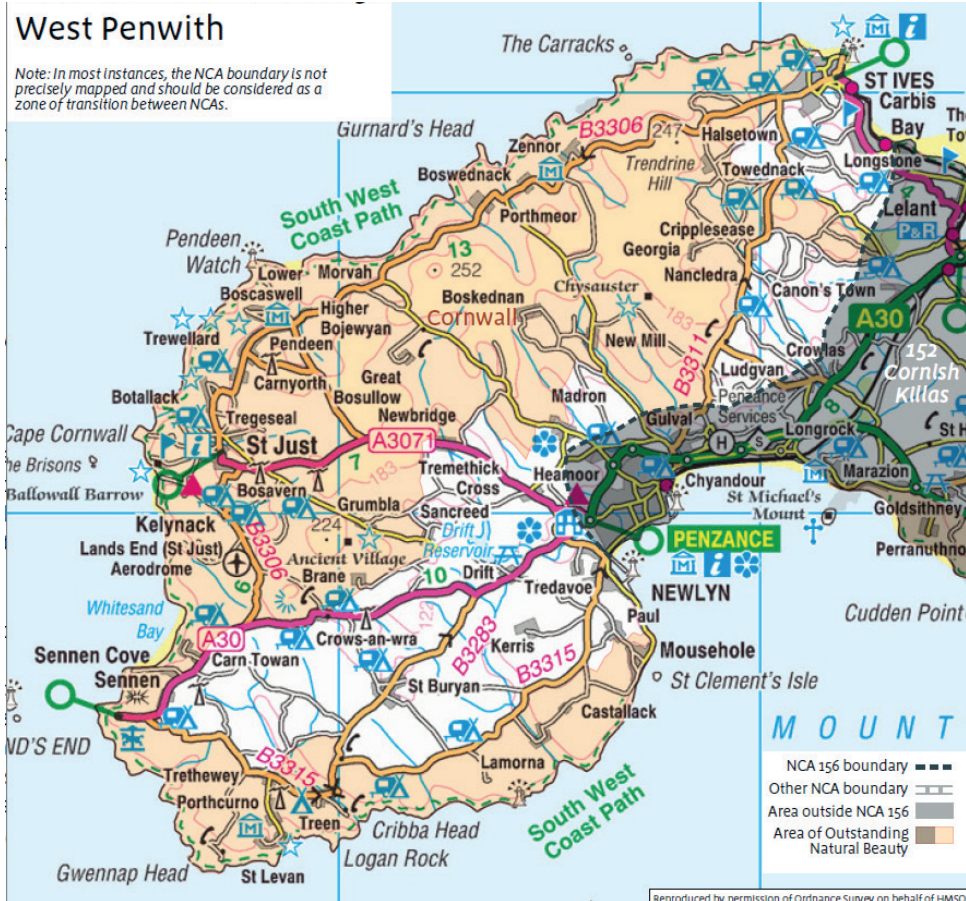
The West Penwith Area, with the numbers of neighbouring National Character Areas around it. © Natural England.

West Penwith landscape – an ancient farming plateau dominated by stone-hedged fields – some at least Bronze Age in date - set between coastal and upland rough ground, with an overlay of C19 mining © Historic Environment, Cornwall Council, 2008; F88-036

3

1. HISTORIC DEVELOPMENT

- From the Neolithic, farmers made use of upland and coastal moors/heathland for seasonal grazing and fuel. These areas retain the highest concentrations of prehistoric to medieval settlement and features associated with the expansion and contraction of land use. These include an extensive range of prehistoric field systems, hut circles, enclosed farms and courtyard houses (e.g. Chysauster), along with important, iconic, early prehistoric ritual monuments like quoits, stone circles and standing stones.

- There was rapid growth from the late 18th to mid 19th centuries of rural industrial communities associated with the development of tin and copper mining – part of Cornwall's globally important heritage resulting from its history of deep-mining. Expanding or new settlements were particularly dense in the St Just area, and unimproved moorland was colonised by miner-farmer smallholders.

- The class of small, independent tenant farmer, so characteristic of Cornwall in the eighteenth and nineteenth centuries, had evolved from tenancy agreements operated by large estates in the medieval period. The 19th century saw the rapid amalgamation of many of these small tenanted farms into larger holdings.

- Cattle-rearing was the principal form of farming in west Penwith, with arable and stock fattening historically concentrated in the south. Dairying became more common from the 1950's.

- Potato growing developed from at least the 18th century, and became important for smallholdings of miner-farmers.

- Early season crops (vegetables and flowers) became important in the early 19th century with steamship and rail links to urban markets in England. Much was located on rich farmland around Mount's Bay (NCA 152), but many old cliff-top grazing enclosures to the south converted to 'cliff gardens.'

- Penwith has developed as a significant visitor destination; for 100-150 years it has been a draw for artists, writers and photographers who came to experience the distinctive landscape and settlement character inextricably linked to its wild, rugged and remote character.

- The area's character and history of visiting has created opportunities for diversification; numerous old farm buildings have been converted for accommodation and local produce is valued.

4

2. LANDSCAPE AND SETTLEMENT

- The coastal plateaux are green, predominantly pastoral, farmed landscapes with generally small- or medium-sized fields divided by Cornish hedges and stone walls.

- Predominant dispersed settlement pattern has high density of farmsteads, intermixed with hamlets and also fishing and mining villages and small towns.

- The majority of settlements are of medieval or earlier origin, often located on or adjacent to the prehistoric settlements that formed the extant field patterns, but a number are the result of population increase in the 18th/19th centuries.

- Some settlements comprised isolated groupings known as townplaces – hamlet groups of two or three farmsteads surrounded by early field systems.

- Higher-status barton farms were often sited in isolation or next to the church.

- Evidence from deserted settlements and from present farms indicates that farming hamlets formed the basic unit of settlement, many of which continued to contract from the 14th to the 19th centuries to form the farmsteads of today.

- The prehistoric field systems, particularly well-defined on the northern coastal fringe, comprise one of the oldest farmed landscapes in the world.

- Extensive area of uncultivated heath, cliff and moorland remain. There is hardly any settlement on the open moorland although much evidence of previous periods of settlement.

- Rural-industrial areas associated with typically small-scale enclosures of miner-farmer smallholdings, for example around St Just and the planned settlement of Halsetown.

- There are areas of 18th and 19th century enclosures with rectilinear boundaries, often dry stone; these tend to be found as intake fields on the edges of downland, associated with small, simple farmyards, often comprising little more than a house and small outbuilding.

- In the southern part of the character area medieval fields have been rationalised into larger enclosures, associated with larger farmsteads and arable production.

- Along the south coast between Mousehole and Gwynver (Sennen), are cliff-gardens - clusters of very small enclosures, often on the cliff slopes themselves, generally of late 19th/early 20th century date, associated with potatoes and early-cropping vegetables and flowers. A very few are still in cultivation (as gardens or smallholdings).

- Horticulture crops retain a high market value and are still distributed throughout the country, but now grown within anciently established farming land

© Historic Environment, Cornwall Council

The cliff gardens by Tater Du lighthouse. These unique late 19th/early 20th century features are typically terraced, with massive clearance and contour boundaries to retain the soil and protect from salt-laden winds, often with dense hedges of escallonia, pittosporum, privet and tamarisk. Formed by sub-division of old grazing enclosures, they are usually linked by ancient drove-lanes to farmsteads just inland.
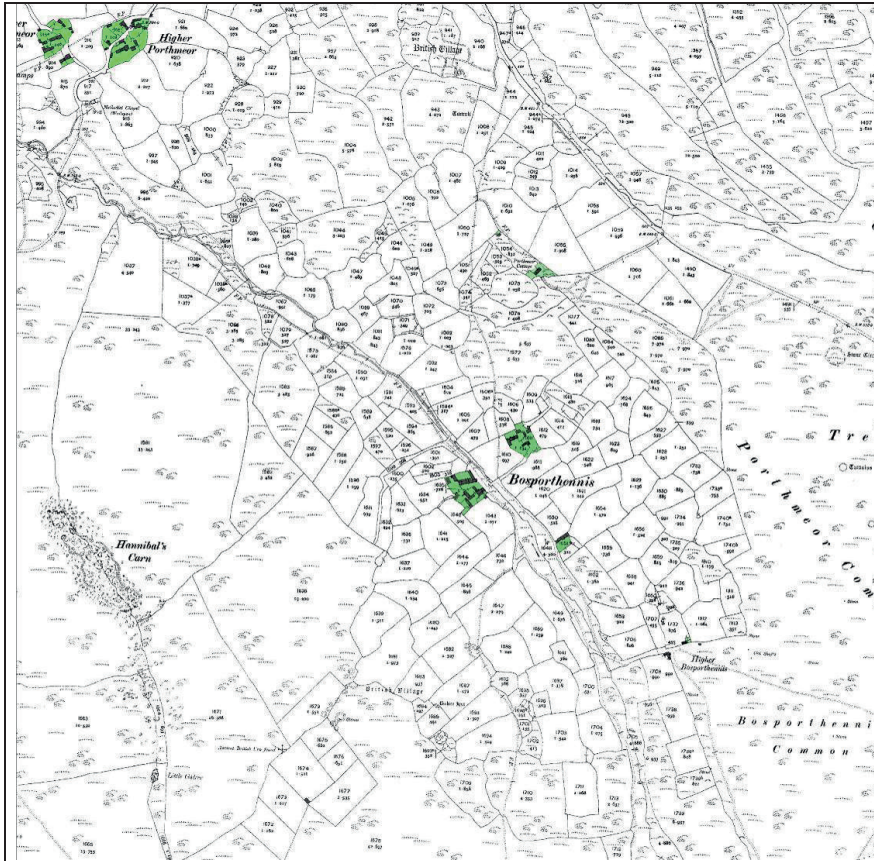
5

Map based on OS 2nd Edition 25'' map c.1907. © and database right Crown Copyright and Landmark Information Group Ltd (All rights reserved 2012) Licence numbers 000394 and TP0024.

West Penwith – the northern coastal plain.

A complex landscape of unrivalled time-depth, stretching back in parts to the Bronze Age; continuity of land-use based on extensive upland and coastal grazing, pastoralism, small, boulder-strewn fields, but within it evidence of centuries of shifting settlement sites.

All is overlain with evidence of the localised population increase associated with 19th century mining.

© Ann Reynolds

Small farmsteads, often merely a cottage and one or two general purpose combination barns/shippons, are clustered in small hamlets with standing evidence of both abandonment and re-use of cottages and farm buildings.
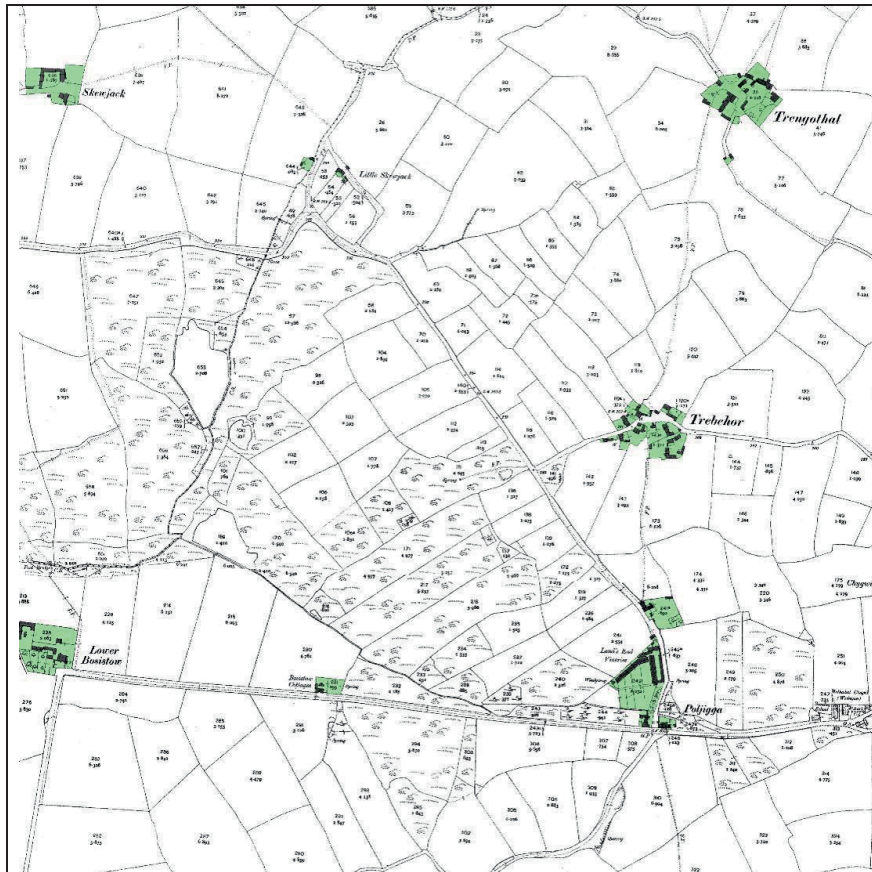
6

Map based on OS 2nd Edition 25" map c.1907. © and database right Crown Copyright and Landmark Information Group Ltd (All rights reserved 2012) Licence numbers 000394 and TP0024.

The broad, relatively fertile lands around and south of St Buryan are based upon medieval field systems in various degrees of intake, amalgamation and enclosure; an area of mixed farming, with generally larger farms and farmsteads which developed into dispersed multi-yard plans. Hamlets, often based around a town-place, consisting of 2 or more farmsteads, predominate. The overlay of 19th century mining cottages and smallholdings is generally absent. Linear and loose courtyard farms predominate with evidence of 19th century improvement and enlargement, but still with traditional combination barns and low ranges of animal houses.

Note regular U plan farmstead at Skewjack in enlarged fields to west; Trebehor - a farming hamlet with dispersed yards and buildings and to north west a farmstead in enlarged fields developing into a loose courtyard plan of detached buildings.

More recent developments include large sheds for both animals and crop storage.

7

© Historic England NMR 29036/033

The photograph shows other typical features - but often difficult to identify – the large garden area at the top of the picture is a former mowhay (area for stacking hay and/or corn) serving the courtyard at centre-left; also visible is a WWII radar bunker at top centre-right, re-used for farm storage. The vulnerable coastal lands of Cornwall abound in relict military installations.

8

3. FARMSTEAD AND BUILDING TYPES

Most farmsteads contained a mowhay for ricking corn, hay, turf and furze; all have a kitchen garden, and many have orchards, especially in the more sheltered parts of the lowlands. Surviving pre-18th century farmstead buildings are predominantly farmhouses, most dating from late 17th century. Archaeological evidence for pre-18th century farming hamlets, linear farmsteads being characteristic of the later 18th and 19th centuries on smaller farms. The widespread rebuilding of farmsteads proceeded in parallel with the amalgamation of holdings and yard feeding of cattle in 19th century.

- Survival of pre-19th century farmstead buildings predominantly comprise farmhouses, most dating from the late 17th century; farm buildings of 18th century origin are very rare.

Predominant pattern of:

- Dispersed layouts with working buildings often relating to yards scattered around two or more farmhouses. Often very contained, almost fitting within extant small field pattern. These dispersed plans, typically with multiple yards for holding cattle, are usually found around the fringes of former rough ground and often at the meeting point of routeways, They are a distinctive feature of south west England, and of other upland and wood pasture areas in England. Some appear scattered due to being sited as the land lies, whilst others are amalgamated from hamlets.

- Some loose courtyard layouts, most commonly with a combination barn to one side of the yard but including some higher-status layouts.

- Linear smallholdings with working buildings attached in-line to houses include many small-scale miner-farmer examples are present in the immediate vicinity of St Just. They tend to be of 19th century date.

- A small number of regular courtyard layouts, mostly U and L-shaped plans set within regular or enlarged reorganised enclosures.

- Most farmsteads contain a mowhay for ricking corn, hay, turf and furze, some have a garden.

Key buildings are:

- 2-storey combination barns with upper threshing floors/granaries very similar to bank barns but accessed by ramps or external steps.

- Some barns retain evidence for machinery introduced over the 19th century.

- Low and small-scale buildings, commonly pigsties and calf houses which are a highly distinctive feature of this area.

- Small buildings such as crows and goose houses, and recesses such as bee boles built into or against consumption hedges (built up by clearing off surface stones, and sometimes mine waste, from the fields) beyond the main farmyard.

- Field barns, representing a rebuilding of earlier or more impermanent field shelters which are scattered across the landscape, now mostly ruined or fossilised in boundaries.

9

© Eric Berry Treen

© Eric Berry Botallack

A characteristic 17th/18th century historic farmhouse, its relatively high status shown by the carefully selected and laid stone work as much as its scale – large by local vernacular standards. The reuse of houses as farm buildings is a distinctive feature of this area, this house being replaced by a new farmhouse in the 19th century.	Complete abandonment of post-medieval sites is rare, but old farmsteads do occur, either as complete ruins, or adapted as field barns – the old farmhouse is in the foreground. Such settlement shift is more notable in the north and west and central moorlands of the area than the richer farmland in the south.

© Eric Berry Boskennal

© Historic Environment, Cornwall Council, 2008; F88-032_Rosemergey

Linear, and the variant parallel, plans are typical of the area – not necessarily just small or early farms; at this barton farm the house (an 18th/early 19th century remodelling of a 17th century group) is attached to combination barns and outbuildings – a later courtyard stands nearby.	A typical hamlet, a group of small farms, often the result of partible inheritance traditions that saw farms continuously divided among heirs, to be later drawn together again. Set around a town-place within a pattern of ancient fields, lanes and funnel-shaped drove ways.
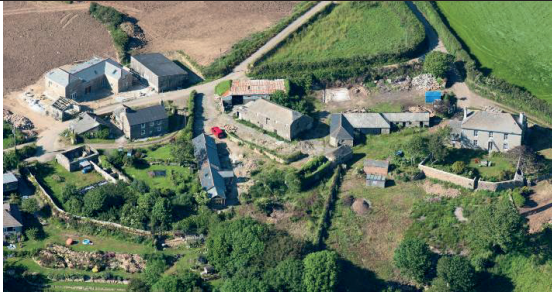
© Historic England NMR 29041/014

© Historic England NMR 29036/009

10

Classic west Penwith dispersed farmsteads/hamlets - focussed around town-place – Porthmeor, north coast.	Classic west Penwith dispersed multi-yard farmstead/hamlets – Trengothal, south coast (a richer farmland).
© Historic England NMR 29043/003 Tremedda	© Historic Environment, Cornwall Council, 2007; F78-105
The earlier linear and dispersed pattern, as seen in the old farmstead at top left, were expanded with more regular courtyards (although still with very traditional scale and design of buildings) as later 19th century amalgamation and improvement of farmland took place. The process continues today with a completely new scale of sheds for both animals and crops.	In the St Just mining area, near Trewellard, a small farm is set amongst rectangular fields and mine dump. The farmhouse located to the right, there is an abandoned barn/piggery nearby, while two former engine houses have been adapted as barns, and an all-purpose shed built at some distance –an irregular layout, fitted into the available space, adapting former mine buildings.
© Historic England NMR 29037/029	© Historic Environment, Cornwall Council, 2008; F86-165 Towednack
More examples of reuse of early houses in farm buildings (many farms near the mining district in St Just have clear evidence of numerous cottages converted to farm buildings, and indeed the other way round, to house the boom population of the early C19). Large dispersed multi-yard plan.	An isolated churchtown – just church and principal manor or barton farm – the neighbouring hamlets are all appreciably bigger. This is an area of amalgamated fields and holdings, with an old hamlet (that once filled the enclosures centre right) significantly reduced in size compared with 1840 Tithe map, and a large, carefully planned regular multi-yard laid out between 1880 and 1907.

11

4. MATERIALS AND DETAIL

- Granite (historically lime-washed) with local slate roofing (again often lime or cement washed for added weathering against Atlantic storms) is the predominant building material.

- Earlier buildings are more likely to be of 'moor-stone' – rounded, weathered stones carefully picked for size and taken direct from the surface; later buildings and alterations often use sharper-edged, less regularly quarried stone, sometimes squared and dressed.

- Often built using rab-based or earth mortars; rab is a clay-rich earth derived from degenerating granite used as a type of cob base and as a matrix for building, often with simple lime additive, as an alternative to mortar.

- Thatched roofs were historically more predominant – evidence for slate roofs for vernacular buildings, and even relatively higher status farmhouses, is limited before the 18th/19th century – even in 'urban' centres such as Newlyn and Mousehole.

- Corrugated roofs, usually tin as much as corrugated iron, are widely found replacing thatch and older slate roofs from the C19 onwards.

- Brick is very rare but can be seen from early 19th century in chimney stacks (the change-over from stone stacks to brick stacks can be closely dated to the first 2 decades of the 19th century in settlements such as St Just), door and window surrounds and small 19th century outbuildings such as privies.

- Very distinctive field boundaries, in the north and west often bare dry-stone clearance walls rather than the stone-faced earthen and planted Cornish hedges – part of the farmyard scene as well characteristic of the fields.

- Other characteristic west Penwith features include hedges of large vertically-set free standing stones (orthostatic), granite styles and cattle grids and a distinctive design of farm gate historically produced by local foundries (Holman Brother's).

- Surprising amounts of building materials, have been re-used from old mine sites, and some military sites, to use on farm buildings (e.g. corrugated iron), and even more notable is extensive re-use of whole mine buildings and complexes as farm buildings (an engine house re-used as barn at Trewellard, for instance).

13

5. FURTHER READING AND RESEARCH ISSUES

Sources

- Forthcoming West Penwith monograph (CAU)

- Dudley, P, 2011, *Goon, hal, cliff and croft: the archaeology and landscape history of west Cornwall's rough ground.* CCHEP

- Kirkham, G, 2011, *Managing the historic environment on west Cornwall's rough ground.* CCHEP

- Courtyard houses of West Penwith (C Weatherhill)

- CISI St Just, Nancherrow, Botallack, Carnyorth, Trewellard, Pendeen, Bojewyan.

- Cornwall and West Devon Mining Landscape World Heritage Site Management Plan 2013-2018

- Cornwall Area of Outstanding Natural Beauty Management Plan 2011 – 2016

Research topics

- Hedge survey, hedgerow furniture, time-depth

- Systematic survey of farmhouse/barn/building re-use, town place development

Issues

- Ending of Environmentally Sensitive Area grants programme 2015- has been significant management tool over last few years; replacement schemes yet to be developed. Could have very serious consequences for maintenance of traditional field boundaries, farm buildings, small-scale of holdings, low-key grazing regimes etc.

- Pressure for conversion of farm buildings to both residential use (holiday letting especially) and commercial diversification

- Middle-sized farms are increasingly under pressure, the area having seen an increase in the size of commercial farms and of small-scale 'hobby farms'.

15

Project 3.2

Farming Futures

Full Project Plan

Project 3.2 Farming Futures
Full Project Plan

Project Name	Farming Futures		Stage	Delivery		
Project Theme	Economy, Farming and Wildlife		Year			
Reference No	3.2		Project Start Date	January 2018	Project End Date	December 2022
Main Contact			Lead Organisation	CWT will contract services of organisation(s) with expertise to deliver the project. LP Programme Manager will manage contract(s)		
Contact Details	Tel		Partners / Contractors	The project will employ the services of other organisations including farmers, landowners, farming charities (Farm Community Network, RABI and ARC Addington), and Duchy College as needed		
	Email					
	Address					

HLF Outcomes	Outcomes	Outputs
Heritage	Landscape better maintained by ensuring that farm businesses remain viable in marginalised areas of Penwith	2 areas of research and development - livestock and horticulture; measurement of field data from 2 types of monitor farms, to include small farms typical of Penwith
	Soils remain viable and in a fit state to allow cropping and livestock to continue	Measurement of data from 2 types of monitor farms
	Threats to wildlife and historic and archaeological sites are reduced by co-operation and better understanding amongst relevant parties	Farm Adviser working with local farms and liaising with PLP partners and project officers
People	Farmers are better informed through training provided through access to monitor farm data, speakers and visits to other regions to see examples of best practice	Working with educational establishment such as Duchy College and AHDB to support wider dissemination of information and knowledge
Communities	Access to data for local groups and individuals via network of agricultural groups and Farm Adviser	Data available through a variety of sources
PLP Objective	4) To support farming which is sensitive to Penwith's valued landscape, heritage and biodiversity	
Key Issues Addressed	Reduction in livestock farming which is better suited to small field systems Small field systems in Parishes of St Levan, Sancreed, St Just, Sennen, Morvah, Towednack, Madron and Ludgvan predominantly farmed with livestock but where cropping by potatoes, daffodils and cauliflower is becoming the 'fall back' position as margins on livestock production decline; farmer offering land to larger growers, irrespective of field size.	
Project Description	A SWOT analysis of the impact of current farming practices in Penwith identified clear threats to the heritage and landscape and led to key issues that this project will address namely:	
Scope and Purpose	1. Grazing beef cattle remains one of the key management tools in looking after much of the Penwith moorland and grazing is beneficial around some of the key ancient sites. Native breeds such as the Belted Galloway and the local breed of North Devons are particularly suited to this type of environment and farmers receive a premium to stock these animals to graze heathland under current HLS. 2. Parishes in the South such as Gulval and Paul were traditionally dominated by horticultural cropping. A shift from horticulture to grass and the growing of maize is resulting in increased soil erosion and declining fertility.	

Project 3.2 Farming Futures
Full Project Plan (continued)

Location	The project will work across the whole of the PLP area. Farm Cornwall has over 300 farmers in West Cornwall on its database, of which about 200 are located within the PLP Scheme area. It is actively working with many of these and we will aim to reach as many as possible.	
Planned Activities	See Activities and Outputs, Outcomes and Indicators	
Beneficiaries	**Who/What**	**How**
	Farming Community	Involvement with demonstration farms; extension of West Cornwall Beef Group; better knowledge and connections
	Local Business	Development of new and existing farm businesses through diversification
	Tourism	Many farms support tourism through farm shops, campsites, glamping, tea rooms and will be able to increase their economic impact from the development of footpath routes such as the Tinners' Way and improved access to ancient sites
	Local Community	Better understanding and appreciation of farm businesses and their role in maintaining the landscape
	Landscape	Working with farmers to ensure the landscape does not deteriorate through the use of large machinery, increased runoff, soil depletion etc. and to maintain the physical structure of the traditional family farm
Communication	Mainly face-to-face contact. Also PLP Virtual Landscape Hub (Farmers Blog, publicity of open farm events, meetings and visits), social media, local groups, local farming and agricultural events. Newsletters and printed media.	
Project Buy-in	The project has been presented and discussed with farmers at the following events during the Development Phase: Royal Cornwall Show June 2016 & 2017, St Buryan Rally 30 July & 1 August 2016 – details of the project displayed on Farm Cornwall stand & discussed with individual farmers; Brassica Crops Development Conference -St Ives, 18 January 2017 (long standing & nationally renowned annual event for brassica growers organised by Duchy College and attended by approx. 100 farmers, mostly from West Cornwall); West Cornwall Grassland Society (13/12/2016). Details of the project were included in Farm Cornwall's quarterly newsletters – Sept 2016, December 2016, June 2017, posted to all farmers on Farm Cornwall database.	
Project Development	Farm Cornwall Forum holds monthly meetings at which the project has been developed and discussed (10 meetings between April 2016 and May 2017).	
Policy changes / changes in context which affect this project	This project will have an important role to play in helping the Penwith farming community adapt to the changing environment and pressures as post Brexit agri-environment support is developed. The most affected sector will be the livestock or "mixed" farm. There are 2 possible scenarios: 1. A low cost, high import, low welfare, high environmental impact system. This will assume the driving force behind the economy is inflation and the need to control it, coupled to a need to develop trade agreements with non EU countries, desperate for UK technology and high value goods and in return UK accepts agricultural produce. 2. As one of the highest animal welfare agricultural systems in the world, it is more likely that the UK will shift to become a country that supports its own agriculture, raises environmental standards and restricts imports of products not meeting those standards. Single farm payments will cease and government will increase payments to farms for stewardship or Payment for Ecosystem services (PES).	

Project 3.2 Farming Futures
Full Project Plan (continued)

Changes in focus of work from first stage submission	1. **First stage submission: Identifying 2 demonstration farms to showcase innovation, sustainable land management and best practice for preserving landscape whilst promoting farming resilience.** It is likely that over the 5 years, the project will work with a number of farms demonstrating responses to different environmental and historical factors as well as different agricultural systems in order to develop a network of good practice and shared experience. 2. **First stage submission: Raise understanding and appreciation of heritage amongst the broad farming community as well as providing real life examples of suggested methods to deliver viable farming. Also provide business support advice to help the farming economy work sensitively with the landscape.** The project will focus on specific areas of advice and business development related to the issues that have been identified as most important to the landscape and heritage of Penwith.
Progress in gaining consent	N/A
Wider Context	
Links with other projects within PLP scheme	Project will ensure that farmers are aware of all the PLP activities and where they can go for advice and support. It will directly link to the **Project 3.1** Provide business advice to farmers re: use of redundant buildings; **3.3** Work with Wild Penwith Farm Environment Officer on CS applications; **3.5** Identify uses of small grants for management of rough ground; **4.1** Provide input to the Virtual Landscape Hub
Links with other projects and initiatives within West Cornwall	The project has links to: West Cornwall Beef Group, West Cornwall Grassland Society, Upstream Thinking Programme, Rothamstead North Wyke and Duchy College.
Monitoring & Evaluation	According to HLF LP Output Data workbook
Legacy	The legacy of the project will be to ensure the economic viability of as many farms as possible with farming continuing in either a full time or part time capacity whilst conserving the landscape and its heritage, by ensuring that farming practices are sustainable and conducive to protecting and enhancing the soils and conserving and protecting the natural, built and cultural heritage

Risk Management	Type of Risk	Likelihood	Impact	Mitigation	Person Responsible
	Project going over budget	Low	Medium	Clear annual and quarterly budget in contract; well managed financial arrangements; grant claim submitted retrospectively upon	LP Programme Manager and Executive Committee
	Project deliverables not completed according to contract	Low	High	Contract to include quarterly work programme and outputs to be monitored and reported back to PLP Board	LP Programme Manager and Executive Committee
	Low number of farmers interested in participating in demonstration projects	Low	High	Revise outputs and review planned activities annually and mid-term	LP Programme Manager and Farming Futures Contractor

Project 3.2 Farming Futures
Full Project Plan (continued)

	Low number of farmers attending events and away-stays	Medium	High	Revise outputs and review planned activities annually and mid-term	LP Programme Manager and Farming Futures Contractor
	Poor take up of Countryside Stewardship/AES to deliver works that benefit PLP objectives	High	Low	Alternative funding mechanisms to achieve outputs	Farming Futures Contractor
	Poor weather conditions preventing / delaying activities or events	High	Low	Flexibility built into programme of activities and budget management	LP Programme Manager and Farming Futures Contractor
Management Plans / Policy Statements /	See Appendix 3.2				
Project prepared by Edward Richardson, Farm Adviser, and Debbie Evans, of Farm Cornwall					

Project 3.2 Farming Futures
Activities, Outputs and Outcomes

	Activity	Output	Measurable indicators	Outcomes
1	Working with PLP staff to share knowledge about the farming community within the scheme area and integrate the viability of farming businesses within the deliverables of other projects.	Actions, activities, mini-projects that have heritage and landscape benefits and links to other PLP projects	CS applications and payments; work programme activities completed; HLF outputs recorded quarterly	
2	Working with farmers to develop and spread best practice and encourage farmers to work together, providing business advice and opportunity development and facilitating the exchange of ideas and experiences through:- arranging speaker events, away days and visits to other areas with similar farming practices establishing demonstration farms and best practice network for horticulture and livestock	 Two speaker events p.a. One Best Practice away-stay p.a. Seeded areas Capital Investment Project	 Nos. of farmers attending events Nos. of farmers attending, no. hours of learning / engagement No. of has. seeded; no. of farms participating Purchase of mobile cattle crush and weighing machine ; no. of times and no. of farmers using	Horticultural Best Practice: greater awareness of the importance of soil fertility, organic matter and rotations; increased inclusion of livestock into rotations; increased use of cover crop which meets the needs of local farmers, avoids the transfer of disease carry over and builds soil fertility and organic matter levels; more and regular soil testing for fertility and organic matter; cohesive group that learns from each other. Livestock Best Practice: cohesive group that learns from each other.
3	Developing and facilitating a mutual support network to explore co-operative or joint marketing initiatives and sharing of essential equipment, working with the NFU, Natural England and others	Joint marketing and/or equipment sharing initiative set-up with partner organisations Farm Support Network	No. of farmers participating; no. of partner organisations engaged; no. of project ideas developed; match funding secured	
4	Working especially with younger farmers on issues of succession and sustainability through encouraging exchange of ideas and sharing of experiences	Regular diary of events or meetings established within Penwith	No. of younger farmers participating; no. of project ideas developed	
5	Dissemination via the Virtual Landscape Hub of a) information and data of interest to members of the farming community and b) events and issues in the farming calendar of interest to the public through e.g. a farmers blog, farm open days	Farmers 'page' developed on website; PLP farm open days held	Farmers page visited; no. of farm open days; nos. attending;	Google analytics re: farmers page; visitors records and surveys

Project 3.2

Farming Futures

Appendices

Appendix 3.2
Farming Futures[1]

Background Information

1.   Farming in Penwith

The earliest visible signs of agricultural practice within Penwith are the Iron Age fields systems that are clearly visible in the parishes of St Levan, Sancreed, St Just, Sennen, Morvah, Towednack, Madron and Ludgvan. Nowadays these areas are predominantly farmed with livestock but cropping by potatoes, daffodils and cauliflower is becoming the 'fall back' position as margins on livestock production decline, it is very easy for the farmer to offer his land to the larger growers, irrespective of field size. These field systems are less obvious in the parishes of Gulval, Penzance and Paul where because of climate and soil type e.g. areas like the "Golden Mile" (Penzance to Marazion) have for many years been dominated by horticultural cropping. However even these specialist areas built upon using seaweed from the beach at Mounts Bay have declined in production as fertility has declined as this practice was unsustainable and ultimately legal protection of beaches made it all but impossible . Evidence of soil erosion is common place, cropping is shifting away from horticulture to grass and the growing of maize. To this day agriculture remains the main form of management of the land in the Penwith area, the image it creates upon the landscape is formed by the systems of production and the methods of production it uses.

Agriculture in the area typically falls under the following headings;

- **Dairy** - a number of dairy systems of production exist;

    i. Black and white cows (Holstein) or British Friesian calving all year round, the cattle will be housed during the winter and grazed out during the spring and summer months. Due to the relative mild weather housing takes place somewhere between late October and mid-March. These periods will vary depending on the season and the weather.

    ii. Black and white cows (British Friesian or of mixed breeds) calving in the Spring. All the cows will calve in a very tight calving pattern in February and March and will be dried off in December – no milk will be produced for 8 weeks from mid-December until mid-February. This system relies heavily upon producing milk from grass with low concentrate feed use.

    iii. Black and white cows (Holstein) calving in the Autumn, again a tight calving pattern is used in September and October with production from grass but with more reliance upon processed grass as silage or the growing of maize and less emphasis on grazing

    iv. Channel Island cows, all year round calving as above.

    v. Channel island cows, autumn calving as above.

---

[1]   Information complied and presented by Edward Richardson, Farm Adviser, and Debbie Evans of Farm Cornwall

Within the above systems there are a number of systems that will impact upon how the animals are grazed and how they appear on the landscape.

i. Set stocking of cows: effectively the cows are turned out into a field on mass until all the grass is gone, it is then fertilised and allowed to grow up again and then grazed again. This process is repeated as often as weather or soil conditions allow. Stocking rates will depend upon the area and livestock available but the optimal rate for most systems is 1 adult cow per acre. Understocking can lead to under-utilisation of grass or in extreme cases encroachment of bracken, gorse, blackthorn or weeds (ragwort, thistle and docks). Overstocking is identified as farms where poaching (soil becoming "beaten up" by hooves and the soil structure is damaged) is evident, or cows move rapidly over the fields.

ii. Paddock grazing: this system is mostly associated with (ii) above, where a field is subdivided into "paddocks" by electric fencing, each day two paddocks are made available, a day and a night paddock between milking. Cows rotate around the paddock on 21 or 28 day cycles. This means that in periods of high grass growth paddocks will be removed from the rotation to be cut for silage early on in the process (around April, May and June) and reintroduced as the season progresses.

iii. Strip Grazing: this is allocating grass on a 'per day' basis behind an electric fence, each day the fence is moved forward to reallocate a fresh block of grass. This system can be used in conjunction with set stocking at peak times of grass growth in April, May and June.

iv. Mob Grazing: This relies on allocating grass on a 'per day' basis to all cattle in conjunction with a forward and rear electric fence, each day both fences are moved forward on to a fresh block of grass, water is moved with the animals as they traverse across the field in a "mob".

All these systems have a visual impact upon the landscape and can, if badly managed, have a detrimental effect upon the soil and the environment, leading to poaching, compaction and soil run off. We anticipate a key delivery of the livestock monitor programme is the effective management of grass and the protection of soils. As we progress, the size of the dairy herd is becoming larger and the ability of the farmer to manage their grazing becomes more complicated, hence this part of the cows life becomes ever more difficult as distanced travelled by the cow increases and the volume of grass needed increases. Once these herds move over 300 it becomes difficult and often the easiest option is to house the cows full time and bring the grass to the cow.

Milk buyers

The majority of the milk produced in County is for processing into Cheese, Clotted cream, cream and custard. The image of grazing cows is therefore very important. In all the systems above the milk is sold to two main buyers; Dairy Crest and ARLA. A third buyer, Rodda's, started in April 2017. Rodda's is a local milk processor famed for its clotted cream and is based at Scorrier near Redruth, they will be collecting from fundamentally Channel Island producers in Penwith due to Channel Island cows producing high butterfat milk

● **Beef** - three fundamental systems exist in the area:

   i.   A single suckler herd. A cow rears a single calf, which stays with the cow for 4-9 months depending on the farmer's system and is reared for sale as beef.

   ii. A single suckler herd. As in the system above however in this system the calf initially reared for pedigree sale as Bulls or replacement heifers. These systems offer a substantial premium over pure beef systems but are costly to establish and costly to maintain.

   iii. Purchasing store cattle. Store animals are purchased privately or from Truro Cattle market. Animals range in age from 4 months to 20 months for either finishing (adding more weight and readied for slaughtered) or grown on for growth and sold again as a store animal for someone else to finish. The source of these animals is suckled calves (see above) or from dairy farms as bull calves or non-dairy breed heifers (female calves). These dairy calves are usually of poorer quality compared to the suckled calf system.

Grazing beef cattle remains one of the key management tools in looking after much of the Penwith moorland and grazing around some of the key ancient sites such as Men an Tol, Chun Castle and Lanyon Quoit. A good example of such a system is on the North Coast between Morvah and Zennor. This area had not been grazed by cattle for many years under the previous Environmentally Sensitive Area (ESA) scheme but Belted Galloway cattle can now be seen grazing the area and forcing back the encroachment of bracken and gorse. This has allowed other species to re-emerge after years of dormancy. This particular scheme is supported through the Higher Level Stewardship Scheme (HLS).

Belted Galloways grazing cliffs on the North Coast between Morvah and Zennor

In 1987 the ESA covered 9600ha of Penwith mostly covering heathland and moorland, this scheme ended in 2012. The replacement 10 year HLS agreements only covered 40% of the land covered by the former ESA. The remaining land has either fallen under Sites of Special Scientific Interest (SSSI) agreements or has no protection at all. Often these areas of land are too small for HLS but still need to be managed. Some of this land is also common land, this is particularly difficult to manage where shared grazing land is subject to Bovine TB restrictions and ends up being abandoned. These are areas we see as working in partnership with the "Up with the Downs" project and the "Wild Penwith Project"

Native breeds such as the Belted Galloway, North Devons (the local breed), Dexters, Beef Shorthorns, Highland Cattle, Aberdeen Angus and Welsh Black Cattle are particularly suited to this type environment. In fact with the HLS scheme a farmer will receive a premium to stock these animals where they are being used to graze this type of heathland. Often the neglected part of the scheme is what to do with the calves from these systems. We envisage the role of the Farming Futures project will be to work with the farmers to best manage the offspring in terms of providing future replacement livestock, producing beef and the marketing of those animals. Whilst it is easy to assume these native breeds which are being used to manage these areas of Heathland are just serving a purpose, they still need to be managed well and the farmers that look after these herds need to have viable businesses.

- **Sheep and Pigs** - there are very few pigs or sheep reared in the Penwith area. Sheep can provide an important role in the management of grazing systems by grazing crop residues such as cauliflower stubbles, or maintaining good pastures, however they do not play a significant role in the farming systems in Penwith. The grazing of sheep on cauliflower stubbles (stubble known locally as a harrish) could indeed form part of the future monitor farm programme as a means of fertility building and replacing organic matter.

- **Horticulture** - horticulture in the area falls into three main crops;

  i. Daffodils are grown for their flowers and "cut" from January to March (depending on Easter). The market for these cut flowers is the whole UK, Europe and the USA. There is also a second crop harvested from the daffodil bulbs which are usually gathered after 3 years having harvested the flowers for the previous 2 years. Collecting the bulbs takes place in July and August. The bulbs are then sold mainly in the UK, where varieties are exchanged between growers to increase the length of the season and reduce risk from the weather or disease. The largest single grower of daffodils in the area is Greenyard known formally as Winchester Growers (in excess of 2,500 acres or 1012 hectares of daffodils annually in the area). Greenyard have operations in Europe and the USA and are the largest supplier of bulbs and flowers by value in Europe.

Daffodils above Ludgvan

The crop is normally grown on rented land where local farmers rent their land to the daffodil growers for 2, 3 or 4 years at time for a sum of £500-£620 per hectare (ha). The farmer's involvement is minimal. It is then his choice to receive the Basic Payment Scheme (BPS) of £197 per ha or pass this onto the grower. This will depend largely on his own cropping system. The EU Common Agricultural Policy 2016 states that the farmer must grow at least three crops in proportion to each other. Many of these farmers have let 80-100% of their land to Daffodil growers and in this case the grower would be in receipt of the BPS and not the farmer, the rent however would be upped accordingly.

The crop also suffers from erosion, it is grown like potatoes in ridged rows which can and does lead to soil run off in periods of high rainfall. Once the daffodil leaves have died back in April, the soil remains bare and uncovered until the crop starts to grow again in late December. As such its exposure to potential erosion is high. During this period of dormancy, the crop is usually sprayed with complete herbicide to kill all weeds.

ii. **Brassicas.** It is estimated that some 4,500 acres of Cauliflower (known locally as Brockla) are grown in Cornwall each year, its rotation fits in with the potato and daffodil crop. The crop is established from June/July onwards and harvesting starts in late August to mid-March. The crop is harvested during the winter period to supply the main supermarket trade. Other areas of the country suffer from the frost making Cornwall and particularly West Cornwall unique in providing a frost free environment to cultivate. The bulk of the crop grown is cauliflower, however short crops of spring cabbage or other cabbage types do exist.

Brassicas grow well in the area due to their waxy leaves making them fairly salt tolerant. Although harvesting is done mechanically using "cauliflower rigs" (see picture below). They require substantial numbers of staff to cut them from the ground and into the harvester. As the "rig" moves across the field they are packed into trays ready for transport to the supermarket. The crop leaves considerable residue in the field, which will depend on the season. The 2016/17 season has seen cut outs from crops at 70-90% of the crop suitable for sale. The season 2015/16 was completely different with 50% of the crop never harvested as warm weather forced varieties to mature too early. Of the area harvested much of it was unsuitable for sale, in some cases 75% of the crop was discarded. The crop therefore can be risky and unreliable but if it succeeds it can also be profitable.

The growing of cauliflower crops used to be in the hands of individual farmers, it formed part of the natural rotation of crops in the area. However ownership of the crop is now largely in the hands of 3 major packer/growers. Farmers let the land over the season to the packer/grower along similar lines to that of the daffodil grower. In fact these larger growers of brassicas, daffodils and potatoes often work together to coordinate the rotation. Successive brassica cropping has led to a build-up of "club root" (Plasmodiophora brassicae). This disease remains in the soil passing from cropto-crop by spores. Cropping in areas like Gulval and Sennen have seen a virtual mono-cropping of Potatoes and Brassica's with a continual rotation of early potatoes followed by cauliflower, followed by potatoes etc. for decades, one local farmer told me "that rotation had been in some of his fields for over 33 years".

Cauliflower ready to be picked near Kerris, with potatoes under plastic in background

Cauliflower Rig near Gulval

iii. **Potatoes** – the planting of potatoes starts in mid to late December through to mid- February/March. Lifting starts late April to mid-August. The large majority of the crop is sold without a need for storage. The very early crop is lifted by hand, with an expectant low yield but high price, as the season progresses the yield increases and the price drops.

Potatoes and systems fall into the following categories;

   a. An early crop which is sold as washed pre packs in 750grm bags – direct competitor to Jersey Royals;

   b. Early crop sold as dirty "as dug" into the wholesale market;

   c. 1 month on early, graded into crates for supermarket trade;

   d. Salad potatoes;

   e. Early crisping potatoes;

   f. Early pre pack potatoes.

In recent years many growers have given up whilst others have increased their acreage markedly and as equipment has allowed them to do so. Like brassicas there are now packer growers involved in the process too. There have been recent attempts to improve the marketing of new potatoes by group marketing, such as Land's End Potatoes and the Deliciously Dirty Campaign. Unfortunately all of these ideas collapsed in the end and the group acreage is now in the hands of fewer but more specialist growers. Like the two previous crops potatoes are farmed to a large extent on rented land, it also suffers from erosion, however unlike the other crops it is forced under a plastic crop cover to gain a couple of weeks early growth. These two weeks aim to give the crop a head start over potatoes being grown in other regions.

Case Study

Bejowans Farm is a rented farm. The farm tenant has rented out a large tract of land to a cauliflower grower, the buildings are rented out partly as workshops by the landlord and the remainder of the farm buildings are used to house winter livestock and the house is rented to a non-farmer. The neighbouring farm has planted a substantial block of potatoes under plastic. Yet not that long along ago the farm was a family run stock farm. Although these changes have materialised over a number of years they have had a considerable effect upon the landscape of the area.

Left: Potatoes under plastic near Bejowans Farm, St Buryan.

Right: Harvested cauliflower near Bejowans Farm, St Buryan.

2.   Note on Monitor Farms

The term monitor farm is one used essentially to describe a trial/discussion/experimental farm used by the AHDB.

Monitor Farm Structure

Farmer/Owner

Farmer + Organising Committee
(2/3 farmers)

Farmer Members
All Farmers have the opportunity to bench mark,
but this is not compulsory

3.   Data on Farming Economy in Penwith

DEFRA Rural Statistics

https://www.gov.uk/government/statistical-data-sets/
structure-of-the-agricultural-industry-in-england-and-the-uk-at-june

Local Authority Breakdown of Crops, livestock and Labour - Penwith 2007 -13

Crop /livestock / labour	2007	2013
Number of Holdings		383
Farmed Area in hectares	23393	23472
Fruit and Veg in hectares	1091	878
Cereals in hectares	1978	2889
Arable Crops (not veg or cereals) in hectares	1605	1889
Grassland in hectares	16264	15554
Livestock – Cattle	27012	26225
Livestock - Sheep	3842	3432
Farmers/Partners/Spouses Full Time	404	376
Farmers/Partners/Spouses Full Time	301	273
Workers Full Time	151	126
Workers Part Time	119	119
Casual	206	126

Statistics by County - Cornwall 2000-2010

Holdings	<5ha	5-20ha	20-50ha	50-100ha	100+ Ha
2000	3207	1797	1414	978	591
2010	294	1287	1138	898	793

Crop /livestock/farmers	2000	2010
Grass Temporary in ha	39150	36660
Grass Permanent in ha	137068	146222
Cereals in ha	38050	33890
Potatoes in ha	3130	3423
Maize in ha	3671	6112
Vegetables in ha	2386	5426
Bulbs in ha	1892	2485
Dairy	85534	74224
Beef	45127	72891
Sheep	278657	224836
Farmers Full Time	4633	3894
Farmers Part time	3699	3633
Workers Full time	1448	1145
Workers Part time	833	1045
Casual	2358	835

4. Subsidies

The Basic Payment Scheme is the main support scheme offered to farmers, the current rate paid to farmers is £80/acre or £200/ha. Every farm over 5ha is eligible for this scheme and it is paid annually in December. The graph below gives an indication of the contribution made by the BPS to the different agricultural sectors

Viability by sector if support were removed
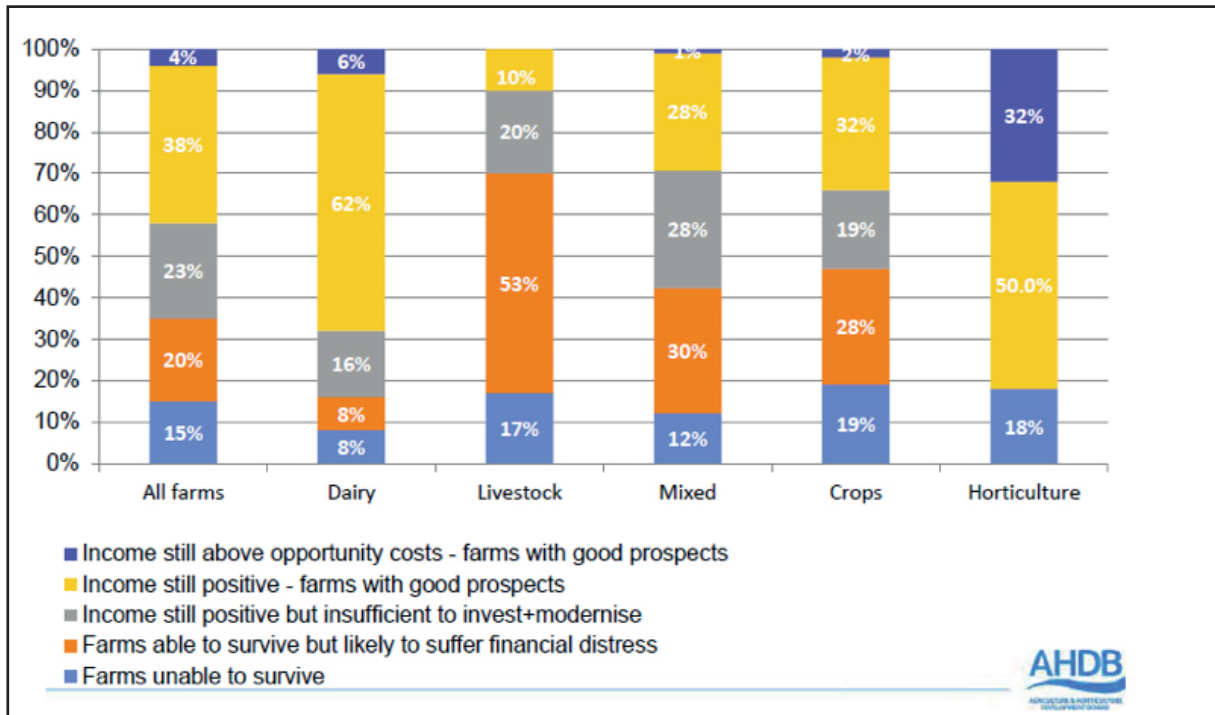
Source: Defta / Wageningen University

Project 3.3

Wild Penwith

Full Project Plan

Project 3.3 Wild Penwith
Full Project Plan

Project Name	**Wild Penwith**	Stage	Delivery		
Project Theme	**Economy, farming and wildlife**	Year			
Reference No	**3.3**	Project Start Date	January 2018	Project End Date	December 2022
Main Contact		Lead Organisation	Cornwall Wildlife Trust		
Contact Details	Tel Email Address	Partners / Contractors	Farming Community, Volunteers, Cornwall Wildlife Trust and Upstream Thinking, Environmental Records Centre for Cornwall and Isles of Scilly (ERCCIS), RSPB, National Trust, Natural England, Cornwall Council Historic Environment Service, Farm Cornwall, Cornwall Area of Outstanding Natural Beauty (AONB), Habitat and species specialists to delivery aspects survey training, Water quality consultant		

HLF Outcomes	Outcomes	Outputs
Heritage	Heritage is better understood, valued and considered within farm businesses Heritage is maintained and preserved Heritage is better managed Heritage at a landscape level is more valued, preserving the identity of the landscape	Series of workshops, events and talks Bespoke advice to farmers on how to bring best benefits to farm business and heritage Skills training, education, capital grants, volunteer workforce
People	More people aware and engaged with heritage Increased engagement within and between communities Increased opportunities for social inclusion for residents from deprived rural areas Relationship development within volunteer groups and between farmers Equipping people with practical survey skills to undertake independent field surveys and directly engage with outdoors and natural heritage within the landscape	Series of workshops, events, skills training and talks Active volunteer outdoor physical task days on farms with associated health benefits
Communities	More and wider range of people will have engaged with heritage Developed and strengthened relationship within and between resident and farming communities Communities value and engage with heritage features in the landscape and the local area will be a better place to live, work and visit Negative environmental impacts reduced	Series of workshops, events, training and talks Volunteer task days on farms
PLP Objective	To conserve, protect and restore Penwith's natural heritage, in particular its heathland, downs and moors, and its flora and fauna, protecting its natural resources and restoring habitat connectivity	

Project 3.3 Wild Penwith
Full Project Plan (continued)

Key Issues Addressed	Issues the project will address:
	Lack of awareness, understanding and value of natural heritage features in the landscape within the farming community
	Landowners and farmer recognition of their role as landscape custodians and providers of public services
	Habitat fragmentation: negatively impacts upon a number of the 43 BAP species that occur in the project area. We know that habitats are fragmented from the ecological network maps produced in the development phase of this project and land-cover change analysis carried out by ERCCIS
	Degraded/neglected semi-natural habitats: There is over 6,000ha of semi-natural habitat in the project area, of which 2400ha is BAP habitat. Surveys carried out within the past 8 years, have identified lack of management due to limited knowledge, and is frequently the reason habitats are in poor condition
	Invasive Species: Heathlands and wetlands overgrown with scrub and bracken, have even age heathland habitat and non-native invasive species present such as Japanese knotweed and Himalayan balsam
	Diffuse pollution: Natural heritage is at risk from diffuse agricultural pollution and run-off, carrying sediment and nutrients, can have a disastrous effect on water quality, its supported habitats and species
Project Description	Building on experience from Wild Penwith (2009-2014) and Upstream Thinking programme (2014 – 2020), project will deliver on the ground conservation action and measures by focusing on the following:
Scope and Purpose	**Habitats** — Vulnerable habitats will be identified and measures supported by either capital grants, scheme support, helping to secure external funding, bespoke advice to conserve and limit further damage through landowner and farm business engagement
	Volunteers will undertake practical habitat management task days to benefit vulnerable habitats
	Environmental Impacts — Environmental impacts will be identified through farm business / landowner visits and from on the ground surveys and sampling
	Suitable measures will be taken to limit negative impacts, supported by capital grant, scheme support, routing to external funding or bespoke advice
	Working with farmers — Support offered to farmers on how best to gain business benefits while working with and maintaining natural heritage through farm visits, whole farm surveys, including wildlife habitat surveys and whole farm plans
	Support and advice on stewardship and grant applications; provision of small grants
	Offered volunteer time to undertake practical tasks on farms / land
	Water quality sampling as required
	Volunteers — Series of training and engagement events to raise awareness of the value of habitats and features within Penwith landscape, open to all PLP volunteers
	Programme of volunteer task days under the Wild Penwith project, open to all volunteers within the PLP
	Partnership-wide coordinated approach to tackle invasive species through volunteer effort
Location	The project will work across the PLP area. Evidence gathered on habitat resilience and vulnerability through mapping of ecological networks will help prioritise key areas for action
Planned Activities	See Activities and Outputs, Outcomes and Indicators

Working with
farmers

Penwith Landscape
Partnership

Volunteers

Kynsa ha Diwettha – Agan Tirwedh Bewa ha Gonis'
First and Last – Our Living Working Landscape

Project 3.3 Wild Penwith
Location
Full Project Plan (continued)
Planned

Beneficiaries	Who/What	How		
	Farming Community	Farming Community Individual farm visits to provide bespoke advice on how the farm business can benefit through maintaining and preserving natural heritage Support and advice with funding applications and entry into stewardship schemes Skills training and education Strengthening links between the farming and local resident communities within the farming communities across the project area.		
	Local Residents	Local resident community will have the opportunity to learn and develop new and practical skills in the natural and historic environment Cultivate a sense of value and appreciation of heritage and conservation features to enable communities to connect and engage with the landscape Relationship building between local resident and farming communities. Creation of 'green gym/prescription' healthy activities for participants		
	Local and Landscape Heritage	Through survey, training and events, develop an understanding and engagement with the heritage and conservation features Investment in maintenance and preservation of heritage through capital grant scheme Education, advice and provision of support to farmers across the landscape towards more sensitive practices that benefit the natural heritage and their farm business		
	Natural Heritage	Vulnerable areas of habitat identified and landowners engaged Areas of vulnerable habitat better managed and risks to habitat known and limited In better condition from management undertaken on volunteer task days Better understood and recorded through farm wildlife surveys and volunteer survey effort (where access permitted)		
Communication	Task	Audience		Communication Medium
	Project publicity	Farming and local resident community		Social media platforms (Twitter, Facebook, relevant forums), PLP website, Parish magazines, Engagement events, Face to face interaction, Local heritage organisations, PLP projects, Farm Cornwall
	Awareness raising of value of wildlife and heritage features within Penwith	Farming and local resident community		Social media platform, PLP website, Parish magazines, Workshops / Community drop in, Face to face interaction, Local heritage organisations, Farmer and volunteer skills training, Farmer and volunteer engagement events
	Advertisement and promotion of farmer training sessions	Farming community		Targeted contacts from farm visits, Workshops/Community drop in, Email to database, Young Farmers Facebook page, Farm Cornwall
	Advertisement and promotion of training sessions for community volunteers	Local resident communities in project area		Social media platform, PLP website, Parish magazines, Workshops / Community drop in, Face to face interaction, Volunteer networks, **Wild Penwith / That's our Parish** volunteer pools

Project 3.3 Wild Penwith
Full Project Plan (continued)

	Advertisement and promotion of volunteer task days	Localised community publicity	Social media platform, PLP website, Parish magazines, Workshops / Community drop in, Face to face interaction, Volunteer networks, Volunteer and farmer engagement events
	Recruitment and retention of volunteers	Local resident community	Social media platform, PLP website, Parish magazines, Workshops / Community drop in, Face to face interaction, Volunteer skills training events, through PLP projects
Project Buy-in	Consultee		Involvement / Findings
	Volunteers		CWT (through Wild Penwith and Upstream Thinking) has been building relationships with the farming and volunteer community for over 7 years and have run a successful volunteering programme assisting farmers with practical task days to undertake habitat management
	Farming Community		CWT and UsT have been establishing and developing relationships with farmers in Penwith to improve the environmental aspects of the farm business while bringing financial savings to the farmer. This has provided a solid network of contacts and experience for PLP
	Environmental Records Centre for Cornwall and The Isles of Scilly (ERCCIS)		ERCCIS will provide technical mapping support (as a contractor) and deliver an annual session on how to digitally input biological records into the ORKS system, benefitting both skill level of volunteers and the county wide species record database
	RSPB & National Trust		Both organisations have agreed it is valuable to meet and share information to ensure all work efforts are complimentary. There is a shared interest in collaborative effort to tackle invasives across the project area, via pooling volunteer resources on task days and seeking further funding
	Natural England		NE have confirmed there is a need for external staff to support farmers with Agri-Environment Scheme applications as NE staff are not in a position to offer assistance, only advice. Also keen to support methods to ensure the legacy of **Wild Penwith** and **Penwith Hedges** are maintained through consultation with farmers. Potential to provide impetus to support the designation of a West Penwith Moors SSSI.
	Cornwall Area of Outstanding Natural Beauty (AONB)		AONB is keen to develop the employment opportunities of committed **Wild Penwith** volunteers through accredited training provision and practical experience on task days.
	National Farmers Union (NFU)		South West representative would like to see more support to farm businesses to enable local farmers to develop environmental and farming opportunities available to them and create new income streams, both on and off their land. As a result the number of farm visits within the planned activities was increased.

Project 3.3 Wild Penwith
Full Project Plan (continued)

Project Development	**Evaluation of the Ecological networks:** Undertaken at two scales - of each network (clusters of patches) and each habitat polygon, within each network. Each network and habitat polygon was evaluated for Coherence and Resilience using the methods developed by Forest Research. Those areas with a high proportion of surrounding natural land cover are considered more resilient and those with a low proportion of surrounding natural land cover are considered less resilient. Areas with a low proportion of natural land cover, would benefit from limiting edge impacts by managing or creating buffer zones to reduce negative impacts from surrounding habitat (intensive farming). Work on the ecological mapping exercise was a collaborative effort between PLP and ERCCIS with ERCCIS staff providing valuable technical support in developing the model for the exercise.
	Engagement with farmers: During the Development Phase there was minimal direct engagement with farmers. The Farming and Wildlife Officer accompanied experienced farm advisors on farm consultations and one to one meetings to observe and develop the work currently undertaken. A database of 260 farmers was produced. Of these the postcodes of 185 farmers were mapped (See Appendix). The parish with the highest number of farmers known to the project (28 individuals) is Madron.
Policy changes/changes in context which affect this project	The most relevant policy changes are those related to the negotiation of agri-environment scheme subsidies post-Brexit but the UK government and also Cornwall Council, as described elsewhere within the LCAP and in Project 3.2
Changes in focus of work from first stage submission	1. **First stage submission: Work with ERCCIS, NE, EA, specialist recording groups etc.** During the Development Phase, the focus was on habitat rather than species or water quality: The focus of the project is on the ground action subsequent to engagement with volunteers, landowners and farmer. To target effort, and as a result of progress made during the development phase, the following actions have been added to the delivery phase activities. 1) Review of ecological mapping: A review of the ecological mapping exercise to prioritise farms and habitats for conservation action and engagement. The results of the review will be discussed with the project group at an early stage in Delivery and used to inform and plan farmer engagement and training events, the volunteer work programme and a collaborative approach to conservation action. 2) Establish a project group: The project group will comprise of project partners and external organisations which work on the ground and those who liaise directly with landowners and managers. This group will meet regularly to identify areas where collaborative effort is best placed. 3) Increase in engagement events: The number of farmer focussed events has been increased from 5 to 15, and 9 volunteer training days and 14 half day engagement events added. Project staff will deliver these sessions and events and have funding to bring in specialists to compliment 7 of the farmer training sessions and 3 of the volunteer training sessions. Volunteer training sessions will be open to all PLP volunteers, to provide additional skills and retain and reward volunteers, and led in liaison with the volunteer programme coordinator 4) Increase in farm visits: The number of farm visits has been increased from 350 to 400 to be delivered by the project officers. The increased number of visits is reflective of the time investment required when building and developing relationships with new farmers. 5) Invasive species: Volunteer task days will be allocated to survey and remove invasive species. Volunteer training sessions will include training on how to identify, record and map invasive species. There is opportunity to collaborate with external organisations to tackle invasive species, either through pooling volunteer effort or seeking additional funding for a broader programme of activity.
Progress in gaining consent / approval	N/A

Project 3.3 Wild Penwith
Full Project Plan (continued)

Wider Context	Name and project code	Nature of relationship			
Links with other projects within PLP scheme	**Outstanding Penwith Project 1.1**	Volunteers able to benefit from skills training and events run through Project Volunteers will form part of the Wild Penwith volunteer group			
	That's our Parish Project 1.2	Volunteers able to benefit from skills training and events to provide skills needed to identify and record natural heritage features			
	Ancient Penwith Project 3.3	Volunteers and farmers able to learn more about the heritage value of sites during task days and the benefits to the heritage landscape of practical conservation tasks.			
	Penwith Hedges Project 3.4	Volunteers from PH will benefit from skills training offered within project. WP task days will draw on skills from PH volunteers to assist on task days			
	Farming Futures Project 3.2	Collaborative work to identify skills and knowledge gaps within farming community and host training and educational events to meet these needs. Engagement and sign posting of farmers to Wild Penwith project			
Links with other projects and initiatives within West Cornwall	SWW's Upstream Thinking Programme (working in the Drift catchment), RSPB Chough project, Cornwall Butterfly Conservation, specialist recording groups				
Monitoring & Evaluation	Qualitative		Quantitative		
	To be developed		According to HLF LP Output Data workbook		
Legacy	The legacy from the project will be greater awareness and appreciation of the importance of improved habitat connectivity and ecological networks in both the farming and wider local community with reinforced interest and strengthened skills to monitor, record and help improve species numbers				
Risk Management	Type of Risk	Likelihood	Impact	Mitigation	Person Responsible
	Lack of take up amongst farmers to carry out surveys and produce Whole Farm Plans	Low	High	Use experience from previous CWT work in the area; use Farm Cornwall contacts in other areas; evidence good practice and positive results	Wild Penwith Project Officer and Project Group
	Limited attendance at workshops and training events - from faming community and volunteers	Medium	High	Wide publicity through all PLP projects and Project Officers	Wild Penwith Project Officer, PLP Project Officers
	Lack of volunteers fro practical conservation tasks	Medium	High	Recruitment and development of Volunteer Programme and training offer through Volunteer Programme Coordinator	Wild Penwith Project Officer and Volunteer Programme Coordinator
Management Plans / Policy Statements /	See also Appendix				
Project prepared by Helen Fearnley, Development Phase Farming and Wildlife Officer					

Project 3.3 Wild Penwith
Activities, Outputs and Outcomes

Activity	Output	Measurable indicators	Outcomes	Evidence
1a) Review of ecological mapping work	Prioritisation of farms for engagement	Prioritise 50-80 new farms for engagement	Farming community more aware, engaged and appreciate the value of natural heritage	Number of new farms engaged
	Five year programme farm engagement events	Evidence led programme of targeted farm	Cohesive, coherent and complimentary	Maps
	Communication of farm prioritisation and engagement activities to other PLP projects			Prioritisation charts and tables
				Documentation of engagement with farmers
				Documentation of events, attendance and attendee feedback
1b) Establish a partnership wide farmer liaison /engagement procedure with dedicated project staff responsible for all farmer liaison	Scheme hierarchy procedure for farmer interaction	Procedure document	Direct engagement / liaison with farmers is coordinated	Number of communication requests from volunteers and project partners
	Appointed farm interaction PLP staff		Farmers are not overloaded with project communications and requests	Number of referrals to farmers
	All farmer liaison and communications only undertaken by appointed project staff		Development respectful relationships between PLP and farmers	Farmer feedback
	Continual monitoring of feedback from farmers		Existing farmer relationships are not compromised	
2) Whole Farm Survey – free farm visit(s) to include	**Output**	**Measurable indicators**	**Outcomes**	**Evidence**
Farm Wildlife Survey - Detailed assessment of each farm's natural heritage including condition of wildlife habitats, hedges and watercourses and species using these.	Production of maps detailing species, habitats and heritage features within a farm	400 farm visits over 5 years (equivalent to 80 annual farm visits)	Wider engagement with farmer community across Penwith	Data within PLP database
	Identification of threats to species and habitats (management, diffuse agricultural pollution, invasive or non-native species) within each farm	Engagement with at least 10 new farmers a year, min. 50 over project duration	New relationships established with farmers in project area	Referral of farms / farmers to capital grant / agri-environment schemes dependent on farm circumstance
	Referral of farms with notable archaeological features to Ancient Penwith project officer	Whole Farm Survey undertaken on 10 farms p.a., with at least 30% on new farms	Existing relationships developed with farmers in the project area	
		Assess condition of 3,000ha of habitat to include farmland and semi-natural habitat	Better understanding of natural heritage within project area	
			Conservation and heritage features and farm business prospects enhanced and preserved	

3:185

Project 3.3

Wild Penwith

Appendices

Appendix
Wild Penwith – Project 3.3

1.   Background and Context

There is growing recognition nationally and locally that we need to do much more to reconnect fragmented wildlife habitat and restore functioning ecosystems on a landscape scale. This is highlighted in Making Space for Nature: a review of England's wildlife sites and ecological network, often referred to as 'the Lawton report'. The report concluded that we do not yet have a coherent resilient ecological network in England and that establishing such a network would bring substantial benefits to wildlife and people.

Cornwall Wildlife Trust delivered the Wild Penwith project between 2009 and 2014. The project surveyed 3,500 ha of land across Penwith, worked with 78 farms and made a total of 576 farm visits. Visits informed the production of Whole Farm Plans, provision of resource protection advice and information and habitat enhancement advice. Farmers benefitted economically from involvement in Wild Penwith through assistance in securing agri-environment scheme grants, provision of small capital grants (funded by South West Water) and delivery of free habitat management actions through a local volunteer group.

In 2014, Cornwall Wildlife Trust received funding from South West Water through the Upstream Thinking (UsT) initiative to work with farmers focussing on enhancing raw water quality in the Drift reservoir catchment. This programme will continue until 2020.

In a review of its Biodiversity strategy in 2010 the Cornwall Biodiversity Initiative highlighted priority projects where conservation effort should be directed between 2010 and 2015. Cornwall's Biodiversity Action Plan (BAP) Volume 4 was produced in response to the updated 2007 UK BAP lists of habitats and species, the UK strategic biodiversity framework and the Lawton Review. The Cornwall Biodiversity Initiative produced a new Cornish BAP habitat and species list which includes the relevant habitats and species from the updated UK list. The Wild Penwith project has been included as a priority landscape scale habitat restoration and connectivity project in BAP Volume 4.

As part of the Penwith Landscape Partnership scheme, the Trust wants to build on the success of the first Wild Penwith project and its Upstream Thinking initiative. Despite over eight years' work in the area, there are still large areas of wildlife habitat that are not in favourable management and there are considerable opportunities for habitat improvement and connectivity across the Penwith peninsula.

Through Wild Penwith, and more recently Upstream Thinking, the Trust has established a good working relationship with farmers and community groups in the area and comments from respondents to the PLP community engagement survey carried out by Rose Regeneration highlighted the need for coordinated support from organisations with local expertise, such as Cornwall Wildlife Trust, to enable landowners to manage their natural heritage.   Farmers are key to the successful delivery of the Wild Penwith project. The CRCC 2013 farmers' survey showed that farmers in the area are supportive of and willing to participate in the Wild Penwith project.

Through delivering Wild Penwith as part of the Landscape Partnership scheme, Cornwall Wildlife Trust seeks to maximise the benefits of securing the South West Water funding to achieve both South West Water's resource protection goals, alongside substantial natural heritage enhancement goals. Cornwall Wildlife Trust currently has no other source of funding for delivering broader natural habitat restoration work in Penwith outside of the Drift catchment.

Between 1987 and 2012 considerable work was carried out to protect the historic and natural landscapes from the central moors to the north coast through the former Environmentally Sensitive Area (ESA) scheme. This agri-environment scheme has now come to a close. At the peak of the ESA scheme's operation 265 holdings were in the scheme and there were a high proportion of very small holdings in the scheme such as hobby farms, small-holdings. In total, 7,350ha was under ESA agreement out of a total of 8,000ha of eligible land. ESA was replaced by Environmental Stewardship – Entry Level Scheme (ELS) and Higher Level Scheme (HLS). Whilst entry into these schemes have also now closed, in 2014 there were 155 holdings receiving this agri-environment funding. Currently, mid-tier agreements are available within Countryside Stewardship which continue to provide incentives for land managers to look after their environment. These agreements differ from previous rural development schemes in that they are competitive, meaning applications will be scored against criteria to identify opportunities that will help achieve environmental priorities in the local area. Not every application will be successful. Cornwall Wildlife Trust is concerned that there are fewer land owners receiving financial incentives to carry out habitat maintenance and management under the Environmental Stewardship schemes [1].

Natural England has been exploring a programme of survey and landowner discussion regarding designation of approximately 2436ha of SSSI quality habitat within the Penwith landscape as a SSSI. Much of the extensive areas of heathland and associated wetlands in West Penwith were considered for SSSI designation and National Park status in the mid 1980's, but ESA was the favoured option. Although the habitats are recognised as being of SSSI quality (lowland heathland, lowland fen, purple moor grass and rush pastures, lowland dry acid grassland, maritime cliffs and slopes, wet woodland), there are currently only two SSSI within the West Penwith ESA area covering 6% of the ESA area [2]. At present Natural England confirmed that although the designation of this land would be valuable, it is currently on hold. Landowners of the new SSSI will require support and advice to facilitate positive habitat management so this Wild Penwith project is timely as CWT will provide support to Natural England, where appropriate. However, at least nearly 1500ha of County Wildlife Sites supporting semi-natural wetland and heathland habitat will be excluded from the SSSI designation so there is equally a significant requirement to work with the farmers in these areas to support positive habitat management.

Through working in the area for more than eight years Cornwall Wildlife Trust has learnt that farmers are often unaware that measures to protect natural heritage, such as better soil and nutrient management to reduce run-off, not only benefit the environment but also offer an economic benefit to the farm business by protecting resources (e.g. soil, fertiliser). Rough land (non-productive land) and Cornish hedges protect farmland e.g. through preventing run-off, alleviating flooding, but are not always valued in economic terms. They can bring secured long term income through agri-environment schemes or attracting tourism to farm B&Bs. This is particularly pertinent following the end of the ESA and limited subsequent schemes as farmers, driven by economic pressure, may be forced to make land management changes, such as renting land out to daffodil growers or removing hedges for machinery access.

---

[1]   Countryside Stewardship: Mid Tier Manual. (2016) www.gov.uk/countrysidestewardship
[2]   Wild Penwith statement for the end of the ESA, (2011). Cornwall Wildlife Trust

2.   Engagement with Farmers

Postcode locations of farmers by Parish from detail held on the PLP database

Parish	Number of farmer postcodes	Parish	Number of farmer postcodes
Madron	28	Penzance	9
St. Just	27	Towednack	7
St. Buryan	25	Sennen	7
Sancreed	24	Morvah	6
Ludgvan	23	St. Levan	4
Paul	12	St. Ives	4
Zennor	9	Total	185

Map of Location of farmer postcodes held on the PLP database
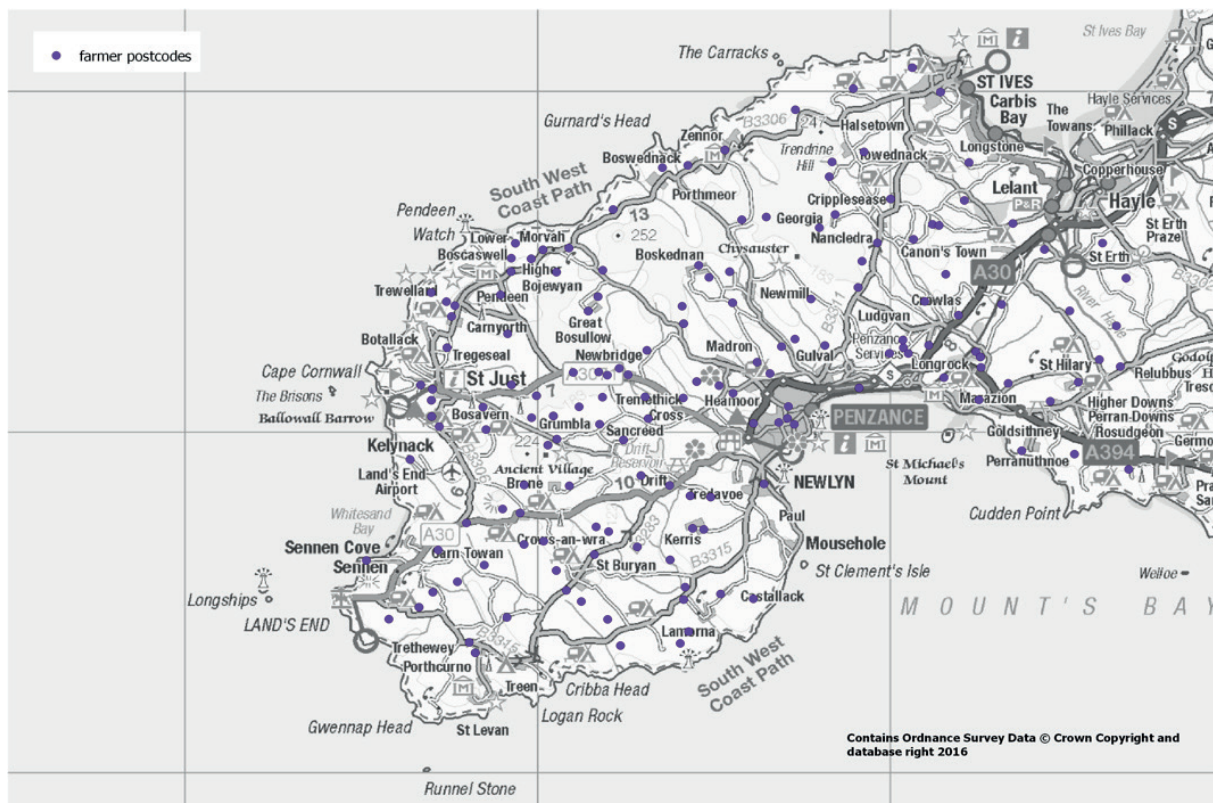
Appendix B

Ecological Network Mapping Exercise

A detailed mapping exercise was undertaken for the project area that consolidated all existing land use information to produce a detailed map of land use and habitats within the Penwith Landscape. This baseline land use and habitat information was analysed using methods documented in published research by Somerset Wildlife Trust and Forest Research to identify 'ecological networks' (important areas of habitat) within the landscape[3].

Once the location of the ecological networks within a landscape are known, tools can be built that assess and evaluate the connectivity (coherence), stability and risk (resilience) of each network. This enables prioritisation of areas to guide targeted conservation and heritage focussed effort, which when combined can be used to inform locations of where community engagement and on the ground activity would be best placed. Such a tool provides a powerful, valuable and robust method to geographically guide project resources and efforts that will deliver the best gains for heritage, community and wildlife over the delivery phase of the project.

The technical mapping exercise, involved consolidating and cleaning data from various partner organisations into a cohesive spatial file containing detailed and broad habitat/landuse information. The file needed to be geometrically sound to support modelling and advanced spatial analyses. In total, 10,337 different land use and habitat polygons make up the 243km2 Penwith project area. Each of these polygons was carefully coded with habitat and land use information, providing the most accurate and detailed habitat information for this landscape. In addition each polygon was also assigned a 'broad habitat category' and Map 1 illustrates a selection of these categories, of note is the high proportion land falling into the 'Arable and Horticultural' category.

'Fen, Marsh, Swamp and Bog (Wetland)' and 'Heath and Acid Grassland' are key habitats in terms of ecosystem services and biodiversity interest within the Penwith landscape. It is within these areas the project is keen to target effort, both in terms of engagement and conservation action. Map 2 shows the locations of every area of these habitats identified by the mapping exercise. There is an overlap between these categories as wet heath (Erica and Molinia dominated) will fall into both 'Fen, Marsh, Swamp and Bog (Wetland)' and 'Heathland and Acid Grassland'. The majority of these habitats are surrounded by land that is classified as arable and horticultural and are clearly pockets of biodiversity within a working agricultural landscape.

The areas of habitat in Map 2 were analysed to identify 'ecological networks'. An ecological network is considered by broad habitat category and the network is a series of collective habitat patches or areas which effectively function as a single area (clusters of habitat that are close to each other where animals and plants could disperse to and within). The networks were established using models to consider how species would move from areas of habitat taking into account the permeability of the adjacent land. Map 3 shows the results of the ecological network analyses for the wetland habitat and identifies 26 networks which cover an area of 4.4km2 and range in size between 0.04km2 and 0.6km2, with an average network area of 0.17km2. These are the most important areas of wetland within the Penwith landscape. Map 4 shows the results of the network analyses for areas of 'Heathland and Acid Grassland' and identifies 29 networks which span 42.3km2 of the landscape and average 1.5km2 in area, the smallest network being 0.09km2 and the largest 21.6km2 . The largest network accounts for over half of the important heathland area identified within the project area.

---

[3]   Moseley, D, et al (2015). Evaluating the functionality of Ecological Networks in the Brue Valley living landscape through the assessment of ecological coherence and resilience

Next, these ecological networks were evaluated to enable comparison of the coherence and resilience of each network to identify priority areas for project effort. The evaluation involved a desk based exercise to consider various properties of each network in relation to its size, shape, adjacent land use, whether it fell into a designation and the networks geographic placement. The properties (or parameters) were scored and each network was ranked allowing easy identification of the networks that scored well and are thus considered coherent and resilient and those that scored poorly and thus, would benefit from project effort and targeted intervention. It is on these poorly ranked networks, where delivery phase activity will be focussed. Map 5 shows the wetland networks that have been assessed for resilience, and identifies those key areas where targeted delivery phase activity should be concentrated.

Case Study – Wetland Networks Resilience Assessment

To illustrate the value of the mapping analyses, two wetland networks were visited, one was identified as strong and less vulnerable and the other as weak and vulnerable (Map 5 and Figure 1).

The left had side images in Figure 1 show details of wetland network identified as having 'strong resilience' the right hand side images represent the wetland network identified as having 'weak resilience'. The top images shows the extent of each wetland area defined by the willow vegetation, in the left hand image, the extent of the willow (in the background rises up the hill) in comparison to the smaller confined extent of the willow in the right hand image. Also of note within these two images is adjacent land use. In the stronger wetland network, the adjacent land use is improved grassland, and in the weaker network it is arable. The middle images also illustrate the extent and adjacent land use of the each network, where turnips appear to be intensively grown adjacent to the weaker network.

The bottom images also illustrate adjacent land use of each network, with the strong wetland network cusped by heathland and acid grassland and in the distance the adjacent land use of the weaker network is undergoing change with what appears to be construction of a track and possibly an agricultural storage area.

The mapping work has provided a tool from which important areas of habitat (networks) can be identified and ranked to facilitate and inform on the ground delivery effort. As a result of this exercise, a conservation action priority in the delivery phase will be to engage with the landowner of the weaker wetland network to establish whether the project can offer any support or assistance that will benefit their farm business and also bring conservation and wildlife benefit to the wetland area. For this example, possible delivery phase actions include engagement with the farmer, an offer to test soil nutrient levels as it may be beneficial to reduce fertiliser input, in the turnip field, providing economic benefit to the farmer whilst reducing nutrient enrichment of the watercourse (from run off); creating a modest buffer zone strip around the wetland area to reduce surface run off into the wetland which could also alleviate crop damaging localised flooding; the offer of a farm survey, as if invasive species are found, the project could remove these using the 'Wild Penwith' or 'Outstanding Penwith' volunteers or, the option of support through the Partnerships capital grant scheme.

The mapping and evaluation of ecological networks enables the project to identify areas of valuable habitat within the landscape, which can then be visited by a project officer to determine the most appropriate opportunities for positive action over the delivery phase, of course, this all hinges around building positive and trusting relationships with landowners.

Case Study – Comparison of Heathland and Acid Grassland Networks within and outside of schemes

The important areas of heathland and acid grassland within the project area comprise of 29 networks (Map 4). As these valuable biodiverse habitats lie within a working agricultural landscape, some parts of these networks may currently be within agri-environment schemes and worked using wildlife sensitive practices; other areas may not. The Penwith Landscape Partnership intends, alongside other activities, to offer scheme entry support through the Wild Penwith project. At present, there is no simple mechanism which identifies the most valuable areas of heathlands and highlights which areas are within and outside of schemes. Map 6 shows which of the important Heathland and Acid Grassland network areas are within and outside of agri-environment schemes.

To illustrate the benefit of scheme of entry in terms of habitat quality, a heathland and acid grassland network was visited of which part was within a scheme and the rest outside. The images on the left hand side of Figure 2 show those areas of heathland and acid grassland that are outside of a scheme, and those on the right hand side are the areas of the network inside a scheme. The central image shows the path that divides the two areas, where the area on the left is outside and on the right within a scheme. There is a marked difference in the habitat between the two areas with the habitat outside of a scheme dominated by same aged mature heather stands, leggy gorse, and thickets of scrub. In contrast, the images from the heathland areas within a scheme are comprised of mosaics of mixed aged heather interspersed with Molina tussocks, bare ground and minimal scrub. This is regarded a good quality habitat supporting a range of diverse species.

This example is a little more complex when considered in a practical sense. Although there is a clear distinction between the quality of habitat within the network linked to scheme support, the question of why the area on the left is not in a scheme is unclear. On the left is a small strip of land which extends to a larger area at the crest of the slope. It maybe this area is not in a scheme as it is under different landownership, or it maybe this area is too small to be considered suitable for scheme entry. In addition, there is a well used public right of way and bridleway along the track dividing the two areas and clear signs of nutrient enrichment from dog faeces within the heathland area to the left. It would seem that dogs are favouring the area of poorer quality heathland over the area of better quality of heathland, which in turn is preserving the quality of the better area of heathland. Only a site visit to this area would have identified this practical challenge. It may be that for this particular pocket of habitat, supported scheme entry may not ecologically or practically be the most appropriate project activity.

An alternative delivery phase project opportunity for this area, would be the offer of scrub clearance by the project volunteers, this would open up to scrubbed over areas of heathland, encouraging the growth of new heather plants from the seed bank, creating a more diverse mosaic of vegetation which is favoured by the majority of heath dwelling species. In addition the proximity of this area to high quality habitat means dispersal of species from the high quality to habitat into the improving habitat is highly likely.

Mapping work to date

Presented are a limited number of applications and examples of how the mapping work can be used to guide delivery effort. Ecological networks have been identified for 'Wetland', 'Heathland and Acid Grassland', 'Wet Woodland' and 'Priority Grassland'. Each of these networks have been scored and ranked for coherence and resilience by category to help inform on the ground effort.

In addition, the properties which make up the coherence and resilience scores for each network are also detailed and these properties are valuable to identify the type of management or action which will help improve the quality of the habitat. For example, if a network scores highly for edge effects, a beneficial activity would be to encourage the creation of a buffer strip around the habitat. In essence, the main failings of each network can be identified and effort can be focussed to remediate these.
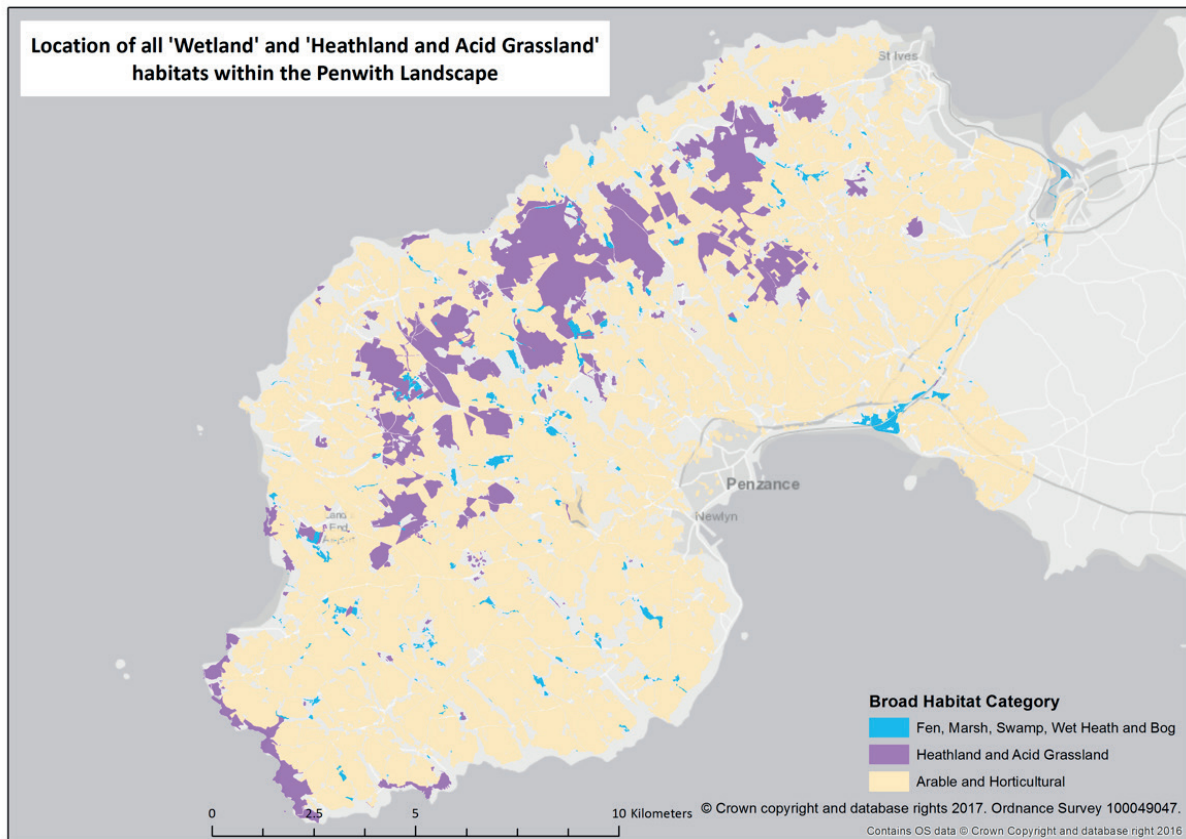
The mapping exercise has also considered habitat on a patch by patch scale. Networks are comprised of various habitat patches and within each network, the same analyses for coherence and resilience has been undertaken which again provides an extra level of detail as to the localised vulnerabilities within each network, enabling project officers to best direct effort.

## Delivery Phase additions to the mapping work

The output of the mapping is based on habitat and landuse with a conservation focus. There are clearly other parameters that would be valuable to consider alongside these maps and these include, landownership, scheme end date and the presence of heritage features. Combined these data can be used to guide the type of intervention most appropriate to bring benefits to the landscape, identify additional funding opportunities and take steps to improve the most vulnerable areas of habitat which host Penwith's biodiversity and heritage.
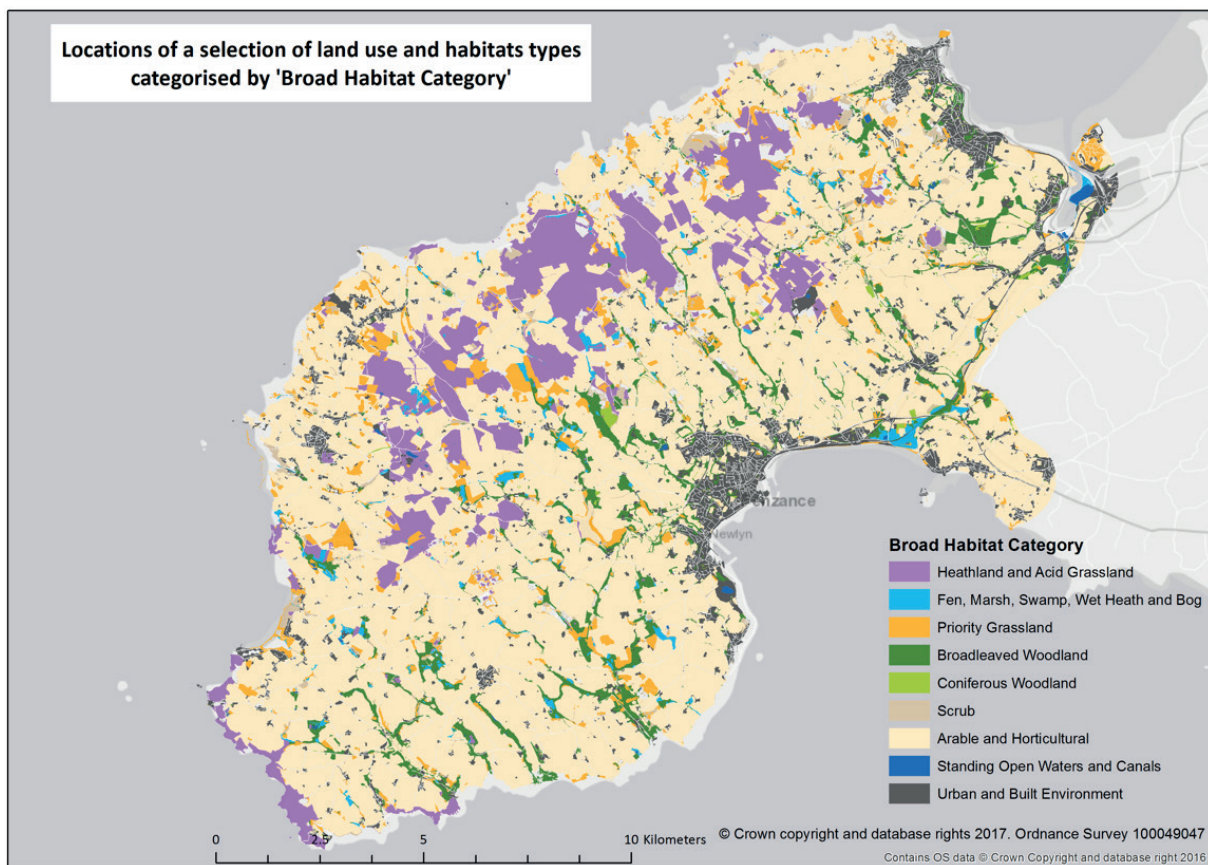
Map 1: Location of a selection of land use and habitat types as categorised by Broad Habitat Category

Location of all 'Wetland' and 'Heathland and Acid Grassland' habitats within the Penwith Landscape

Broad Habitat Category
- Fen, Marsh, Swamp, Wet Heath and Bog
- Heathland and Acid Grassland
- Arable and Horticultural

© Crown copyright and database rights 2017. Ordnance Survey 100049047.
Contains OS data © Crown Copyright and database right 2016

Map 2: Locations of all areas of Wetland and Heathland and Acid Grassland within Penwith Landscape as identified by the mapping exercise
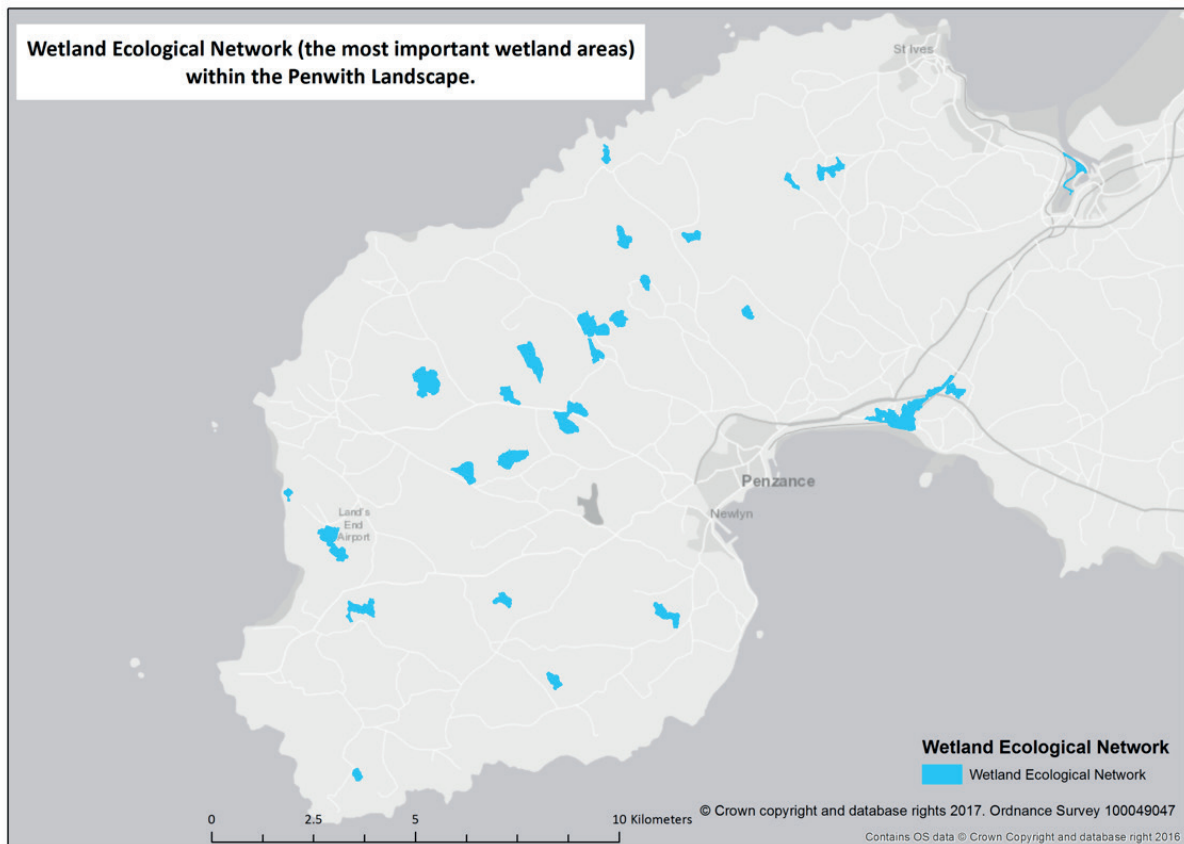
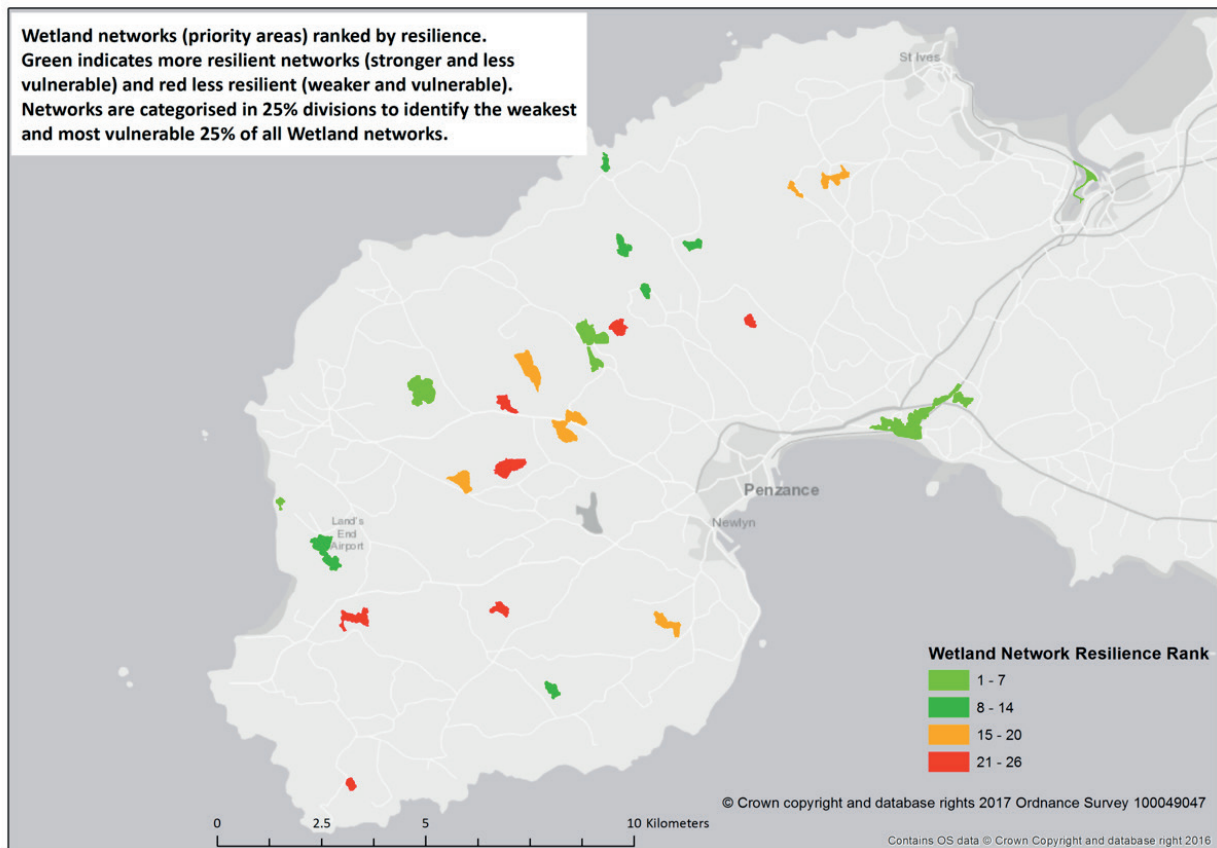*Map 3: Wetland Ecological Network within the Penwith Landscape as identified from the mapping exercise. In total 26 Wetland Networks were identified, these are the most important areas of wetland within the landscape*
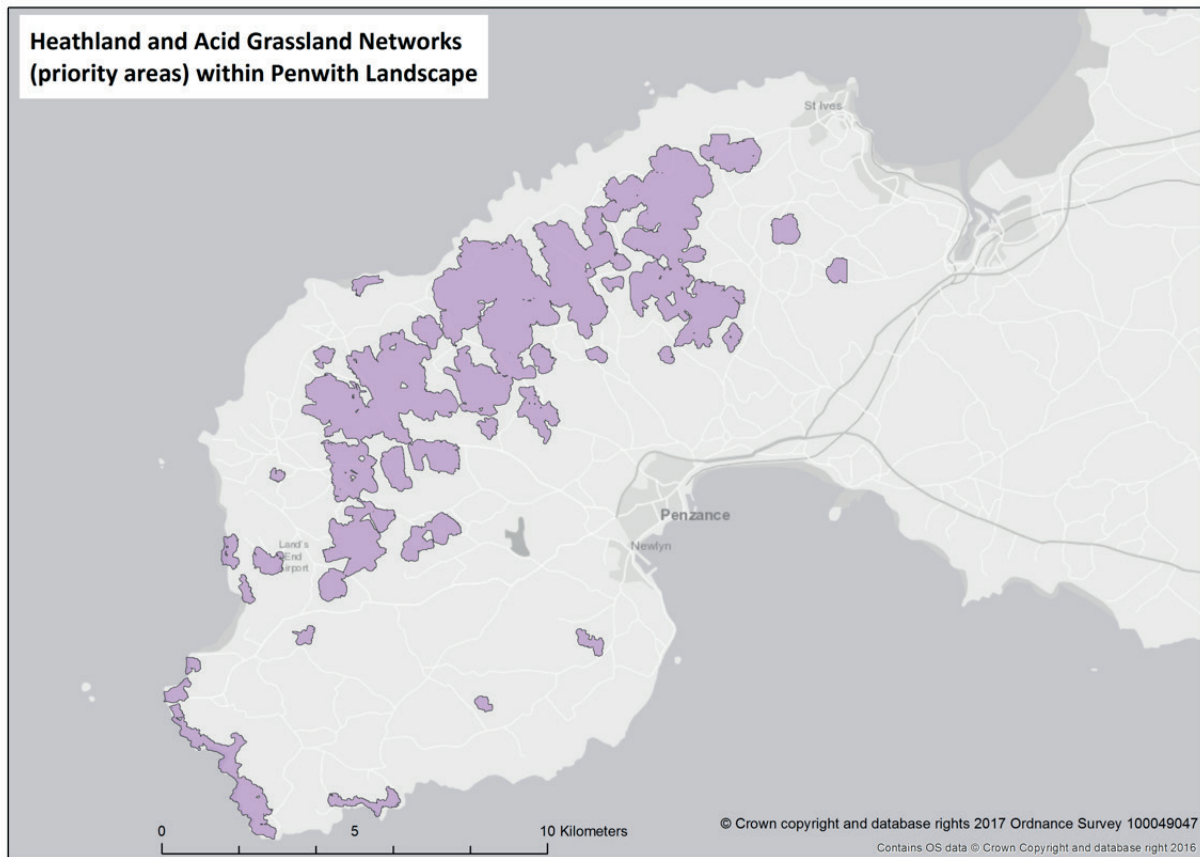
Map 4: Heathland Network within the Penwith Landscape as identified from the mapping exercise. In total 29 Heathland and Acid Grassland Networks were identified, these are the most important areas of heathland and acid grassland within the landscape

Wetland networks (priority areas) ranked by resilience.
Green indicates more resilient networks (stronger and less
vulnerable) and red less resilient (weaker and vulnerable).
Networks are categorised in 25% divisions to identify the weakest
and most vulnerable 25% of all Wetland networks.

Wetland Network Resilience Rank
- 1 - 7
- 8 - 14
- 15 - 20
- 21 - 26

© Crown copyright and database rights 2017 Ordnance Survey 100049047
Contains OS data © Crown Copyright and database right 2016

Map 5: Wetland networks ranked by resilience. Those coded in red are identified as vulnerable and would benefit from targeted delivery phase activities
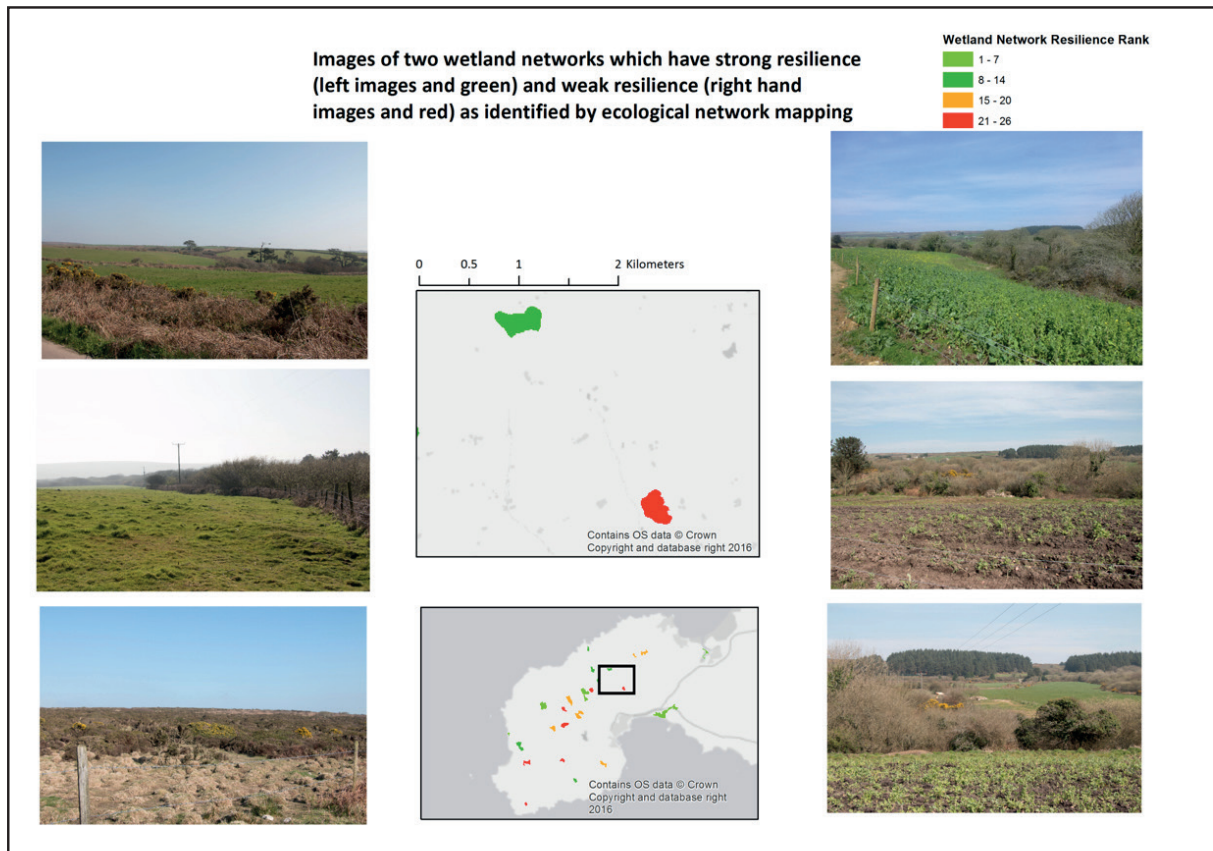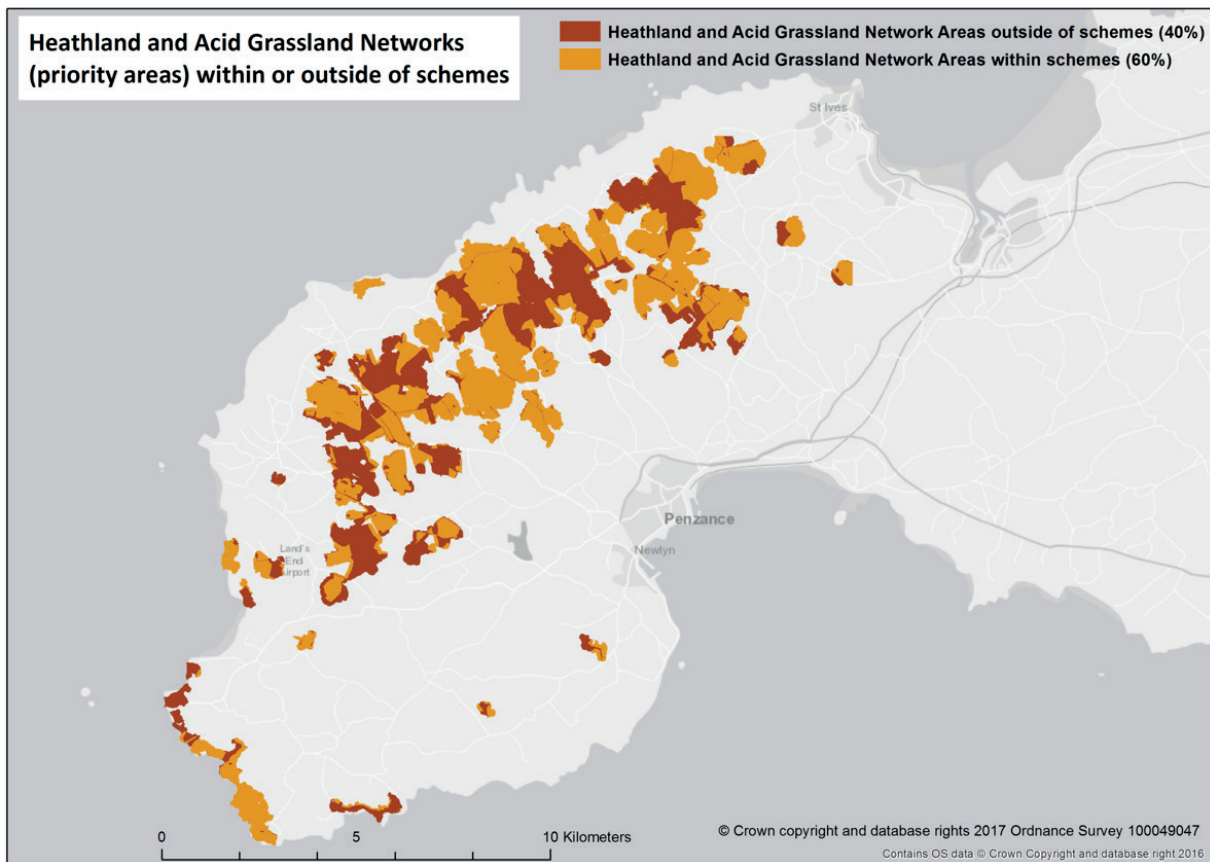
Figure 1: Practical use of the network mapping and evaluation to identify areas best targeted with delivery phase activity, illustrated with wetland network resilience ranks

Map 6: Heathland and Acid Grassland network areas within and outside of agri-environment schemes. Areas of the networks which are not included in schemes will be a focus of delivery phase effort.

Heathland and Acid Grassland Networks (priority areas) within or outside of schemes. Images to the left are of habitat outside of schemes and those to the right of area within scheme, Central image left outside, right inside

Contains OS data © Crown Copyright and database right 2016

Contains OS data © Crown Copyright and database right 2016

Penzance
Newlyn

Heathland and Acid Grassland Network Areas outside of schemes (40%)
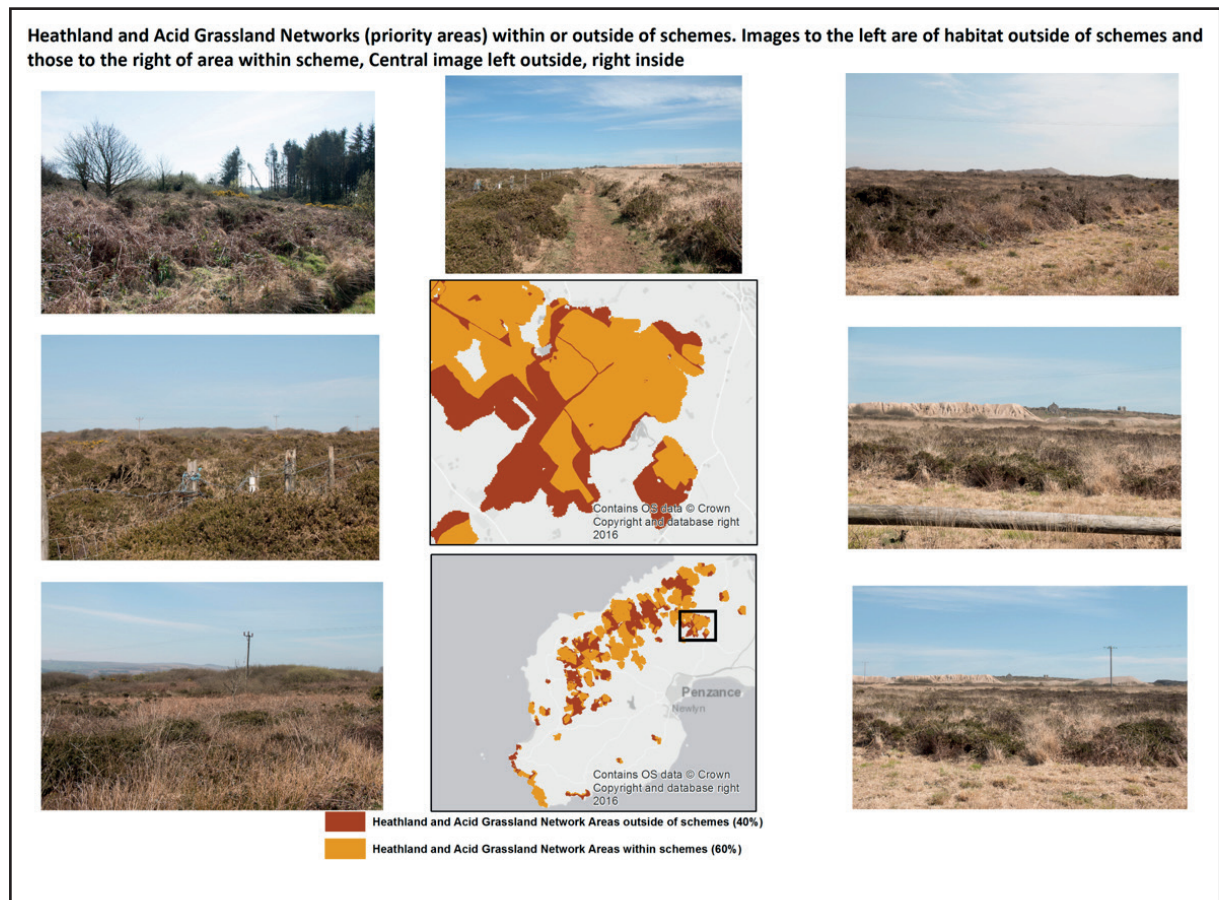Heathland and Acid Grassland Network Areas within schemes (60%)

Figure 2: Illustration of the difference in habitat quality of network heathland and acid grassland areas within and outside of agri-environment schemes.

Project 3.4

Penwith Hedges

Full Project Plan

Project 3.4 Penwith Hedges
Full Project Plan

Project Name	Penwith Hedges	Stage	Delivery		
Project Theme	Economy, farming and wildlife	Year			
Reference No	3.4	Project Start Date	January 2018	Project End Date	December 2022
Main Contact		Lead Organisation	Cornwall Wildlife Trust will lead the project which will be managed by PLP Ecologist working closely with Farm Environment Officer, Ancient Penwith Officer, Practical Tasks Officer and Volunteer Programme Coordinator		
Contact Details	Tel: Email: Address:	Partners / Contract-ors	Guild of Cornish Hedgers (GCH) will be contracted to deliver training. Also involved: farming community, local community and volunteers, Cornwall Wildlife Trust – Upstream Thinking (CWT-UsT), Cornwall Council Strategic Historic Environment Service, Farm Cornwall, Cornwall AONB and Environmental Records Centre for Cornwall and Isles of Scilly (ERCCIS).		

HLF Outcomes	Outcomes and benefits	Outputs
Heritage	Increased awareness of natural and historic heritage value of Cornish hedges in farming and local resident communities Targeted support mechanisms to repair, maintain and restore Cornish hedges and gateways More hedges and gateways repaired and restored	Series of workshops, events and talks Skills training, capital grants, volunteer workforce
People	Awareness raising to appreciate and increase value and heritage importance of Cornish hedges in the Penwith landscape Better and improved skills in maintaining and managing Cornish hedges	Series of workshops, events and talks Skills training, capital grants, volunteer workforce
Communities	Local communities will have engaged with heritage and learnt about landscape value of Cornish hedges	Series of workshops, events and talks
PLP Objective	1) To conserve, protect and enhance Penwith's ancient farming landscape and field systems, its archaeology and built heritage. 3) To conserve, protect and restore Penwith's natural heritage, in particular its heathland, downs and moors, and its flora and fauna, protecting its natural resources and restoring habitat connectivity.	

Project 3.4 Penwith Hedges
Full Project Plan (continued)

Key Issues Addressed	The project addresses the loss of traditional skills in hedging and the lack of appreciation and understanding amongst the wider community of the value of Cornish hedges to the historic and natural environment

Project Description
 	
Scope and Purpose
	The project aims to raise and develop awareness of the heritage value of Cornish hedges in the Penwith landscape, building relationships within and between communities, and skilling and training volunteers and farmers in the practice of Cornish hedging so that the heritage, people, farm businesses and communities benefit. This will be delivered through the following activities:
	
	   Provision of training to farmers and community volunteers to monitor the condition, restore and repair Cornish hedges. Farmers and experienced professional Cornish hedgers will cascade their skills to volunteers through farmer-led training tasks and project-funded training sessions
	
	   Awareness raising within both farming and local resident community of heritage and conservation value of Cornish hedges through the delivery of workshops, events and training
	
	   Physical restoration of key areas of hedge through capital grants and/or stewardship applications, skilling and empowering farmers to maintain and manage Cornish hedges on their holdings and supporting farmers to maintain hedges through volunteer task days
	
	   Targeted action using hedge condition surveys to identify stretches and patches of Cornish hedge or gateways that could be repaired or restored to benefit not only the landscape quality of the Penwith, but also small farm businesses
	Volunteer and community engagement is an important part but the farming focus underpins delivery. Following bespoke hedge training sessions, the farming community will be supported and encouraged to lead volunteer 'hedging' training days on their land to repair and restore hedges, cascading their skills to volunteers within the community. The community and volunteers will benefit from learning new skills and building relationships with those who live and work the land and heritage features will be repaired and preserved. The physical nature of the tasks will positively contribute to the health and wellbeing of volunteers and promoted as a 'green gym' activity
	Volunteer and community groups will be encouraged to undertake hedge surveys in their 'patch' or Parish with background information and training. Information gathered from surveys will be used to identify stretches or patches of Cornish hedges and gateways that would benefit from repair. The recruitment of community volunteers for this work will stem from events and workshops run through the project and volunteer engagement across Scheme, coordinated through the volunteer programme

Location	Project will be delivered across the PLP area with priority on Cornish hedges identified as in need of repair or restoration
Planned Activities	See Activities and Outputs, Outcomes and Indicators

Project 3.4 Penwith Hedges
Full Project Plan (continued)

Beneficiaries	Who/What	How
	Farming Community	The farming community will be offered support to maintain and restore their Cornish hedges and gateways. Dependent on the farm business circumstance, support will be drawn from capital grants, Cornish hedge training/up-skilling, assistance with agri-environment schemes or volunteer support with maintenance. A dedicated project contact for queries and support re: Cornish hedges and gateways Develop and deepen the cultural, heritage and ecological benefits of maintaining Cornish hedges amongst farmers Cornish hedge training will be offered through the project, skilling and empowering farmers to undertake hedge repairs on their holding, providing a sustainable solution after completion of the project. Strengthening links between farming and local resident communities
	Local Resident Community	Local resident community will have opportunity to learn and develop new and practical skills which benefit the natural and historic environment Cultivate a sense of value and appreciation of Cornish hedges to enable communities to connect with Penwith landscape Relationship building between local resident and farming communities Creation of 'green gym/prescription' healthy activities for participants
	Local and Landscape Heritage	Repair and restoration of lengths of Cornish hedges and gateways Through survey, training and events, develop an understanding of historical, ecological and landscape value of hedges and how they contribute to the landscape. Cultivate a sense of value of Cornish hedges amongst local communities to repair and restore portions of Cornish hedge and preserve and maintain existing network

Communication	Task	Audience	Communication medium
	Project publicity	Farming and local resident community	Social media platforms (Twitter, Facebook and relevant forums), PLP website, Parish magazines, Workshops/Community drop in, Face to face interaction, GCH website, Local heritage organisations, PLP projects, Farm Cornwall
	Awareness raising of value of Cornish hedges	Farming and local resident community	Social media platform, PLP website, Parish magazines, Workshops / Community drop in, Face to face interaction, GCH website, Local heritage organisations, Guided walk and talk sessions
	Advertisement and promotion of Cornish hedge training sessions for farmers	Farming community, especially young farmers	Targeted contacts from farm visits, Workshops / Community drop in, Email circulation list, Young Farmers Facebook page, Farm Cornwall
	Advertisement and promotion of hedging training sessions for community volunteers	Local resident communities in project area	Social media platform, PLP website, Parish magazines, Workshops / Community drop in, Face to face interaction, Volunteer networks, **Wild Penwith / That's our Parish** volunteer pools

Project 3.4 Penwith Hedges
Full Project Plan (continued)

	Recruitment and retention of volunteers	Local resident community	Social media platform, PLP website, Parish magazines, Workshops/Community drop in, Face to face interaction, PLP projects
	Publicity for Cornish hedge week	Local resident and farming community	Social media platform, PLP website, Parish magazines, Guild of Cornish hedgers website, Workshops/Community drop in, Face to face interaction, Email circulation list

Project Buy-in	The project builds on experience from the CWT Wild Penwith project (2009-14) and UsT (2014 -20)	
	Consultee	**Involvement / Findings**
	Guild of Cornish Hedgers (GCH)	Experience and expertise in maintenance and repair of Cornish hedges and gateways local to Penwith. Willing and able to deliver training sessions to skill farmers and volunteers in repair of Cornish hedges through contract
	Farming Community	Acknowledgement and support of the importance of maintaining Cornish hedges and gateways Desire to re-skill in Cornish hedging and acknowledgement that skills have not been handed down to younger generation Keen interest from young farmers to learn traditional Cornish hedging skills from Madron and St Buryan Young Farmers Club 30 farmers attended an engagement session in July 2017 with written feedback from 12 farmers. Of these, 5 expressed interest in the benefits the project would bring to both their farm business and wildlife 260 individual farmers on database have received PLP newsletter
	Volunteers	Consistent high level of interest within volunteer groups for Cornish hedge task days and training. Fuelled by desire to learn/improve skills, satisfaction of 'building something' and leaving a positive 'mark' on the landscape. Volunteers also welcome a physically active and challenging task and the opportunity to work in new locations. Regular volunteers would also welcome the opportunity to understand more about the need to restore Hedges on different farms and develop their skills and understanding of localised differences in Cornish hedges/ing.

Project 3.4 Penwith Hedges
Full Project Plan (continued)

	Cornwall Wildlife Trust and Upstream Thinking	CWT and UsT have been building relationships with the farming community for over 7 years and ran a successful and fully booked farmer-led practical hedging workshop in June 2014 on Bartinney Nature reserve. This was led by a local farmer who was paid for 2 days work to move earth and stone and prepare and deliver the workshop. In total 9 volunteers attended the event who all resided in West Penwith. The workshop led to 7 additional farmers offering support for future workshops
	Environmental Records Centre for Cornwall and The Isles of Scilly (ERCCIS)	Data sharing support of the digital Cornish hedges maps and development of survey methods for establishing the condition of Cornish hedges. Coordinated effort with the delivery of ground truthing surveys in the PLP project area.
Project Development Policy changes / changes in context which affect this project	Since the first round application, there have been changes to Common Agricultural Policy (CAP). Updates to the Basic Payment Scheme (BPS), and it's associated Cross Compliance regulations, state that all existing stone or earth banks must be retained and stones cannot be removed from them. These changes apply to all active farm businesses who claim BPS Cross Compliance rules. Furthermore, the new Countryside Stewardship (CS) scheme which commenced in 2015 includes a capital payment option for the restoration of stone-faced banks. However, the new CS lacks precise per metre maintenance payments options for stone or earth banks. There is an option to manage hedgerows but Cornish hedges only fit this criterion where they support at least a 2m high bushy hedgerow on top - this is difficult in Penwith where persistent salt laden winds mean that many of the iconic ancient field system boundaries are devoid of woody top growth. Consequently, CS offers considerably less support to Penwith landowners for maintenance of their hedges than farmers receive across the UK, for other hedgerows, despite the fact that the stone-faced Cornish hedge banks are more resource intensive to maintain than typical hedgerow management, such as hedge laying or trimming. With no legal protection for Cornish hedges outside CAP there is uncertainty on future support in the wake of Brexit and Natural England are unable to comment on future policy	
Changes in focus of work from first stage submission	**Stronger emphasis on farm engagement and targeted delivery of effort:** The scope and purpose of this project has been refined. The focus is to work with farmers to support their efforts to conserve, preserve, maintain and repair the Cornish hedges and gateways within their holdings, reducing financial pressure on their businesses while preserving the integrity of the historic landscape. The first round submission included an assessment of the extent and condition of Cornish hedges in Penwith as one of the project aims to be achieved through a volunteer survey programme. This survey would raise awareness of the importance of Cornish hedges in the wider community. Whilst engagement of the community through volunteering is still an important element of the project, the Penwith Hedges project will focus efforts and resources on working with the farming community, as this will achieve the best outcome	

Project 3.4 Penwith Hedges
Full Project Plan (continued)

The project promotes and encourages Cornish hedge restoration and maintenance by supporting farmers through training, accessing capital grants and involving local volunteers in hedge repairs. The local farming community stands to have the biggest impact on Penwith's Cornish hedges, because it is their farm business decisions and practices that will determine whether hedges are retained and how they are managed. Most importantly, it is essential to work with farmers to secure access to undertake maintenance and restoration work.

Repairing Cornish hedges is a skilled and very labour intensive task: About 2 tonnes of material are required to build 1m3 of hedge (http://www.cornishhedges.co.uk/PDF/building.pdf); on average 3 tonnes of material will need to be moved, placed and built to create one linear meter of Cornish hedge. Often if a hedge has deteriorated over time, these materials are present in the vicinity of the degraded hedge. The new target of restoration/repair of 200m reflects this. It has been derived from 8 years of CWT volunteer hedge repair work. A group of 8-10 volunteers) is able to repair an average of 3 m of hedge in 1 working day; 50% CS grants for stone bank restoration pay £131 per m. which accurately equates to 1 day's work, i.e. working alone, with the materials already on site, achieving on average 1m of hedge re-built per day and a reasonable payment would be £130 per m

Hedge historical survey, condition monitoring and prioritisation to be completed with PLP volunteer pool : The historical aspects of the hedge survey will be developed by through Project 3.3 **Ancient Penwith** the officer for which will build on a survey methodology developed in a previous project. The historical aspects of the survey will include basic dating information from historical maps and fieldwork will be undertaken to categorise the stone and other archaeological features contained within and adjacent to the hedges. This will benefit from the outputs of a County wide 'Cornish Distinctiveness Project' hosted by Cornwall Council, in which the geographical variation in Cornish hedges is explored. Further work on the extent of Cornish hedges across Cornwall has been undertaken by ERCCIS and Exeter University since the first round submission for this project. This research is currently being 'ground-truthed' in Penwith by ERCCIS volunteers and staff. The condition of Cornish hedges across Penwith will continue to be collected as part of the PLP Scheme. Information will be gathered building on the survey methodology used by ERCCIS to monitor the hedges across the County. This ensures data gathered under this project are consistent at the County level. Additional hedge condition surveys will be undertaken by the Wild Penwith ecologist and farm environment officer to record each farmer's 'hedge maintenance strategy' and to identify and map hedges most at risk. This survey information will be used to prioritise hedges, gates and gate posts for repair, either through volunteer tasks or CS or PLP grant funding, based on ecological, landscape, historical and farm business criteria. About 420 volunteer hours has been spent in checking and ground truthing data gathered by ERCCIS detailing the extent and location of Cornish Hedges across the County and is due for completion in December 2017. Six volunteer task field days have taken place to record the condition of Cornish Hedges to improve the accuracy of the Cornish Hedges data file, each were attended by 8 volunteers; 2 were in the PLP project area.

Project 3.4 Penwith Hedges
Full Project Plan (continued)

Progress in gaining consent / approval	Project will work with individual farmers and landowners to identify hedges that need repairing and gain their consent and support	
Wider Context Links with other projects within PLP scheme	**Name and Project code**	**Nature of relationship**
	Outstanding Penwith 1.1	Volunteers will have opportunity to take part in Cornish hedge training and repair tasks on farms, gaining new skills and appreciation of local heritage
	Wild Penwith 3.3	Farm visits and surveys undertaken as part of this project will include a discussion with farmers on their 'hedge maintenance strategy' and the production of a map highlighting priorities for hedging across the farm, identifying where Wild Penwith capital grants, mid-tier grants and volunteer help should be prioritised. Wild Penwith's work with the farming community will also help inform and identify training locations and farmers and hedgers best suited to delivering these workshops
	At the End of the Land & Making Tracks 2.1 & 2.2	Building and restoring access to the landscape for all to include the repair and reinstate Cornish hedges, gateways and gateposts
	That's Our Parish 1.2	The project aims include: 'identify, record and manage local features' (which include Cornish hedges) and 'work with Parishes to establish robust landscape evidence for use in Parish policy and planning work'
	Ancient Penwith 2.3	The work programme includes volunteer site clearance, events promoting the heritage of the area and trails linking the landscape and sites, of which the prehistoric and medieval Penwith field systems are an integral part
	Farming Futures 3.2	Farmer support is a key element of the Penwith Hedges project; provision of financial resources through grant access and volunteer help with hedge repair will benefit farm business

Project 3.4 Penwith Hedges
Full Project Plan (continued)

Links with other projects and initiatives within West Cornwall	Project / Initiative	Nature of relationship
	Upstream Thinking (UsT)	UsT is a programme funded by South West Water. CWT has been working in West Penwith since 2009 and is currently funded to work in the Drift Reservoir drinking water protected area until 2020. UsT provides free advice, and capital funding for farm infrastructure improvements with the aim of improving water quality and reducing diffuse agricultural pollution to secure benefits for wildlife, the water company and farm businesses. As part of UsT, a volunteer group goes out to farms in Penwith to carry out a variety of practical conservation tasks, including Cornish hedge repairs, which can also have water quality benefits by interrupting surface water flow and reducing soil loss from farmland. UsT's work will complement the project with UsT's farm adviser, ecologist and volunteer group already possessing strong relationships with farmers in the Drift catchment and surrounds. UsT staff are ideally placed to highlight hedge repair opportunities and identify suitable farmers to train volunteers as part of the Penwith Hedges project. CWT officers have worked with the Madron Young Farmers group in the past and ran a Lottery funded community hedge survey across 20 farms in 2011 under Wild Penwith, CWT's Living Landscapes project. UsT staff can also help with applications to access Countryside Stewardship capital grants.
	Natural England's Countryside Stewardship	Includes capital grants for restoration of stone-faced banks which the Penwith Hedges project will be able to access to provide further support to farmers to repair Cornish hedges.
	Cornwall Wildlife Trust (CWT) – Nature Reserves	CWT's HLF funded Nature Reserve Purchase in Penwith worked with a local farmer to train volunteers in Cornish hedging on the new nature reserve. This provides a good base of knowledge and experience for planning training events and working with farmers.
	Guild of Cornish Hedgers (GCH)	GCH has capacity to deliver Cornish hedge training sessions to both farmers and volunteers. The PLP project will pay for their expertise. The Guild will also participate in a selection of the workshops and events, the details of which will be clarified at the outset of the delivery phase.

Project 3.4 Penwith Hedges
Full Project Plan (continued)

	Strategic Historic Environment Service (HES), Cornwall Council	HES will be consulted in the prioritisation of hedges for restoration under the volunteer tasks and capital grant scheme and in the development of the historic features aspect of the hedge surveys. Additional professional support on heritage aspects concerning hedges will be provided. Currently HES and the Cornwall Archaeological Unit are developing a Cornish Distinctiveness Project which is looking to investigate the local characteristics of Cornish hedges. This presents an opportunity for partnership working through integrated surveys.

Monitoring & Evaluation	Qualitative		Quantitative	
	To be determined		According to HLF LP Output Data workbook	

Legacy	Improved understanding of the value of Cornish hedges within local farming community will help prevent future loss and removal of hedges from the landscape. Trained and motivated local farmers will continue to maintain and repair hedges on their farms. Team of local volunteers will be available to help farmers with hedge maintenance. Stronger relationships within the farming communities and between residential and farming communities will be developed. Shift in perception and understanding of intrinsic value of Cornish hedges within the Penwith landscape as a link to the past and as part of a diverse living ecosystem.

Risk Management	Type of Risk	Likelihood	Impact	Mitigation	Person Responsible
	Young farmers might not have enough time to commit.	Medium	Medium	Consulting YFC on best time of year, day, time of day etc. to encourage maximum uptake.	Wild Penwith Project Officers
	Farmers may not be keen to train volunteers on their own farms.			Set attractive payment rate/grant; plan volunteer training programme to avoid busy times in farming calendar	Grant Panel, LP Programme Manager and Wild Penwith Officers
	Professional hedgers and farmers may find their training role difficult.	Medium	High	Work with GCH and UsT staff with past experience to choose appropriate farmers and hedges to lead training in this way	Wild Penwith Project Officers
	Insufficient volunteer interest.	Low	High	Work with UsT and Volunteer Programme Coordinator to encourage volunteers and provide good training	Wild Penwith Project Officers and Volunteer Programme Coordinator

Management Plans / Policy Statements /	See Appendix 3.4

Project prepared by Helen Fearnley, Development Phase Farming and Wildlife Officer

Project 3.4 Penwith Hedges
Activities, Outputs, Outcomes

	Activity	Output	Measurable indicators	Outcomes
I	**Training local farmers and community volunteers in traditional skill of Cornish hedging**			
	Run programme of hedging skills workshops to upskill young farmers (e.g. through local Young Farmer Clubs in Madron and St Buryan), other members of the farming community and volunteers, by working with partners (Farm Cornwall, Guild of Cornish Hedgers and other PLP projects)	3 x 2 day Professional Hedge Training Courses with one course dedicated to the training of young farmers: Years 2 & 4

2 x 2 day Professional Hedge Training Courses for community volunteers: Years 2 & 4 | 20 farmers to be engaged with training programme

10 farmers trained in Cornish hedging to include at least 5 young farmers

8 community volunteers trained in Cornish hedging | Engaged farmers aware of heritage value of Cornish hedges

Cornish hedge resource better protected and understood

Traditional skills passed on to younger farmers

Relationships between farming community and Cornish hedge experts developed |
| | Facilitate farmers to train local volunteers in Cornish hedging on their own farms to match the style of Cornish hedges in construction and style | Facilitate and support farmer-led Cornish hedge repair task days, with provision of a volunteer workforce to include some community volunteers who have attended PH Cornish hedge training course to develop their practical experience.
2 x Year 1 & 4

3 x Year 2 & 3 | | New skills develop by community volunteers which could offer business opportunities

Relationships between community volunteers and farming community developed and improved

More areas of Cornish hedges repaired and maintained

Increased awareness and understanding of the heritage, ecological and landscape value and uniqueness of Cornish hedges in the Penwith landscape by farmers.

Farmer access to volunteer workforce to assist with hedge repair and restoration where previously resources were not available to maintain hedges, prioritising hedges integral to both the landscape and the farm business

Acknowledgement and recognition of the value of Cornish hedges by farmers and willingness to repair and restore them on their land

Relationships built between community volunteers and the farming communities
Increased awareness and understanding of heritage value and uniqueness of Cornish hedges in the Penwith landscape by community volunteers

Increased sense of place related to the character of the landscape felt by communities, partly defined by Cornish hedges |

Project 3.4 Penwith Hedges
Activities, Outputs, Outcomes (Continued)

				Heritage features maintained and preserved in a living working l'scape
2	**Physical Restoration of Cornish hedges – Repair and Maintenance**			
	Small grant to fund restoration of specific stretches of 'at risk' Cornish hedges most beneficial for landscape character preservation and farm business. 5 small grants allocated to fund hedge and gateway restoration.	Restoration based on prioritisation linked to the landscape, heritage and farm business value of the work. By end of year 4	Across the project area 5 areas of high risk and high value hedges and gateways repaired and preserved	Hedge and gateways repaired and preserved through appropriate maintenance Heritage features preserved in a living and working landscape
	Work with farmers to encourage farmer uptake of Countryside Stewardship grants for stone-faced bank restoration and repair (through Project 3.3: Wild Penwith).	Identify and support 5 farm applications to Countryside Stewardship for stone bank repair or restoration grants. By end of year 4#	Records of collaborative working between PLP projects and 'x' farmers Engagement with 'x' new farmers	Support and collaborative working between PLP projects and farmers to preserve heritage landscape features Raised awareness and preservation of heritage features in a living and working landscape Improved understanding of Stewardship support mechanisms Business and heritage conservation benefits
	Volunteers task days repairing Cornish hedges.	Deliver and organise 80 x Cornish hedge repair volunteer task days on farms across project area. 20 volunteer task days per year for years 1, 2, 3 & 4	20 Cornish hedge repair tasks per year over 4 years Core pool of 'x' volunteers competent in Cornish hedge restoration	Greater number of people engaged with and involved in the preservation of heritage features in the landscape Increased level of awareness of the value, heritage and unique nature of Cornish hedges Greater number of people aware of the pressures and risks to Cornish hedges Greater number of people appreciate the contribution Cornish hedges make to the landscape of their area Volunteer members of community are equipped with the skills to repair hedges to preserve this heritage feature Relationship building within and between rural communities Community volunteers learning traditional physical skills in the natural environment

Project 3.4 Penwith Hedges
Activities, Outputs, Outcomes (Continued)

3	Raising understanding and awareness of Cornish hedges		
Host guided heritage walk and talk events at different locations across the PLP scheme area focussing on Cornish hedges	10 x guided walk and talks events held across the PLP scheme area with at least 1 walk in each Parish. 2 x Year 1 2 x Year 2 2 x Year 3 2 x Year 4 2 x Year 5	Reach 100 people and increase interest among local people in Cornish hedges Awareness and education of the diversity, heritage value and challenges of maintaining Cornish hedges Encourage participants attending events to participate in hedge condition and heritage feature surveys Encourage participants to join volunteer pool to assist with hedge repair volunteer task days	Greater number of people engaged with and aware of the heritage value of Cornish hedges Increased number of PLP volunteers Relationships developed between and within Parish communities and the resident and farming communities Greater number of people aware of the pressures and risks to Cornish hedges
Delivery of a series of workshops, drop in events and talks to engage communities with Cornish hedge project and raise awareness of the heritage, landscape and conservation value of these features.	8 x workshops / drop in sessions to raise awareness of the project and encourage participation. Exact details informed by engagement during development phase. 3 x Year 1 3 x Year 2 2 x Year 3 2 x Year 4 Workshops, sessions and events culminating in a 'festival day' or 'Cornish hedge Week' Year 3 Dedicated contact for Cornish hedge queries Established Year 1 Links between farming community and local residents to facilitate access to undertake hedge Condition Surveys. Project duration.	450 people reached through workshops, drop in events, talks and 'festival day' or 'Hedge week' to raise awareness of the project and communicate the heritage value of Cornish hedges in folklore, resource protection and wildlife 30 Cornish hedge volunteers recruited through events Keen community volunteers supported through funded Cornish hedge training hedge condition surveys undertaken by community members in each Parish	Greater number of people engaged with and involved in the preservation of the heritage features of the landscape Increased level of awareness of the value, heritage and unique nature of Cornish hedges Greater number of people aware of the pressures and risks to Cornish hedges Greater number of people appreciate the contribution Cornish hedges make to the landscape of their area Community support to lobby for the protection of Cornish hedges Point of contact for Cornish hedges for local resident and farming community

Project 3.4 Penwith Hedges
Activities, Outputs, Outcomes (Continued)

Delivery of a series of workshops, events and talks to engage and raise awareness of Cornish hedges specifically targeted at farmers	7 x workshops / drop in sessions to raise awareness of Cornish hedges and the multifaceted nature of field boundaries for farming community. 2 x Year 1 2 x Year 2 2 x Year 3 1 x Year 4	60 farmers engaged through events and workshops 20 farmers referred to Cornish hedge training programme Awareness and value of Cornish hedges with new farmers and local landowners Introduction of new farmers to the PLP scheme	Greater number of farmers engaged, aware and value the heritage importance of Cornish hedges Shift in attitude to maintenance of Cornish hedges on farms Reach, engage and build relationships with farmers who have not previously been engaged through other projects Relationships developed between and within the farming communities
Delivery of Hedge Condition and Historical Features Survey Training for community volunteers in conjunction with other PLP activities.'	Deliver 20 x hedge condition and historical features survey sessions over the project duration to volunteer groups. 6 x Year 1 6 x Year 2 6 x Year 3 2 x Year 4	Short 2 hour training sessions delivered to volunteers Retain and maintain pool of 30 keen Cornish hedge volunteers Stretches of Cornish hedge monitored for condition in each Parish	Local community volunteers engaged with historic and natural heritage Greater understanding of the condition of the hedge resource in PLP area Relationships developed between community volunteers and the farming communities New skills learned by community volunteers Physical and mental health benefits from physical activity in the natural environment Increased awareness and understanding of the heritage value and uniqueness of Cornish hedges in the Penwith landscape by community volunteers
Hedge Condition and Historical Features survey (in conjunction with Project 3: Wild Penwith)	Hedge condition surveys undertaken as part of Farm Advisor visit within Project 3: Wild Penwith. Project duration	Evaluation of Cornish hedge strategy for each farm to identify locations where the feature is most at risk Hedge survey information fed back into central resource	Improved ability to identify and prioritise stretches of hedge which are most vulnerable and where their repair will bring most benefit
Explore options to best ensure the legacy of hedges and establish consensus as to how best ensure comprehensive protection for Cornish Hedges – depends on schemes post Brexit issue and consultation with farmers.	Lead and coordinate efforts with PLP partner support (especially Project 7: Ancient Penwith Officer) Project duration	TBC	Government agencies aware of limitations of current legal protection and agri-environment schemes in protecting Cornish hedges

Project 3.4

Penwith Hedges

Appendices

Appendix 3.4
Penwith Hedges Project 3.4

Background Information

1.   Cornish hedges and Hedgerows

Cornish hedges are a relic of a small scale traditional farming landscape, developed around 4000 years ago. They were constructed to enclose small pockets of land for farming and to mark boundaries. Cornish hedges by definition, are not 'hedges' as one would commonly visualise. Structurally, they are earth banks faced with local stone and are referred to as 'stone-faced' earth banks.

Cornish hedges are different in both structure and composition to hedgerows. A hedgerow is a sequence of woody vegetation that together forms a linear feature. Aesthetically and structurally, a Cornish hedge and a hedgerow are markedly different. The fields systems in Penwith also contain dry stone wall field boundaries, which are also of heritage and landscape value.

West Penwith has an extensive network of Cornish hedges and as each hedge has been constructed with local stone, the character and extent of these features and their setting within the landscape is unique. Within the landscape context, it is not solely the hedges themselves which are valued, but also the quirky gateposts, gates and stiles that afford access through and over the stone-faced earth banks. These hedges and associated features contribute to the sense of place and identity of the Penwith landscape, linking existing to historic in a working, heritage-rich, agricultural landscape.

1.1.   Landscape Value of Cornish hedges

It is the outstanding survival of extended systems of prehistoric fields and their boundaries that define the Penwith landscape and are of national and international importance. There are few other places in the world where the enclosed land of modern farms is divided by boundaries first established more than 2000 years ago. These divisions of stone-faced earth banks and dry-stone walls, termed Cornish 'hedges', define the fields in use today. Their form and shapes, their materials and the vegetation which covers them, represent a fundamental element in the character of the present landscape. These intricate field systems, often accommodating the remains of settlements contemporary with their early use, represent one of the primary components of the present landscape.

1.2. Historic Value and Legacy of Cornish hedges

As well as providing the frame work of a landscape pattern that was defined in prehistory, an individual hedge can be a rich source of information to the past. Build style and technique can help identify the work of individual hedgers, as most had their own variation on the standard build and stone patterning. Some hedges became 'consumption hedges', being used to pile up field stones as part of the land improvement process. Some are large enough to contain small chambers or 'crows', places for keeping livestock such as geese or pigs. Others formed the back wall to small field barns, now largely absent from the Penwith landscape, but still fossilised within the hedges themselves. The wider field patterns can help indicate the extent of farm ownership and how the land was farmed through enclosed drove ways leading from yards past the clean land and up onto the communal grazing of the downs or to the coastal fringes. Large lynchets are clearly visible in many locations in Penwith, demonstrating hundreds of years of cultivation. By reading a Cornish hedge, the historical legacy of the Penwith landscape can be unravelled.

1.3. Natural History Value of Cornish hedges

Cornish hedges form a network of ecological corridors, demonstrated by recent surveys, which have been found to be of national wildlife significance. These hedges play an important role in the navigation and foraging habits of bats, including the greater horseshoe bat and brown long eared bat, both of which are Biodiversity Action Plan (BAP) species.

The value of hedges is recognised in local BAP's. Cornwall's Biodiversity volume 3: Action Plans, 2004, identifies Cornish 'hedges' as a local BAP priority habitat and highlights their exclusion from the agreed UK BAP definition.

The Cornwall Biodiversity Initiative (CBI) (2011) Cornwall Biodiversity Action Plan Volume 4: Priority Projects lists a priority project called 'Connectivity' that seeks to build understanding of the status and extent of hedges across Cornwall.

1.4. Value of Cornish hedges within a living and working cultural landscape

As well as their landscape and heritage value, Cornish hedges deliver a range of farm business benefits. Obviously, a hedge can be a stock-proof barrier, but some of the less obvious additional farm business benefits include how a hedge can: help to protect against soil erosion on steep slopes and in exposed locations; provide shelter in a relatively tree-less environment exposed to Atlantic westerlies: provide habitat for pollinators; and protect in-stream stock drinking water from surface water run-off, soil and dung inputs. Regardless, the Cornish hedges define the boundaries of pre-historic field systems which are still in active use today.

Raising awareness and understanding of these additional benefits within the farming community is key to farmers truly valuing their hedges, and vital for long term protection of Cornish hedges in Penwith. Training farmers to repair Cornish hedges and helping them with grants and volunteer labour will empower farmers to repair and maintain their own hedges. Focussing on working with younger members of farming families is a good opportunity to educate the next generation of farmers about the value of Cornish hedges and gateways, leaving a long term legacy after the project has ended.

1.5.   Vulnerability of Cornish hedges

Change in farm businesses in Penwith

There is evidence that the condition of Cornish hedges is degrading over time, and there are not the resources within a farm business to carry out their repair. The maintenance and restoration of Cornish hedges is a resource intensive task with a substantial financial cost in man hours and skill hence the notable extent of ranching within the internal field boundaries. The majority of farms in West Penwith are family run and small scale, with low market prices for dairy and beef, it is frugal times for these custodians of the landscape, who have in recent times, reduced the number of employed staff to keep their business trading. Andersons (2016) interviewed agricultural suppliers across the UK and in the South West, suppliers stated that 61% of their farming customers were currently experiencing cash flow issues.

End of the 'Environmentally Sensitive Area' Agri-Environment Scheme (ESA)

For 25 years, up until 2012, the (ESA) scheme provided a financial incentive to Penwith farmers. In total, 97% of farmers entered an agreement which did not permit the widening of gateways or the removal of hedges. Funds were also available through the ESA to support hedge repair and construction. One of the reasons the area in West Penwith was designated as an ESA in 1987, and later extended 10 years later, was because the heritage value of the field systems was recognised nationally as being at risk from agricultural improvement and intensification.

Change in schemes / subsidies and agricultural practices

At the end of the Environmentally Sensitive Area' (ESA) Agri-Environment Scheme, hedge maintenance funding was available to farmers in West Penwith ESA, with the lower level of funding available to all through the competitive replacement schemes (Entry Level Stewardship (ELS) and Countryside Stewardship (CS).

ELS provided an incentive to maintain Cornish hedges, while the CS Hedge and Boundary and CS Mid Tier offers grants for the repair and restoration of stone faced banks. ELS was, and the CS Hedge and Boundary, and CS MID tier grants are open to all farmers. Applications opened on 1/02/2017 and closes on 28/04/2017 spend date of 31/12/2018. Max £5k grant. Unclear as whether this will happen next year – one to follow with NE as should be an early delivery phase action in 2018

Under cross compliance, the Basic Payment Scheme requires boundary features to be retained (GAEC 7a: Boundaries), as they are recognised important landscape features. This requirement does not apply if there is a need to widen gateways for machinery/livestock access, or if the material from a removed earth/stone bank is used to repair another earth/stone bank in better condition.

In light of a reduced labour force due to struggling beef and milk markets, there is financial pressure to intensify production which requires large, modern farm machinery. One knock on effect of larger machinery, is the removal or unsympathetic widening of the small, ancient gateways (posts and gates themselves) and at times, patches of Cornish hedge to provide access for this machinery. In addition to these pressures, farmers who are approaching retirement age and have no viable succession plan for their farm, and to keep hold of the farm land is rented out to generate income. Often the land is rented to large growers who intensively farm the small fields for potatoes and daffodils, which requires the use of large machinery. These practices are having a visible and negative impact upon the landscape of Penwith.

Current Government Schemes

The government's cross-compliance regulations and agri-environment schemes (Entry Level Stewardship (ELS), Countryside Stewardship (CS) and Basic Payment Scheme (BPS) together provide part protection to those farms in agreements, but it is questionable as to whether this is sufficient to secure the conservation of Cornish hedges and gateways in their entirety within in the landscape. Uptake of ELS, which was open to all farms across the UK until 2014, was positive, about 70% of farms nationally, and the majority of farms in Penwith are currently in an ELS agreement. The last of these ELS agreements will end in 2019. Dependant on the ELS farm agreement the maintenance of boundaries could be mandatory or voluntary. ELS closed for new entrants in 2014 and the new Countryside Stewardship scheme (CS) commenced in 2015.

No formal legal protection

Another contributing factor which adversely affects the condition and extent of Cornish hedges is the lack of legal protection afforded to these landscape features. The Hedgerow Regulations protect important hedgerows across the UK; they require landowners to request permission to legally remove any qualifying hedgerow (HM Government, 1997). For a hedgerow to be protected within these Regulations it must contain 5-7 woody (tree/shrub) species, in conjunction with other features. This vital piece of legislation therefore excludes those Cornish hedges which are not capable of supporting a row of shrubs. Thus, the majority of our ancient field systems in Penwith are not afforded the legal protection which is bestowed upon other UK hedgerows.

1.6.   Previous funded community activity linked with Cornish hedges in Penwith

Between June and October 2011, 25 community volunteers surveyed 1.4km of hedges in Penwith as part of a lottery funded project. The community hedge survey found that Cornish hedges are of greater wildlife value than typical 'hedgerows' in other regions of the UK, in terms of both their structural management for wildlife and the range of animal biodiversity they support. Results also showed that Cornish hedges are of equal value to UK hedgerows in terms of the food provided for wildlife.

1.7.   Extent of hedges in the PLP area

At the start of this project the extent and condition of the iconic Cornish hedges in Penwith Landscape Partnership area were unknown. During the PLP development phase, the extent of all Cornish hedges in Penwith have been mapped by the Environmental Records Centre of Cornwall and the Isles of Scilly (ERCCIS). It is estimated there are 1,510km of Cornish hedges within the PLP area (Map 1).

Methods for Cornish hedge estimates (ERCCIS)

ERCCIS used LIDAR information (data gathered from lasers that produces distances and heights of objects in relation to the earth's surface, such as buildings and vegetation) and satellite data to generate a map of Cornish hedges across the whole of Cornwall. This is the first comprehensive digital map of the hedges in Cornwall, showing the location, length and height of hedge lines for the whole county. Through 2016 and 2017, ERCCIS has been working with a team of volunteers to verify these hedge lines against aerial photography and undertake selected site surveys to ground truth the accuracy and validity of the digital data.

The initial processing of the Cornwall wide hedge locations took two months and was completed by ERCCIS staff. A team of eight regular volunteers have been working through this information checking and validating the extent, height and location of the processed Cornish Hedge data. To date, this has taken seven months and the volunteer team are one third of way to mapping the extent of all Cornish Hedges in the County. In addition, the volunteer group have undertaken six survey days to gather additional information on hedge condition on farms in Cornwall, one within the Penwith area (see Map 1) and have also been working with HLS data from 30 farms, to further refine the accuracy of the dataset. A conservative estimate of 420 volunteer hours has been spent to date on this work. It is anticipated this project will be completed by end of December 2017, ahead of the start of the delivery phase of the Penwith Landscape Partnership Project. The information arising from the ERCCIS Cornish Hedge project will be useful to guide community focussed effort and also assist in prioritising areas for practical conservation effort for the delivery of the Penwith Hedges project.

Volunteer surveys to ground truth digital data and monitor condition

The ground truthing element of the ERCCIS project is a small yet significant element of the work to improve the accuracy and facilitate interpretation of the Countywide Cornish hedges map. The ground truthing surveys supplement the digital data and provide details on the structure, condition and features of each hedge.

To date, volunteers have undertaken a ground truthing survey at Nanquidno Farm (near St. Just) as part of a coordinated effort of activity with CWT (Inset map on Map 1). In September 2016, all the Cornish hedges (18km) in this farm holding were surveyed by the volunteer team of six, plus the ERCCIS data officer.

ERCCIS, in collaboration with CWT and Upstream Thinking (UsT), intend to run a series of ground truthing volunteer task days across Cornwall, which will target farm holdings within the PLP project area and compliment the Penwith Hedges project. To date six volunteer task days/events have taken place.
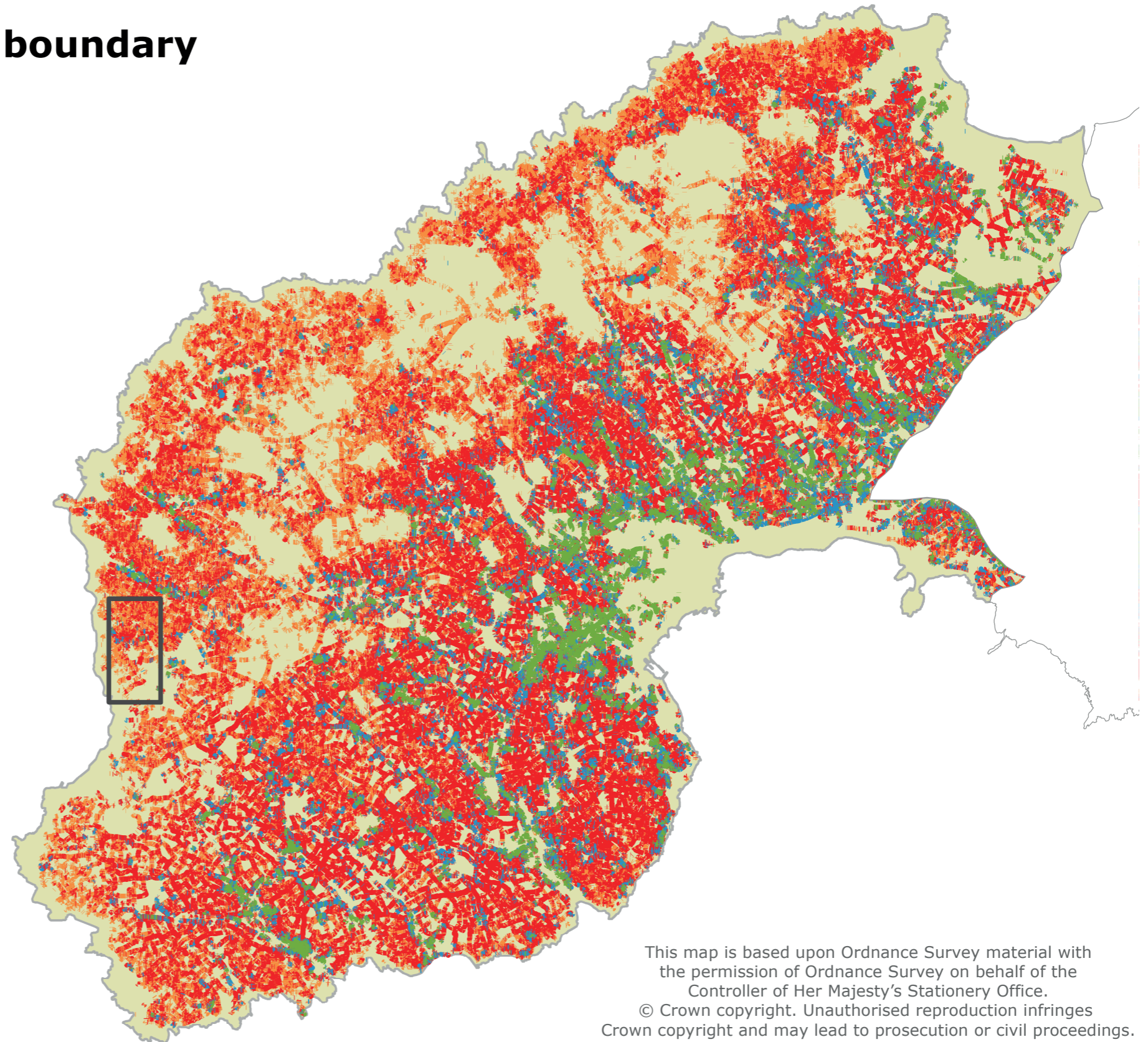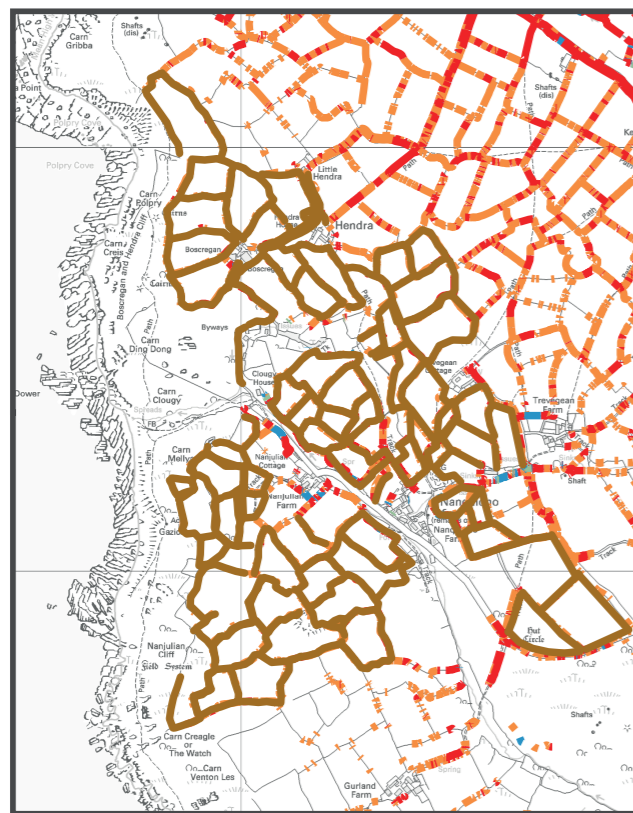
Historical Surveys of Cornish hedges

Between 1980 and 1990 Cornwall Archaeological Unit recorded and surveyed several stretches of Cornish hedge and other field system boundaries in Penwith (West Penwith Surveys 2016)

Hedges within PLP project boundary

Hedges Legend

— 1m to 1.5m
— 1.5m to 3m
— 3m to 6m
— 6m plus

This map is based upon Ordnance Survey material with
the permission of Ordnance Survey on behalf of the
Controller of Her Majesty's Stationery Office.
© Crown copyright. Unauthorised reproduction infringes
Crown copyright and may lead to prosecution or civil proceedings.
Cornwall Council, 100049047, 2015.

Project 3.5

Up with the Downs
Full Project Plan

Project 3.5 Up with the Downs
Full Project Plan

Project Name	Up with the Downs			Delivery			
Project Theme	Economy, farming and wildlife	Year					
Reference No	3.5	Project Start Date	January 2018	Project End Date	December 2022		
Main Contact	Penwith Landscape Farm Environment Officer	Lead Organisation	Economy, Farming and Wildlife Project Group consisting of Farm Cornwall, Cornwall Wildlife Trust, with participation of Ancient Penwith Project Officer and PLP Access Officer				
Contact Details	Tel:		Partners / Contractors	Cornwall Council, CC HES, CASPN, Historic England, Penwith farming community and local contractors			
	Email:						
	Address:						
HLF Outcomes	Outcomes and Benefits			Outputs			
Heritage	Landscape will be better managed with gradual restoration of moors and 'downs' in PLP area towards heathland Biodiversity Action Plan habitats including heathland and wetland			Approx. 150ha of rough ground under better management			
People	Greater appreciation, understanding and knowledge of the value of rough ground in Penwith			Volunteers trained and local contractors more engaged and better skilled in heritage management			
Communities	A more cooperative partnership developed between farmers, landowners, users of the countryside and local community to build vision for a sustainable living working			Rough land in better long-term management with economic and heritage value			
PLP Objective	4) To support farming which is sensitive to Penwith's valued landscape, heritage and biodiversity						
Key Issues Addressed	Delivering support to the farming community to enable appropriate management of the commons, moors and downs. On the commons, delivering support to commoners around appropriate management, and where grazing is involved, exploring and prioritising stock control solutions which do not employ permanent fencing The project supports the PLP's Golden Thread ("the understanding, preservation and enhancement of the Penwith landscape as a living, working landscape") as it emphasises the distinctiveness of the landscape of the Penwith moors and downs and shows their connectivity to the understanding of how Penwith works both historically and in the present day.						
Project Description Scope and Purpose	Aim: To support the farming community in the management of semi-natural habitat on the downs and moors, whilst conserving the heritage, biodiversity and cultural elements of the landscape through improving current and providing a long term solution to on-going management of the land						
	Main Objective: To identify areas of roughland not currently covered by agri-environment schemes and bring approx. 30ha p.a. under better management with long-term management plans through the provision of capital sums and supervised volunteer help.						

Project 3.5 Up with the Downs
Full Project Plan (Continued)

Specific Objectives:	1. To support farmers and encourage them to work together to undertake practical management techniques which will improve the landscape
	2. To develop skills in practical management techniques within the farming community and a local volunteer work-force
	3. To support and work with commoners on the co-operative management of habitat across some areas of commons
	4. To manage a grants fund to pay for works to be undertaken on priority sites either directly through farmers/land-owners or through contractors as appropriate
	5. To increase the workable land available to farmers where possible and thus its economic value to the farm business
Location	Focus of this project will be two types of roughland: a) areas of abandoned common land which Natural England does not currently have under Higher Level Stewardship or Higher Tier agreements. HLS and HT agreement holders are already funded to undertake management activity on their land and it is important to ensure that this work is not double funded. In particular, areas of common have proved more difficult to bring under agreement due to the complexities involved. b) small areas of moors and downs that fall below the threshold for NE Countryside Stewardship, i.e. below 15 ha. especially those which have been identified as important stepping stones for wildlife permeability across the landscape through the PLP ecological network mapping exercise
Planned Activities	See Activities
Detailed Work Programme	There is no work programme associated with this project as it is primarily a funding mechanism to support individual interventions. The Activities sheet lists potential activities which will vary according to the nature and condition of identified sites. Capital funding will be administered through the PLP Small Grants Programme and approved by the Grants Panel. The project will undertake a photographic record over time to record changes in habitat.

Beneficiaries	Who/What	How
	Farmers and land-owners of moors and downs	Help in managing rough ground and bringing it into the whole farm business plan
	Commoners	Support on appropriate management
	Local residents and users of moors and downs	Better mange rough ground
	Estate managers (e.g. Tregothnan)	Support on appropriate management
	PLP partner organisations: Natural England, National Trust	Support on appropriate management
	Visitors to archaeological sites	Better access

Communication	Task	Audience	Communication Medium
	Project publicity	Farmers, landowners, commoners	Media, direct communication, word-of-mouth
	Advertisement and promotion of activities	Farmers, landowners, commoners	Media, direct communication, word-of-mouth
	Advertisement, recruitment and promotion of volunteering	Potential new and existing volunteers	Social media, PLP website, other websites and online volunteering sites, events, word-of-mouth, Outstanding Penwith

Project 3.5 Up with the Downs
Full Project Plan (Continued)

Project Buy-in	The farming community will lead the project and employ and coordinate local contractors to undertake the work with assistance from volunteers if and when appropriate
	Management of rough ground was discussed with individual farmers who own some wet moors and/or downs; of these 50% are in HLS and the remainder not currently in a stewardship scheme. The points covered were:
	could the farmers see an economic value in bringing their rough ground back into active management, even if it was not currently eligible for a stewardship area payment? What were the barriers to their doing this? Which of those could PLP help with? Summary of responses as follows:
	All expressed an interest in undertaking management on rough ground they own that is not currently eligible for Stewardship.
	Those in HLS were keen to keep some rough ground out of agreement so that they could graze in winter, a local tradition that does not fit with HLS prescriptions.
	There was probably an economic value in having this rough grazing if winter grazing were to be permitted and funding provided for: capital infrastructure (fencing; gates; drinking water supply); bracken spraying; scrub clearance.
	Some of this work would be contractor time (e.g. bracken spraying, fencing), but some could be undertaken by volunteers. (e.g. scrub and bracken clearance), and some work could be undertaken by the landowner with funding support (e.g. fencing; drinking water supply; scrub clearance; bracken spraying).
	One other barrier that came across very clearly was the need to negotiate and reach agreement on the management of common land. Three of the farms consulted had some common land, none of this was not in Countryside Stewardship agreement. Generally they wanted to see the commons managed, even if just to reduce uncontrolled fire risk. However, it was felt this could only work if there was a single elected grazier. All agreed that this would require an independent person to draw up an agreement between the commoners.
	In conclusion, bringing some of the rough ground in Penwith back to playing an active role in the farm business in this way, without a reliance on Stewardship, was viewed very favourably by farmers who already had stock that they could put out on that land. Beyond farm business benefits, it would have clear landscape benefits, including, helping to bring stability and protection to some areas of habitat in an uncertain time; and providing a wider diversity of habitat condition across Penwith (rather than the current situation whereby the options are either following HLS or leaving moorland largely abandoned).
Project Development	There has been varying support for management of rough ground over the last 30 years through the West Penwith ESA and subsequent agri-environment schemes and this will again change post-Brexit.
Policy changes / changes in context which affect this project	a. Changes during project development: In order to deliver Up with the Downs to reflect the feedback above, changes have been made to the project which is no longer based just on contractor payments and volunteer time, but provides capital funding to help the landowner deliver their own work. Staff time will also be required (from **Farming Futures** and/or **Wild Penwith**) to negotiate and agree work on common land.
Changes in focus of work from first stage submission	b. Benefits: In this way, management of the land becomes more sustainable in the long-term, as an active part of the farm business, rather than based on contractors physically clearing land which would require on-going visits, unsustainable especially once the PLP funding comes to an end.

Project 3.5 Up with the Downs
Full Project Plan (Continued)

Progress in gaining consent / approval	Project will work with farmers, landowners and commoners and gain necessary consents as required according to work programme
Wider Context Links with other projects within PLP scheme	During the Development Phase, the Archaeology Working Group saw close links between this project and its own programme of works under **Ancient Penwith** and identified several sites within its first two year's work programme which could benefit from this project funding pot. In particular, the Group will identify a 'hit list' of neglected common land drawn up through consultation with the PLP partners, community and local farmers that they would like to target so that heritage (and wildlife) can benefit. Sites already identified include: Chun Downs, Chypraze Cliffs, Bakers Pit, Wicca Round / Sperris, Goldherring, Caer Bran, Bartinney, Kemyel Crease Other possible sites include: Mulfra common, Gurnards Head, Zennor Hill and Boswednack Mire, Bostraze and Truthwall wetland complex, Sancreed Brook Valley There are clear links between the focus of this project and **Farming Futures**, where the rough ground will be explored in terms of providing a farmable unit rather than an unused part of a holding. Opportunities to investigate the introduction of traditional breeds, which have been shown to have high conservation grazing value, plus the opportunity to then market 'eat the landscape' as a premium product. Also to investigate secondary usage of bracken and European gorse as products, making its harvesting more profitable beyond habitat/landscape improvement and potentially opening up collective opportunities (similar to those employed by orchard collectives to maximise available cropping). In addition, some of these areas are linked to access issues which will be worked on by the Access Officer during the first two years of the PLP scheme, giving clear overlaps with the work of volunteers coordinated under **At the End of the Land** and **Making Tracks**. The **Wild Penwith** ecologist and farm environment officer will carry out biological surveys of sites.

Project Name and Number	Links
Outstanding Penwith 1.1	Recruiting, supporting and training volunteers
Wild Penwith 3.3	Habitat and biological surveys, identifying rough land through ecological mapping
Taking Names 4.2	Exploring and documenting the 'language' of the downs and
At the end of the Land 3.1 Making Tracks 3.2	Improved access especially eroded gulleys, common access areas
That's Our Parish 1.2	Recording and surveying within Parish boundaries as part of LLCA
Ancient Penwith 2.3	Beneficial management and protection of features situated on rough ground. Potential for removal of Scheduled Sites from 'At Risk' register. Enhanced visual appreciation of sites within their landscape setting. Sites made accessible
Penwith Hedges 3.4	Improving, repairing Cornish hedges
Farming Futures 3.2	Exploring value of roughland to farm business
Virtual Landscape Hub 4.1 & Seeing the Landscape 4.3	Communicating needs, and showing progress including through art

Links with other projects and initiatives within West Cornwall	Natural England re: HLS payments (see Appendices)

Project 3.5 Up with the Downs
Full Project Plan (Continued)

Monitoring & Evaluation	Qualitative			Quantitative	
	The outputs of the project will be monitored over the five years through quarterly photographic records and regular habitat surveys. As part of the PLP Evaluation Framework, a mid-term evaluation and final evaluation will measure the project's impact according to criteria agreed with HLF as showing change on HLF's key nine outcomes.			According to HLF LP Output Data workbook	
Legacy and Maintenance of Benefits	Development of practical management techniques and use of equipment will support on-going management and build on farmer to farmer cooperation. Volunteers will be trained to assist with practical management techniques. Commoners will be assisted to find appropriate ways of managing common land				
Risk Management	Type of Risk	Likelihood	Impact	Mitigation	Person Responsible
	Unwillingness of farmers and landowners to take part in project	Low	High	Good communication and personal interaction with farmers through project Officers and PLP partners	Project Officers - Ecologist, Farm Environment, Ancient Penwith and Access, plus Farm Cornwall
	Risk of TB when working on multiple-owned sites and need for TB testing when stock moved on or off common land	Medium	High	Farmers to consider alternatives and agree on best practice e.g. possibility of grazing with ponies	
	Lack of buy-in from local residents and users	Low	Medium	Good communication and personal interaction with local residents through Project Officers	
	Conflict with local residents and communities over proposed interventions	Medium	High	Good communication and personal interaction with local residents through Project Officers	
	Lack of co-operation from commoners	Medium	Medium	Good communication with commoners through Project	
	Lack of volunteer resources to support practical tasks	Low	Medium	Support of Volunteer Programme Coordinator to recruit and train suitable volunteers	Project Officers as above & VP Coordinator
Management Plans / Policy Statements /	See Appendix 3.5				
Project prepared by Pattie Richmond, LP Development Manager					

Project 3.5 Up with the Downs
Activities, Outputs, Outcomes

List of Planned Activities Years 1-5
1 Identify key sites through consultation with PLP partners, farmers and community
2 Determine size of roughland parcel, provide photos and a brief description. Prioritise sites from list in terms of the benefits they could provide.
3 For each of the identified sites, carry out planning and community consultation work (approx. 12 months ahead of any actual delivery) to identify the best approach within the constraints of each site and to gauge community feeling. At this stage, identify whether there is an agri-environmental scheme available to cover the work; if not, PLP to provide a set payment / incentive to assist the work.
4 Commission biological surveys to look at each site (Year 1 and Year 5) to identify condition before intervention, progress made and recommend next steps after PLP.
5 Carry out assessments and surveys of the archaeological resource on each site to identify specific management requirements, condition before intervention, progress made and recommend next steps after PLP.
6 Establish local working group(s) of moorland farmers and community representatives and/or arrange specific guided site visits to specify the techniques to be used, timetable and management of contractors and volunteers.
7 Discussion of all proposals with other stakeholders especially local residents and users of the downs.
8 Initiatives to undertake preparatory works using trained volunteers, for example the cutting and management of fire breaks to help prevent damage caused by wildfires
9 Seasonal managed burns of moorland including controlled burn workshops / training days within long-term management plans which include follow-up grazing to ensure habitat protection. Burning without follow-up management is not sustainable, due to air pollution and loss of carbon, with no long-term habitat benefits
10 With the support of the commoners and the formation of teams of volunteers, practical steps towards promoting and undertaking co-operative management of habitat with the commoners
11 Record change on all sites where interventions carried out through a quarterly photographic record
12 Other possibilities of work to be considered:
Repair of erosion gulleys on moorland paths by cutting vegetation to widen existing paths or providing alternative routes through supervised volunteers and/or contractors depending on site and vegetation type (with Access projects).
Control of invasive species in moorland areas e.g. Japanese knotweed, Himalayan balsam, rhododendron (with Wild Penwith)
Further control of phytophthora infected rhododendron (with Wild Penwith)
Purchase of shared equipment e.g. misters, water bowsers, to support planned managed burns and supply grazing
Development of closer working between farmers / land managers and the Cornwall Fire and Rescue Service in Penwith including establishing regular fire group meetings as during ESA.

Project 3.5

Up with the Downs

Appendices

Appendix 3.5
Up with the Downs

Appendix A
Background and Context

People have managed the landscape of Penwith through farming for over 4,000 years. Whilst field systems reveal where land has been planted and cropped, associated moors and downs have traditionally provided grazing and a source of materials for fuel and bedding. (Ref: Dudley, P. *Goon, hal, cliff and croft* 2011 for comprehensive information on the historic management of the downs). Downs (hill-tops, heathland and dry acid grassland) provided winter grazing for traditional breeds of cattle and also sheep. Moors (low lying wetland) were used for summer grazing during the driest periods. Furze stogs and sticks (European Gorse) were harvested for domestic fuel; the native gorse in Cornwall is Western Gorse, whereas the larger European variety was planted to provide fuel in the largely treeless west. Ferns (bracken) were harvested for winter animal bedding as, with little cereal grown in the West, straw is not available. Even today, straw is expensive to purchase in the far west due to added transportation costs.

Grazing stock was brought in to enclosed fields and small outfield barns overnight to collect dung to fertilise the cultivated fields. The field systems clearly show 'drove roads' linking in-bye land with the downs and cliff grazing, so the tradition of summer grazing is fossilised in the field patterns.

"Many years ago livestock were moved to areas of rough ground, which were used as common grazing land. This use of the rough ground for seasonal grazing formed a fundamental part of the agricultural regime. The downs and crofts were also useful for other farming needs, such as cutting bracken to be used for bedding and put under hay ricks to protect the hay from damp. Burning furze and turf for fuel to cook with was also a common practice in the farming communities of West Penwith in the past. This practice meant that they saved money on coal and the burning helped maintain the rough land allowing access and encouraging grass and other small plants to grow.

Farming in West Penwith has changed considerably within living memory. The use and management of the rough ground (moors and downs) in particular has changed over time. Roughland used to be a valued part of each individual farm. When people bought farms they bought the roughland / moorland to go with it, this included areas they could harvest for gorse (furze) or bracken (ferns) to use in the house for heating or on the farm for bedding. The moors were also used for seasonal grazing, and burnt in small patches to enable grazing to be rotated across the farm. Obviously things are different now, farms are more mechanised, people no longer cut down their own fuel for heating their houses or cooking their food, people don't have the time to spend cutting bracken several weeks a year, or walking their cattle across the moors daily.

The gradual loss of these practices, the moors and downs are no longer grazed, and scrub and bracken is no longer cut, and as a result it is taking over areas of open heathland, wetland and grassland. Open areas like this support a really wide range of wildlife such as birds, insects and mammals which will be lost if the scrub and bracken takes over them completely. By re-introducing some sensitive management of the moors, these special places and the wildlife they support will be safeguarded.

We believe that for the downs and moors to be safeguarded into the future/to be sustainable, they need to be a part of the valued part of the farm and the working agricultural landscape again. This can be achieved through funding from agri env-environment schemes" (Extract from Farmers Memory Day report as par of the Wild Penwith project run by Cornwall Wildlife Trust from 2009 to 2014).

With changing farm practices and socio-economics, these activities have declined and the grasses and bracken cover have altered, reflecting changes in land management.

Threats identified include:
- bracken invading moorland causing damage to archaeology as it roots are destructive and overgrow the traditional heathland
- gorse and other scrub similarly dominating the heathland, due to decline in both harvesting for fuel and stock grazing
- in particular, European gorse – initially planted as a crop in the 19th century, it now grows unchecked, smothering traditional Cornish heath and the native western gorse, as well as camouflaging and damaging archaeological remains
- non–native invasive plants such as rhododendron, Japanese knotweed, montbretia, and Himalayian balsam
- lack of management / neglect of wetland and heathland habitats leading to invasion of scrub and bracken and loss of valuable wildlife habitats
- lack of management leading to mature and over-mature heathland without the regenerating stages and the associated wildlife, including specialist heathland and wetland plants and the many insects they support, these in turn support BAP species such as skylark and bats that feed on them
- managed burning alone without follow-up extensive (light) grazing can result in a dominance of bracken, bramble and European gorse developing across the burned areas
- risk of uncontrolled fire – large blocks of over mature heathland and gorse at risk of unplanned summer fires that are a danger to wildlife, people and property
- agricultural improvement or 'breaking in' of heathland and drainage of wetlands in order to increase the area of 'productive' agricultural land. leading to a loss of habitat,
- small parcels of roughland at risk of being lost to neglect because landowners that are keen to manage their habitats fall between the funding gaps, and
- Moors and Downs not understood nor valued as an important part of the landscape.

However, the issues raised around roughland management and possible solutions for heritage and the landscape are complex. During the early stages of the consultation process over the PLP, a number of initiatives were taken and workshops held with groups of farmers [more detail needed]. Discussion revolved around three clear mechanisms: grazing, mechanical control and burning. At public meetings, farmers and the wider community raised the benefits of exploring other management techniques.

Various options for better management and control exist within the constraints of each site. These may include controlled burns, scrub clearance (using volunteers or contractors), chemical treatment (e.g. bracken spraying, stump treatment), grazing. Where fences are an issue, there may be solutions such as invisible fencing or temporary electric fencing. For example, in the case of Mulfra common where only 20% of the land can be fenced, by regularly changing the 20% strip grazed, the whole site could be managed effectively. Shepherding could also be trialled on sites where fencing is not appropriate. Some areas i.e. registered Common Land, are protected by the Secretary of the State but management interventions are still possible within that protection. Some activities are supported by agri-environment schemes.

There are also risks and barriers to many of the possible interventions e.g. the risk from TB amongst commoners grazing cattle and where two farmers share a piece of land. All stock being moved on and off common land needs to be TB tested which leads to farmers' disengagement.

Extract from John Waldon's report to Natural England, 2009

Part of the information necessary to the initial stage of preparing a management plan for each moorland unit is available. Some existing base-line data is provided by the HEATH Management Assessments and HEATH Environmental Reports*. These would require editing and supplementing with additional information. They then could be used as a consultation draft. The resulting statement would then become a robust base on which to describe the ideal management. This approach could offer real community engagement and ensure that the management is appropriate to the local situation. If such an approach could be realised before 2011 then the bulk of future Higher Level Stewardship (HLS) applications could benefit and ensure that the new agri-environment schemes reflect the objectives of the vision.

* HEATH Management Assessments focus on the historic environment and are available for the rough land divided into 38 units. The HEATH Environmental Reports are available on a similar scale for 6 areas together with a "Generic Guidance document: Management of Roughland Registered Common Land"

Appendix B

Incentive payments used under HLS agreements:
Higher Level Stewardship: Environmental Stewardship Handbook, Fourth Edition – January 2013 - NE350

The incentive for H01 Maintenance of lowland heath under an HLS agreement was set at £200/ha which asks for appropriate grazing, cutting and burning. The incentive for H02 Restoration of lowland heathland is the same at £200/ha.

In terms of capital works under HLS the payments for scrub management range from:
£228/ha - for less than 25% scrub cover
£376/ha - for 25% to 75% scrub cover
£583/ha - for over 75% scrub cover
There is also a base payment of £76 per year for organising the scrub management capital works each year

For bracken control you may be offered:
Mechanical bracken control payment is £48/ha
Mechanical bracken control base payment is £106/year for organising the capital works each year
Chemical bracken control payment is £112/ha
Chemical bracken control base payment is £61/year for organising the capital works each year

There is also a difficult site supplement for both bracken and scrub control of £7/ha for sites that are difficult to work on.

Under HLS there is no separate payment for managed burning, as this is expected under the £200/ha management payment for either H01 lowland heath maintenance option or H02 lowland heath restoration management option.

For grazing with H01 and H02 there are also supplements available. Their use will be discussed with the agreement holder during the negotiation of the HLS agreement and are at the discretion of Natural England. Where appropriate and agreed the use of more than one supplement on a single parcel is possible:

HL16 Shepherding supplement £5 per ha

This supplement aims to support a grazing regime that will prevent damage to archaeological features, vulnerable soils or vegetation by overgrazing or undergrazing and poaching. The supplement requires the shepherd to identify the most vulnerable areas within the grazing unit and to manage livestock in order to ensure that different habitats are grazed appropriately. This supplement can also help to maintain or restore the vegetation mosaics characteristic of upland landscapes.

HR1 Grazing supplement for cattle up to £35 per ha
This supplement promotes grazing by cattle where this is likely to be beneficial in meeting environmental objectives. Cattle grazing produces a more varied sward structure than sheep grazing and is often better for diversity of plants, invertebrates and birds. In addition, mature cattle are often more suitable for grazing fibrous herbage of low digestibility, trampling bracken, controlling scrub and grazing wet habitats. Cattle treading creates patches of bare soil where new plants can establish themselves, but it can also damage the soil unless it is well managed. This option **is** available on common land.
You can use this supplement with a range of options, please refer to Section 2.2.4 for details.
The number and breed of cattle and the way in which they are managed must be suitable for meeting the objectives of the option(s) and the 'indicators of success' to which the supplement is added. Cattle must normally be the main grazing animal in any parcel or part-parcel for the period during which cattle grazing is required under this supplement. If the cattle also meet the eligibility requirements for HR2, the two supplements can be used on the same parcel providing their combined payment rate does not exceed the maximum payment rate for HR2. This combination does **not** apply to common land.

HR2 Grazing supplement for native breeds at risk up to £70 per ha
This supplement is for the use of appropriate native breeds of livestock (from the list in Table 1) for grazing to help achieve the aims of relevant options and the 'indicators of Success'. Evidence suggests that some native livestock breeds have attributes that are particularly well-suited to harsh climatic conditions, to difficult terrain, to grazing semi-natural vegetation and to achieving conservation objectives. This supplement is **not** available on common land.

Management payments for the HLS options H01 and H02 and for the supplements HL16, HR1 and HR2 are paid annually - £/ha/year.

There are also some other relevant supplements which may apply to some of the rough land in Penwith, which are also paid annually - £/ha/year.

HR4 Supplement for control of invasive plant species £60 per ha
This supplement supports the regular management of particularly severe infestations of invasive non-native species, such as rhododendron, Himalayan balsam and Japanese knotweed, which are damaging a feature of interest. This supplement cannot be used for controlling weeds listed in the Weeds Act 1959, for the control of bracken or gorse (for which there are other specific options) or for complying with cross compliance requirements. The HR4 supplement is not available for control of rushes, since rush management is costed into relevant base option payments. The only exception to this is option HL8, where this supplement may be available for a limited period.

HR5 Bracken control supplement £35 per ha
Bracken control may be necessary to maintain or restore wildlife value or protect archaeological features. It can also help to maintain and conserve the vegetation mosaics characteristic of upland and heathland landscapes. This supplement supports control of the spread, or removal, of existing stands of bracken where it is desirable to do so. It is paid in addition to the capital payments for bracken control to cover the costs of follow-up management. Care must be taken not to cause areas of bare soil in areas vulnerable to soil erosion. This supplement is mainly intended for use with

lowland heathland and upland options, but could also be used where bracken control is necessary on dry grassland, in woodland and on sand dunes. Wherever possible, the primary method of control must be by mechanical means.

HR6 Supplement for small fields £35 per ha
Small fields, their boundaries and their margins are valuable for wildlife and are important features of the local landscape and the historic environment. Some examples represent the earliest enclosed land used for agriculture, dating back to prehistoric times. Small fields are often proportionately more expensive to manage due to the higher ratio of headland, reduced yields, increased unproductive fieldwork and the higher labour cost per unit of land area and per head of stock, for example.
Only fields of less than 2 ha are eligible for this supplement at the discretion of Natural England.

HR7 Supplement for difficult sites £50 per ha
Some sites are very difficult to access or may contain hazards to livestock that require a higher level of management. This supplement aims to compensate for the increased costs of managing particularly difficult sites, where there is a risk of abandonment. Examples may include urban sites, very steep slopes, cliffs, islands or lowland raised bogs. This option is not available in the SDA.
You will be required to justify the need for this supplement (for example, associated extra costs) in discussion with your Natural England adviser. This option is not available in addition to supplement HR6.

Appendix C

Additional Background Information:

Local contractors are available in the area to undertake work on this project.
See: http://geraldbabcockruralservices.co.uk/

Experiences of bracken and gorse cropping
 http://orgprints.org/8312/1/Donnelly_Potential_historical_bracken.pdf

 http://www.konsk.co.uk/resource/my%20writing/gorse.htm

Project 4.1

Virtual Landscape Hub

Full Project Plan

Project 4.1 Virtual Landscape Hub
Full Project Plan

Project Name	Virtual Landscape Hub	Stage	Delivery		
Project Theme	Communications and Interpretation	Year			
Reference No	4.1	Project Start Date	January 2018	Project End Date	December 2022
Main Contact	Digital and Communications Officer	Lead Organisation:	Communications Officer responsible to Comms and Interpretation Project Group consisting of some PLP Board members e.g. Spider-Eye, National Trust, Town and Parish Councillors, Historic Environment Service. Communications Officer will work with all members of the Penwith Landscape Partnership staff team and report to the LP Programme Manager.		
Contact Details	Tel: Email: Address:	Partners / Contractors	Tender for building and maintaining the website to be sent to multiple web development companies in accordance with HLF guidelines.		
HLF Outcomes					
Heritage	The Hub will provide a means to record improved heritage assets - natural, historical and cultural				
People	People will be better informed about heritage and will see the benefits of their volunteered time				
Environmental impacts	Virtual Landscape Hub will reduce environmental impact of intrusive interpretation boards in the landscape and provide more and wider group of people access to information on heritage People and communities will be able to demonstrate how they value the heritage in their area and show how the PLP Scheme has made the area a better place to live and to visit				
PLP Objective	5) To engage people who live and work in or near Penwith, as well as those who visit, and inform them about its landscape and its heritage				
Key Issues Addressed	Penwith has a history dating back to Neolithic times with a wealth of ancient sites still visible today and a story that includes the legends of giants with a world renowned mining industry and the last communities to speak the Cornish language. Today, its lasting legacy is fishing, farming and tourism. With so much to see and learn, modern technology is enabling us to pass on these stories, extend our knowledge and invite people to have a greater understanding of what is behind Penwith's rugged and granite covered landscape and moors.				
Project Description Scope and Purpose	The Aim of the Virtual Landscape Hub is to bring together all the activities and products of the Penwith Landscape Partnership in one place using appropriate and innovative technology in order to enable stakeholders to find out more about the scheme and people to learn more about the Penwith landscape and its heritage. It therefore forms a key central element to the promotion of the Landscape Partnership as an integrated scheme and to its role as a project which communicates and informs people and communities. The PLP virtual landscape hub has two main purposes at its core: To regularly communicate the work of the PLP and its different projects to a variety of audiences To provide an easily-accessible archive of information about heritage in the Penwith landscape				

Project 4.1 Virtual Landscape Hub
Full Project Plan (Continued)

Specific Objectives	Collect and collate data from all the PLP projects, format that data for web use.
	Disseminate data via web portal to greater community
	Create long-term archive of all projects their achievements and records
Location	The Hub will cover the whole of the PLP area and all its projects and activities as far as possible
Planned Activities	The first stage will be the recruitment of a Digital and Communications Officer who will then manage the process of refining the brief, tendering and contracting a website designer enabling a website to be up-and-running within 3 months, by July 2017. The Virtual Landscape Hub will then evolve and develop with the projects themselves over the period of the PLP scheme.

Beneficiaries	**Who/What**		**How**
	There are a wide number of beneficiaries from this project: · Local residents of Penwith (pop. approx. 65,000) · Visitors from other parts of Cornwall · Tourists and staying visitors · Specific interest groups such as Ramblers. Duke of Edinburgh, · Schools and educational groups · Local businesses – both visitor-focussed (e.g. farm-shops, B&Bs, · Less physically-abled, visually impaired		Through providing on-line access to information, records, maps, programmes of volunteering activities, events, on projects and activities across the Scheme. Downloads and printable material will also be available through the Hub

Communication	Task	Audience	Communication medium
	PLP Scheme and Project publicity	Local resident community, visitors, local businesses, organisations, Board, funders	**Virtual Landscape Hub** with links to Visit Cornwall, AONB etc. and incorporating social media platforms (Twitter, Facebook and relevant forums)
	It will be the responsibility of the Digital and Communications Officer at the start of the Delivery Phase to develop a full Communications Strategy for the PLP Scheme based on the elements included in each Project Plan and to ensure that the Virtual Landscape Hub covers as many of the tasks and target audiences as appropriate.		

Project Buy-in	The project is cross-cutting and delivers across the Scheme for all the Projects and Project partners especially local residents. During the Development Phase initial discussions were held with Cornwall Council, Visit Cornwall and Cornwall Development Company over the multiple benefits of this resource
Project Development Policy changes / changes in context which affect this project	The withdrawal of the UK from the EU has reduced the potential sources of funding to support this project. However it is hoped that support will be available from the remaining EAFRD (Rural business and tourism) and Community Led Local Development (CLLD) funding programmes that are open until 2020.

Project 4.1 Virtual Landscape Hub
Full Project Plan (Continued)

Changes in focus of work from first stage submission	The first stage submission included a proposal to develop a Landscape Hub or Hubs in order to provide a point of access for visitors, locals and students to find out about the landscape and about the various projects of the partnership 'making use of existing facilities and adding value to existing activities'. The proposal included the need to gather together evidence and promote the Partnership's work, a place that visitors can access to learn more, an online resource for education and learning and a way of supporting other initiatives. At one stage during the development phase the Interpretation Working Group considered setting up a Landscape Hub as a mobile exhibition trailer (similar to that used in other HLF LPs and projects e.g. Azook). However there were difficulties associated with maintaining and running such a vehicle and the limitations to its use by all the projects. The Interpretation Working Group instead agreed to develop the website into a versatile, all-encompassing resource from which more traditional resources such as leaflets and maps can be downloaded and printed as required, but that also functions as an archive for material produced and a reporting mechanism. It will be important to ensure that access to the PLP website is widely advertised and made available through existing outlets such as hotels, B&Bs, campsites, libraries and shops which may also be able to 'advertise' through the website. This could be developed as a source of income to the PLP. It will be important to ensure that access to the PLP website is widely advertised and made available through existing outlets such as hotels, B&Bs, campsites, libraries and shops which may also be able to 'advertise' through the website. This could be developed as a source of income to the PLP.
Progress in gaining consents	N/A to this project

Wider Context	Project Name and Number	Links
Links with other projects within PLP scheme	**Outstanding Penwith 1.1**	Volunteer Programme works across all the PLP projects and is the pool of volunteers available at any one time to support the variety of projects taking place over the five years of the project. There will be a volunteer coordinator who will be responsible for allocating volunteers into each project as and when required so it is important that contact details are available as he/she will be the first point of contact. It may be useful to have a chat room available on the website where people can post their various enquiries. Access to the GIS layers as detailed above will coordinate what, when and where all volunteer activity is happening.
	That's Our Parish 1.2	Local Landscape Character Assessments at Parish-scale incl. Parish-based heritage surveys and recording. As this project will be working with eleven parishes across West Penwith namely; Ludgvan, Towednack, Morvah, Madron, Zennor, St Just, Paul, Sancreed, St Buryan, St Levan and Sennen, over the five years of the PLP Partnership, the work on the LLCAs will occur at different times and some parishes may choose to work together and support each other on the preparation of their LLCA, Each parish will have to have access to GIS layers (as described above in the Technology section) including their own progress page which sets out where they are along the process of preparing their LLCA. An interactive map where parishioners can click on their parish to upload/download LLCA information and links to processing their recorded survey information through the various databases.

Project 4.1 Virtual Landscape Hub
Full Project Plan (Continued)

		Training will be provided to enable parishes to carry out LLCA surveys of their culture, historical heritage and biodiversity and this in turn will lead to further training opportunities on how to record the survey information obtained using ERCCIS (Environmental Records Centre for Cornwall and the Isles of Scilly) https://erccis.org.uk/ ORKS (Online Recording Kernow and Scilly) https://www.orks.org.uk/ and Cornwall Council's Historic Environment https://www.cornwall.gov.uk/environment-and-planning/historic-environment/cornwall-and-scilly-historic-environment-record/about-the-historic-environment-record/ databases.
	Taking Names 4.2	Digital archive of information, research, new recording of memories etc. linked to sites/place
	Seeing the Landscape 4.3	Digital archive of artistic contributions from projects (photographs etc.)
	Ancient Penwith 2.3	o Calendar of events o GIS mapping of areas of management work. o 3D photogrammetry of approximately 25 monuments. o Historic photo/paintings and reconstructions uploaded onto website and overlaid onto modern view - augmented reality. Examples: o Web based info, Interpretation materials research and text for 150 sites o Photo record 'before' and 'after' recording of 55 sites – simple photo uploads onto website (GIS story maps) o Landscape mapping of trails – direct link with 'At the end of the Land' and 'Tinners way' (based on structure given by 3D deep) o Set up for 23 sites: Downloadable Print map (one for each trail) ; Downloadable Print map (one for each trail) o Aerial 360 photography (55 location points to create landscape coverage) o Cycle and driving trails mapping examples: o Virtual walks (hyper-lapse photography or video) (12 sites) o 360 ground photography at 11 sites
	At the End of the Land & Making Tracks 2.1 & 2.2	o Interactive maps of trails with details of ancient sites, wildlife, natural heritage features o Calendar of events. o 3D photogrammetry of sites
	Wild Penwith 3.4	o Geodatabase recording system for PLP team activities, farm visits, completion of farm surveys and Whole Farm Plans (WFPs); links to relevant recording sites ERCCIS/ORKS, etc.
	Up with the Downs 3.5	o Geodatabase recording system for PLP team activities, farm visits, completion of surveys and work of contractors
	Penwith Hedges 3.4	o Geodatabase recording system for PLP team activities on hedging – practical tasks
	Farming Futures 3.2	o GIS data recording of work and locations
	Bldgs in the Landscape 3.1	o GIS data recording of work and locations

Project 4.1 Virtual Landscape Hub
Full Project Plan (Continued)

Links with other projects and initiatives within West Cornwall	Tin Coast, Dark Skies Partnership, Porthcurno Coastal Communities				
Monitoring & Evaluation	Qualitative			Quantitative	
	To be developed			According to HLF LP Output Data workbook	
Legacy and Maintenance of Benefits	Once created and after the 5-year term of the PLP scheme has ended we should allow for a 'freezing' and maintenance of the virtual landscape hub website. This would cost around £5k and would be performed by the contractor originally appointed to build the website. At the same time as this it would be worth investigating some form of handover to a stable organisation such as the Cornwall Records Office or an educational establishment / museum. Alternatively the PLP may by this time have established a way of maintaining the website independently through income generation from advertising.				
Risk Management	Type of Risk	Likelihood	Impact	Mitigation Measures	Person Responsible
	Cost exceeds budget	Low	High	Design can be made to fit budget available	Digital and Communications Officer
	Complexity and overly-ambitious product	Low	Low	Good website design company and officer in charge; Flexibility built in to design	Digital and Communications Officer
	Sustainability	High	Low	PLP to consider legacy and sustainability of whole scheme; Alternative host to be set up	PLP Board; Digital and Communications Officer
Management Plans/Policy Statements/Links	See Appendix 4.1				
Project prepared by Morgan Francis with assistance from Nicola Shanks Admin Support and Pattie Richmond, LP Development Manager					

Project 4.1

Virtual Landscape Hub

Appendices

Appendix 4.1
Virtual Landscape Hub (Furvwir) Kresen a'n Tirwedh

Appendix A

1. Website

Technical and structural information on how the site may be built. This information will be used to write a full brief for the design of the website which will be tendered at an early stage of the Delivery Phase to appropriate local website designers.

Technology: (see further information below)

- Open Source
  - WordPress

- Content Management System to allow multiple content authors
  - Omeka

- Digital Asset Management (DAM)
  - Third Light

- Geolocation-enabled
  - Ordnance Survey Open Data mapping and Google Maps (aerial)
  - Open Layers

- ArcGIS Esri mapping software
  GIS layers allowing logging of work carried out. This functions as a Private layer – an internal PLP team tool for recording activities (farm visits, small-scale interventions through capital grants etc.) and monitoring change / improvement over PLP delivery phase. It also has a public facing 'story map' feature allowing the display of project strands, pictures, essays maps and information packs etc.

- Photogrammetry
  - Creating 3D models from photographs

- Digital Archive
  - Long term storage of all the assets created and accessible to general public

Design:

- Clean, modern design
- Smartphone and tablet friendly "responsive" layout (reformats automatically according to size of screen and device)
- Simple navigation that invites exploration
- Disability compliant

Sections:

- About the PLP

- o Aims
  - o Partners
  - o Who does what
- Events
  - o Calendar
  - o Upcoming Events
  - o What's happened before (event archive)
- News/Blog
  - o Weekly updates minimum
  - o Categories for different kinds of news
    - ▪ Volunteers
    - ▪ Announcements
    - ▪ Reviews
    - ▪ Opportunities
- Explore
  - o Story Maps
  - o Themes (ancient past, habitats, farming, to cover all projects)
  - o Cornish Language, ancient meanings
- Contact
  - o General contact
  - o Specific contacts
  - o Email enquiry forms

2. Technology

The plan is to create a website that has multiple feeds from all the projects. The website is serviced by a pipeline of interconnected software which goes as follows:

The website would be created in Wordpress as this is open source and avoids 'vendor lock-in' This is underpinned by a content management system such as 'Omeka' that will allow the Comms officer to concentrate on content and interpretation rather than programming. All data will be held in a digital asset management system (DAM) such as 'Third Light'.

ArcGIS (see below) will provide mapping data for projects where that is relevant, for example Wild Penwith and Up with the Downs can log farm visits, surveys and contractors work. This data can be logged in ArcGIS and then disseminated to the greater public via a storybook on the website. Other content will be provided via video, photographs, audio and text.
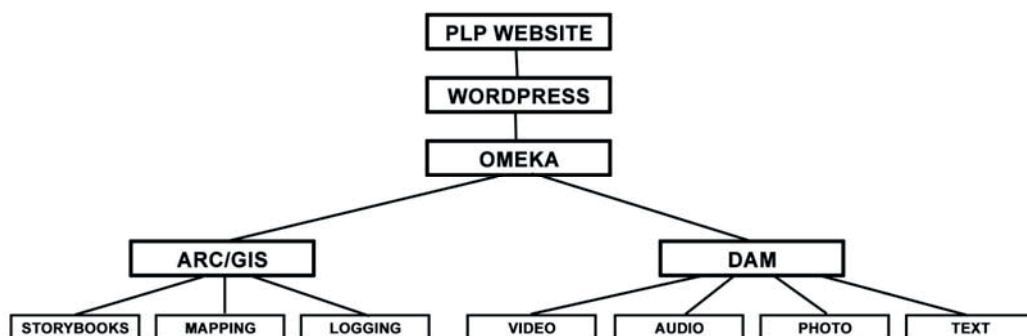
The additional Appendix provides further on each of these facilities and their uses and advantages.

3. Content

About the PLP

For example:
Summary of the aims and objectives of the PLP

A list of all the partners and affiliates of the PLP

A description of the structure and roles within the PLP

Events

A simple quick-view calendar with an "upcoming events" page, with an "Add to my calendar" button allowing users to get their phones or computers to remind them.

Events could be coloured according to the type of activity, such as volunteering opportunities, talks, festivals, etc. If there are lots of events this would make finding an event for the kind of activity that the user is interested much more simple.

Events should use mapping (GIS layer then story-map export) so that the event location or area can be indicated visually, along with regular contact details.

Where booking of events by participants is required, this could be offered by the website (via an ecommerce system) or via systems such as Eventbrite (https://www.eventbrite.co.uk). Eventbrite is free to use if the event is free, otherwise a commission is taken (https://www.eventbrite.co.uk/fees/).

Telling Stories – Blogging

Constant communication of what the PLP is doing and where, with links sent out to social media to alert people to new content. Think of this as a weekly newspaper for all the projects.

To communicate the work of the PLP, regular updates should be posted to the site, making rich use of photography, video and audio. It is essential that these are all of high quality so that they are enjoyable to watch and listen to.

Blogs posts should be frequently produced, and have a more informal tone. These can cover any topic, from photos of happy volunteers to announcements from the Board.

Blog posts will be publicised via Facebook, Twitter, Instagram and other social media channels.

Explore

This section is where the main body of information could be stored. It could be seen as a database, with an entry for many hundreds of items, grouped into easy-to-understand categories or 'themes'.

The Explore section of the website will allow each project strand to publish more detailed information, and for it to be interlinked with content from other themes.

Individual themes may not necessarily have the same name as the individual projects (e.g. "That's Our Parish") as the general public may not understand these titles. As far as possible, the website will follow the four thematic areas Communications and Interpretation, Peoples and Communities, Access and Archaeology, and Economy, Farming and Wildlife

It is likely that this section will evolve, and be simple for the Communications Officer to construct "Themes" sub-sections as they emerge. Think of this section as a tree-like concept, with pages that can contain words, photos, videos, sounds, 3D models and maps.

Mapping

Pins on the map and boundary lines with a key allowing people to see what's where. On a smartphone, you could even see your location if you're out exploring.

Much of the information generated by the PLP will be spatial – i.e. map-based. From habitat areas to trails and walks, ancient sites, place names, myths and legends, art, oral histories – are all rooted in place.

Digital mapping, compatible with the PLP's internal GIS platform, should be central to the experience of the website. Clear and obvious filters to change the type of data overlaid upon the map should be implemented. Turning parish boundaries on and off, ancient monuments, seeing paths and trails to explore, habitats and points of natural beauty, and myriad other elements should be easy to view in an un-cluttered interface that invites the user to explore.

The underlying "base map" should be Ordnance Survey mapping as provided by the Ordnance Survey Open Data initiative. This could be augmented by Google's aerial photography.

Google mapping alone should not be relied upon as Google have begun to charge websites that use their mapping frequently.

The map can be simple – pins on the map with different icons (e.g. stone circle, habitat, view point) linking to a database entry with further information. The map will act as a gateway to a large quantity of information. It is also possible to define areas, and display boundaries where appropriate.

4. ## Other Aspects

Getting Permission

When photographs, videos and audio recordings are made then it is important for participants to sign permissions forms granting PLP the right to use the material. Release forms, permissions forms, and other administration related to creating digital media will need to be administered.

A database will help to keep this organised through the five years of the Delivery Phase and help to avoid copyright infringement. This could be managed using a Google Docs Spreadsheet but this can become unwieldy with many hundreds or thousands of entries.

A Digital Asset Management system (DAM) is an internal team tool that will help to keep this information together and make it easy to search and use.

Organising Digital Archive

To ensure that the digital archive that will grow during the project is correctly maintained and items properly described as well as accessible for use on the website and in other publicity a DAM makes good sense.

Photographs, videos, audio, and other graphics files can be uploaded into the DAM where fields such as description, copyright owner, and categories can be filled in.

This allows for photographs to be easily found, downloaded, and used by staff and clients, and ensuring that the asset is appropriately credited. At the end of the PLP project, all digital assets could be exported along with a spreadsheet describing each file for easy depositing in an archive such as Kresen Kernow.

GIS Layers, ArcGIS/Esri

GIS layers are a system which makes it quite easy to map change on the ground. GIS layers can be viewed and/or edited online via user friendly GIS web-apps. Cornwall Wildlife Trust has been developing an appropriate system using GOS layers in ArcGIS for recording and monitoring activities in its Upstream Thinking Programme (UsT). PLP can learn from this experience in designing its own system. So far Upstream Thinking has developed layers to map capital grant agreements as dots on the map, as well as 'revised' land management as areas. Screenshots below give an idea of what they look like.

As well as being a good visual record of progress, the information can be picked up in an excel spreadsheet which gives a quick report. Upstream Thinking has also started making cut-down, un-editable web-apps displaying the same information for funders who enjoy seeing it on a map instead of just in figures.

UsT also has a database which acts as an internal log of engagement with farmers. Each log is linked to its corresponding farm boundary, which is also mapped in GIS. This means that information from the capital grants web-app, or land management web-app can be brought up alongside the activity log database and see everything that has happened on a farm in one place.

In a similar way, it is proposed that PLP will record all activities in a single place. Where one of the projects leads to revised land management, or administers a capital grant agreement on a farm, these would be added to the same layers. Attributes of these mapped features could identify which project is responsible for the change, so that project-specific outputs can be combined or separated out as necessary. Users can be given links and logins to the web-apps which are appropriate for their line of work so long as any potential issues over permissions regarding sensitive information are resolved. It may also be sensible to share the activity database with UsT, especially if it avoids the risk of duplicating effort on the same farms e.g. in the Drift catchment. Common outputs across

both programmes could be mapped in the same place, to show the true extent of change taking place across Penwith and to be able to show this visually to stakeholders and funders. CWT's IT department can look into how PLP can utilise the system set up by UsT for its purposes.
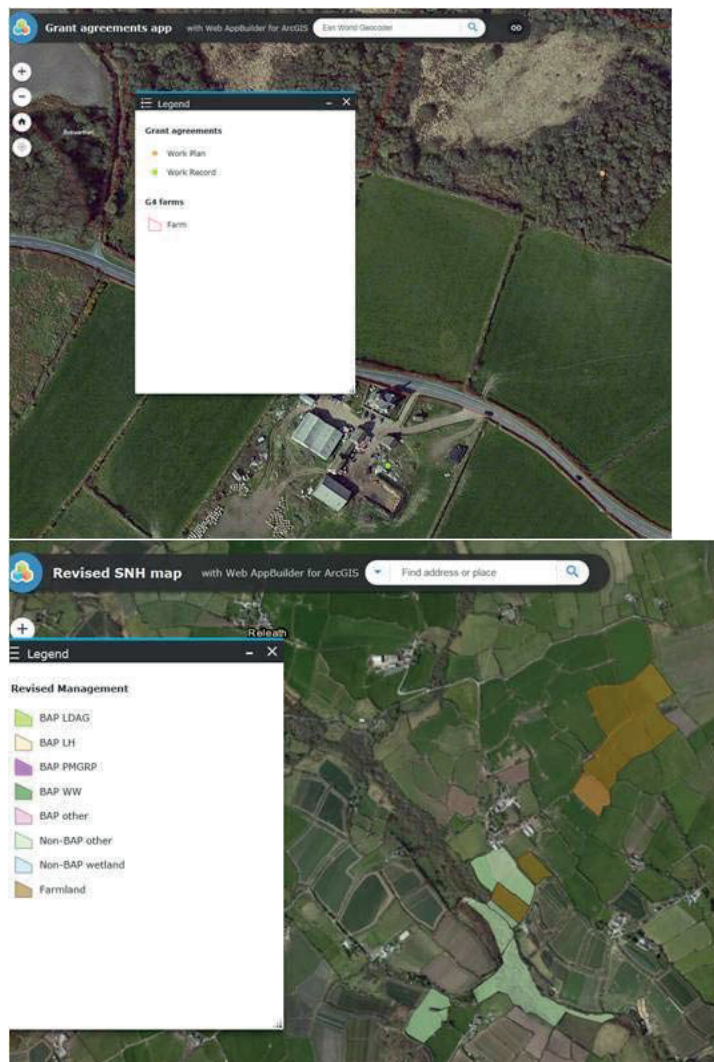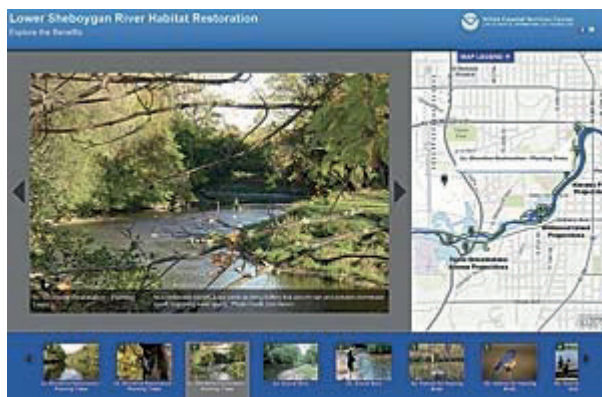

Story Maps

As well as the technical aspect of logging and data entry, Esri/ArcGIS also has the functionality to produce 'Story Maps' These are great 'public facing' products that can be embedded on the website for general consumption:

Story maps, built using free Esri story map templates, are a great way to quickly build useful and attractive information products tailored to the needs of each PLP strand / project.
A 'story map' is a web map that has been thoughtfully created, given context, and provided with supporting information so it becomes a stand-alone resource. It integrates maps, legends, text, photos, and video and provides functionality, such as swipe, pop-ups, and time sliders, which help users explore this content. It is a fully functioning information product. While map stories are linear in nature, their contents can also be perused in a nonlinear fashion by interacting with the map. Using the templates, you can publish a story map without writing any code. You simply create a web map, supply the text and images for the story, and configure the template files provided according to the instructions in the download.

A constantly growing collection of free story map templates are available at the Storytelling with Maps website. http://storymaps.arcgis.com/en/

Currently, templates that create tours, map matrixes, multi-paned comparison displays, and sidebars exist. The Esri Story Maps team is continually developing new templates that refine map-based functionalities and user experiences. Story maps will help get the most out of ArcGIS, by creating map stories to meet the specific needs of each PLP strand.

Some Examples:

Demonstrate Benefits

This story map created by the National Oceanic and Atmospheric Administration (NOAA) shows the benefits from habitat restoration projects along the lower Sheboygan River that will help return the recreational, economic, and hydrologic benefits of healthy river habitat.

Educate

This collection of astonishing landscapes provides a great starting point for learning more about the forces that shape landforms.
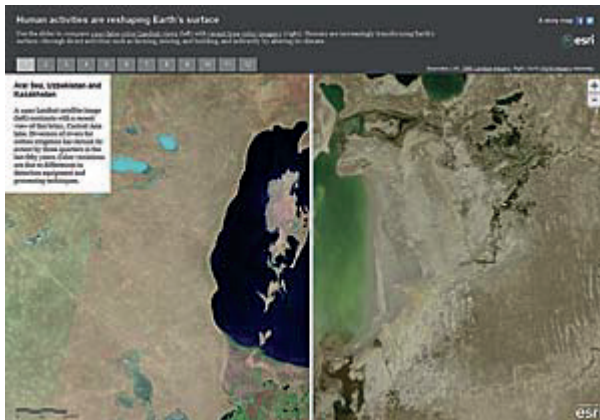
Give New Perspective

This story map provides insights into climate changes that have occurred in recent decades using images from Landsat's 40-year archive.
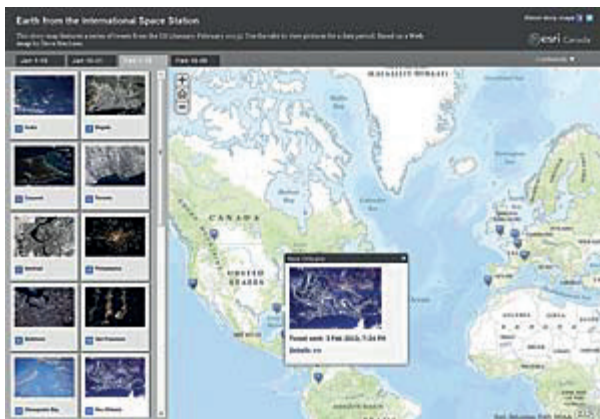
Inspire

This story map shows a selection of Tweets from Commander Chris Hadfield from the International Space Station showing various sites in Canada.

Photogrammetry

How Photogrammetry Works:
Creating 3D models of standing stones and other prehistoric monuments and artefacts using a process called photogrammetry. Photogrammetry allows you to create 3D models from a collection of photographs of an object

1. Take Photos

Photographs are taken from different angles around the object; the photographs are taken under the same lighting conditions and should not be Blurred or low resolution

2. Calculate Positions

The photogrammetry software aligns the photographs by finding common points and matching their positions. As more points are found and matched, the position at which each photograph was taken can be determined, and a sparse point cloud is created.

3. Generate Point Cloud

A dense point cloud is created by interpolating points on the sparse point cloud, using the photographs to add finer details.

4. Create Wireframe

The dense point cloud is converted to a wireframe model by connecting corresponding vertices.

5. Create Mesh

Once the wireframe model has been created, the surface is filled to make a mesh.

6. Add Texture

The original photographs are blended together to create a texture for the mesh.

7. Use 3D Models

The models can be exported for use in other 3D software packages or printed using a 3D printer.

5. Design of the Website

Mobile Friendly

Since any website developed for the PLP will be mobile-friendly (called a 'responsive' layout) then it should be possible for the appointed website developer to ensure that any mapping will also work well on a smartphone and utilise the "geolocation" features of all modern phones. This will display a dot on the map indicating a user's location, providing the basic features of an app.

Ultimately the aim would be to show the user where they are and what is around them allowing them to learn more about the landscape. If the website were "location aware" then it would cover this core feature.

Augmented Reality

Features such as Augmented Reality (AR – viewing the landscape via your phone's camera with an overlay that identifies what you're looking at) could be provided by ensuring that there is a Wikipedia entry with location coordinates for the monuments and locations dealt with during the project. All Wikipedia entries with coordinates are available via the free Wikitude app. This method also enhances Wikipedia and leaves a lasting legacy, as Wikipedia is one of the world's most visited websites. This activity could be undertaken by volunteers and checked by appropriate project leaders. The UK chapter of the Wikimedia Foundation, Wikimedia UK (https://wikimedia.org.uk), can provide training on improving on and creating Wikipedia entries.

A link and instructions to viewing the Penwith Landscape via Augmented Reality could be provided by the website.

Disabled Access

Digital technologies provide many opportunities for increasing access to and enjoyment of heritage for disabled people. Blind people are finding mobile touch screen devices increasingly accessible; older and visually impaired people particularly like tablets because of their size and high resolution images. Digital technologies are being used to create virtual tours of sites and places that are difficult to negotiate physically (or not open to the public), from old mines to the upper reaches of cathedrals. They can help share stories and make heritage available to more people.

We have a legal responsibility under the Equality Act (which incorporates the Disability Discrimination Act) not to discriminate against disabled people when providing services. Therefore we must make our heritage as accessible as possible to disabled people. Disabled people have a wide variety of different needs, and our digital activity could include or exclude people depending on how they are able to access the material. For example, if digital activity is based on looking at an image people with visual impairments may be excluded; people with hearing loss may miss out on interpretation delivered through a commentary or music. People with sensory impairments are likely to be part of the general audience and we may want to work with people with a specific disability.

Making heritage more accessible. For example:
- provide sub-titles and BSL translation where your digital technology includes audio and video, such as on a website or app.
- include audio descriptions, and ambient sounds such as bird-song or machinery, with augmented reality and trails on mobile devices.
- use 'easy read' language and pictorial formats for people with learning disabilities on instructions for using apps or the web.

6. Additional Background Information

Historic photo/paintings and reconstructions

https://www.historypin.org/en/
http://www.pivottheworld.com
http://cherish.maritimearchaeologytrust.org/
GIS story maps similar to:

http://www.falmouthweek.co.uk/360/

http://www.falmouthweek.co.uk/360/
o Virtual walks (hyper-lapse photography or video) (12 sites)

https://www.youtube.com/watch?v=pGtjz4v0EE8
o 360 ground photography at 11 sites

http://3deepaerial.com/examples/botallack/
http://3deepaerial.com/examples/daymark
http://3deepaerial.com/examples/midcornwallmoors

Examples of other Landscape Partnership websites:

The Dearne Valley Landscape Partnership

http://discoverdearne.org.uk
Upper Nidderdale Landscape Partnership

http://uppernidderdale.org.uk
Ingleborough Dales Landscape Partnership (website under development)

http://www.ydmt.org/idlps-about
Plans can be found here, under Programme 3 Discover Ingleborough: http://www.ydmt.org/assets/x/55104]

Appendix B

WordPress Open Source Website Builder:

WordPress is two different things: it's free open source blogging software that you download and install on your own Web server, plus Wordpress.com is a website that hosts WordPress blogs, with both free and paid services. It's the most popular blogging site - fast and easy to learn, enabling users to create and publish a new site in a few minutes. It includes 3GB of storage, a statistics system so you can see where your traffic comes from, spam filter, and 100+ free themes. WordPress supports high- and low-definition videos. When you upload video, Wordpress.com automatically converts it to the correct format. WordPress supports forums, image galleries, videos, blogs, and newsfeeds.

Omeka content management system:

Omeka is a free, flexible, and open source web-publishing platform for the display of library, museum, archives, and scholarly collections and exhibitions. Its "five-minute setup" makes launching an online exhibition as easy as launching a blog.

Omeka falls at a crossroads of Web Content Management, Collections Management, and Archival Digital Collections Systems:

Technology Ecosystem

Web Content Management Systems

(WordPress, Drupal, Joomla, MediaWiki)

[Omeka]

Library and Archival Repository and Digital Collections Systems

(Fedora, Dspace, Greenstone, CONTENTdm)

Museum Collections Management and Online Exhibition Systems

(TMS, KE Emu, PastPerfect, Pachyderm)
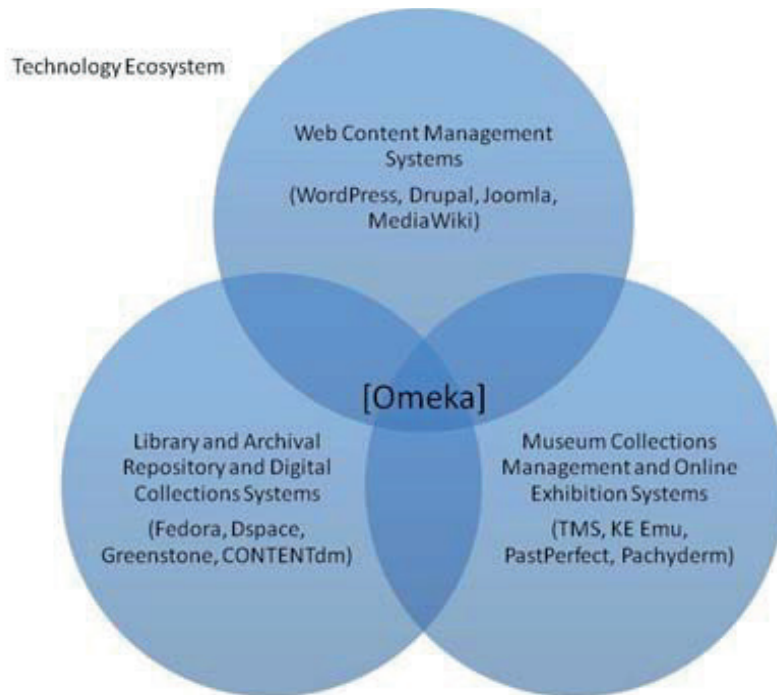
Omeka is designed with non-IT specialists in mind, allowing users to focus on content and interpretation rather than programming. It brings Web 2.0 technologies and approaches to academic and cultural websites to foster user interaction and participation. It makes top-shelf design easy with a simple and flexible templating system. Its robust open-source developer and user communities underwrite Omeka's stability and sustainability.

Until now, scholars and cultural heritage professionals looking to publish collections-based research and online exhibitions required either extensive technical skills or considerable funding for outside vendors. By making standards based, serious online publishing easy, Omeka puts the power and reach of the web in the hands of academics and cultural professionals themselves.

Third Light Digital Asset Management:

Digital asset management allows you to create metadata options by creating your own drop-down tags, keywords, mapping data, and bespoke organization or project-specific tags, helping to find files fast with metadata. This saves time, energy, and storage space with tools to automatically detect and intercept duplicate files. Revision tools track file changes, and allow you to move backwards and forwards through file versions. You can reformat and share files without changing or duplicating master files; easily reformat, resize, and repurpose content for web, tablet, and mobile platforms – including Facebook and Twitter – and work directly inside popular CMSs like WordPress; publish instantly to the web, or automate file formatting in batches. It works in tandem with desktop applications via plugins for Adobe Creative Suite, Apple Aperture, Adobe Lightroom, and FTP in Windows, iOS and Mac OS X. It delivers large collections of media to individuals and groups via web links, lightboxes, or Dropbox – with no email attachments and no external devices; connects the

conversations of the various project strands with easy preview, sharing, note-making, and messaging tools; keeps all of the file discussions and edits within the library, attached to the files themselves.

Third Light library is designed to make media management simpler for all users of the library; to access, upload, and download files from any PC, Mac, tablet, or mobile device, at any time. It controls traffic - managing privileges and permissions of users with customizable, password-protected user accounts; creates metadata options and approval flows that control the way colleagues work with files.

OS Open Data Mapping

OS open data offer a range of quality assured, regularly updated products that enable you to analyse your data, build interactive websites and create stunning visuals – and they're all free. All they ask is an acknowledgement.

OS OpenData can be combined with other open datasets available from a variety of sources. Many organisations and individuals have already done just that to create a diverse range of innovative applications e.g.

OS OpenSpace
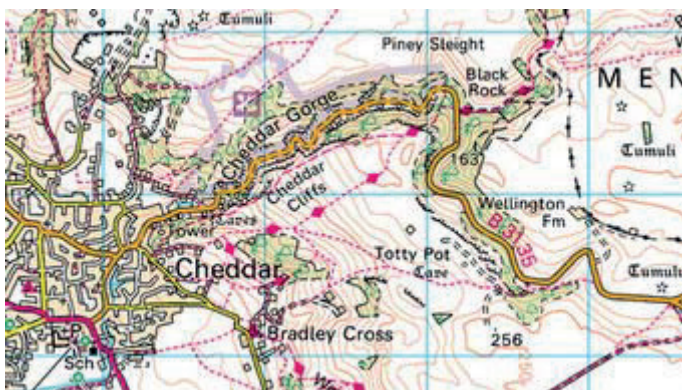
View maps

Project 4.2

Taking Names

Full Project Plan

Project 4.2 Taking Names
Full Project Plan

Project Name	Taking Names		Stage	Delivery	Year	
Project Theme	Communications and Interpretation		Project Start Date	January 2018	Project End Date	December 2022
Reference No Main Contact	4.2		Lead Organisation	There is no staff lead. Taking Names is embedded across the whole Scheme. Delivering its outputs will form part of the Job Description of all Project Officers and brief for all contracted services. It will be the responsibility of the Digital and Communications Officer to facilitate outputs of project supported by contracted services of Language and Culture Adviser, working with Interpretation Project Group.		
Contact Details	Tel		Partners / Contractors	Additional Project Partners are: Cornwall Council Historic Environment Service acting in an advisory capacity; Cornwall Council Language Lead; Akademi Kernewek; Agan Tavas – Cornish Language Society. Other external partners during the Delivery Phase will include: Parish Councils, Local Historians. Old Cornwall Societies (Penzance, Mousehole, St Just, St Ives)		
	Email					
	Address					
HLF Outcomes						
Heritage	Heritage in the landscape will be better understood and known by visitors and local people. Cornish language will be used more as a means to understand and appreciate the Penwith landscape and heritage through increased knowledge especially of place and field-names. Cornish distinctiveness strengthened through the use of Cornish language, embedded in all project strands and as part of Interpretation methods					
People	People will understand more about places through a better knowledge and understanding of Cornish place-names. They will volunteer time to disseminate information on language in the landscape and local legends and myths more widely. Legends and myths of Penwith landscape will be shared with a wider audience.					
Communities	A wider group of people both visitors and local residents will appreciate Penwith's cultural heritage through place-names, legends and myths associated with sites					

Project 4.2 Taking Names
Full Project Plan (Continued)

PLP Objective	5) To engage people who live and work in or near Penwith, as well as those who visit, and inform them about its landscape and its heritage through: increased participation in local heritage management, conservation and learning activities
Key Issues Addressed	Lack of appreciation and understanding of the value of heritage and landscape in Penwith due to limited access to and quality and type of information available
Project Description Scope and Purpose	To share knowledge with the whole community around understanding the Cornish language and how it has shaped our landscape and names used within it and show how Cornish helps our understanding and sense of place by integrating the Cornish language into all the projects and across the PLP Scheme The budget set aside for this project will be used to embed the Cornish language across the Scheme by supporting activities and interpretation within all the projects and including the Cornish language in the products and outputs of the Scheme e.g. website and online resources. In doing so the principles included in Appendix 4.2 will be followed.
Specific Objectives	The objectives for this project are: 1. Knowing and recording the past: To record the many stories, myths and legends passed down by word of mouth by families and make them accessible to all before they are lost. Often, although information is available, its context and links to the landscape is not joined up or sufficiently engaging especially for young people. 2. Research into historic place-names: The names within the landscape strongly relate to features and activities but these meanings are being lost and are not understood by people. The project will teach and share its knowledge with everyone especially making it accessible to schoolchildren. Whilst HER and ICS records exist there is a need to get more information into these records and also more importantly to get the research that exists 'out there' and in use. Craig Weatherhill has made available to PLP an archive of historic forms that is far larger than Gover and, in the case of West Penwith, greatly expands on the late Peter Pool's "The Place-Names of West Penwith" (1985), adding many more names and historic forms, and improving on interpretation of those names in several cases. It also makes recommendations of how those names should be presented for modern use, in accordance with the practice agreed to by the Cornish Language Partnership's Signage Panel. Research material also includes maps by cartographers such as: John Norden 1584; Joel Gascoyne 1696 and 1699; Thomas Martyn 1748; 18th and 19th century mining maps by cartographers such as Charles Moody; the Tithe Apportionment c.1840; and the Ordnance Survey from 1815 (See Appendices) 3. Gathering memories: Oral history projects are well tried and tested in Cornwall and particularly in Penwith and there has been a lot of work on recording memories. However, with the loss of older members of the community, this is still a valid and important form of preserving heritage.

Project 4.2 Taking Names
Full Project Plan (Continued)

	4. Assistance with Cornish language interpretation: The project will work with identified and interested groups to discuss opportunities and build on previous experiences e.g. Heritage Lottery funded 'Tavas an Tir'. The Cornish Language Partnership's Signage Panel, formed 7 years ago, has already agreed on a good many West Penwith place-names and about 3,000 across Cornwall so far and Craig is in discussion with its Chairman, Nev Meek, to see if the Penwith parishes that the Panel has not yet covered can be fast-tracked. The project will require the following inputs: 1. Bi-lingual support throughout Delivery Phase from a Cornish Language Specialist for outreach work i.e. leading walks and workshops, accompanying Project Officers on community activities. This will be required from June 2018 onwards when outputs have been defined e.g. for the Year One Walking Festival. 2. Translator for background work from April 2018: Through CC Cornish Language Lead working with PLP member and local author and historian, Craig Weatherhill. 3. Researcher to gather, collate and ensure correct translations of selected myths and legends HLF has been consulted regarding tendering for specialist fields such as these.
Location	The project will work across the PLP area in conjunction with the delivery of other project
Activities and Outputs	See Activities, Outputs, Outcomes and Indicators
Work Programme	As a cross-cutting theme across all the projects within the PLP, there is no specific Work Programme for this project and no staff team. All Project Officers will be required to incorporate the Cornish language in their Outputs with the support of the Cornish Language and Culture contract for advice and translation and to include activities appropriate for Cornish language taster sessions and for Cornish speakers within their Work Programmes
Beneficiaries	All project participants, local residents and visitors; Cornish language societies and local history groups; schools and colleges; Cornwall Council

Communication	Task	Audience	Communication medium
	Project promotion and publicity of activities	Local resident and visitor community, Cornish language specialist groups, Cornish speakers, schools and colleges	Social media platforms (Twitter, Facebook and relevant forums), PLP website, Parish and community magazines, Community events, workshops. Face to face interaction. Local heritage organisations. Cornish language network

Project 4.2 Taking Names
Full Project Plan (Continued)

Project Buy-in	During the Development Phase discussions have been held with members of the Cornish language network through the PLP Board member Craig Weatherhill who is an active member of Akademi Kernewek through the Bilingual Signage and Place-Names Panel and Agan Tavas; with Mark Trevethan Cornwall Council's Cornish Language Lead (see Letter of Support) who has agreed to provide on-going advice on Cornish language and on how the language can be used in the scheme for maximum benefit; and with Brian Rogers who is the contact for Prag Na? an initiative to encourage Cornish language social activities.
Project Development Policy changes / changes in context which affect this project	Cornish became officially recognised as a protected language in 2002 and was receiving £150,000 a year in financial support from central government since 2003. However this funding was cut in 2016 requiring Cornwall Council to continue its support through other means. (see also Appendix A)
Changes in focus of work from first stage submission	The idea for this project was born out of discussions during the preparatory stage and from the positive experiences of CWT's 2011 Farm Memories project that enthused the involvement of farming families in telling stories about the landscape in the past. Recognising the importance of the Cornish language as an integral part of the heritage of Penwith, the Interpretation Working Group agreed during the Development Phase that this theme needed to be cross-cutting across the scheme and that the project would be used to integrate the active use of the Cornish language within all the project themes as far as possible, thus imperceptibly and assuredly setting Cornish language in the minds of those who see and appreciate the landscape. Whilst the "Taking Names" project will encourage specific activities that link Cornish language and Cornish place names, making the language in the landscape more accessible to the wider community, the whole of the PLP scheme has the potential to contribute to the growing awareness and appreciation of Cornish culture and its distinctiveness.
Wider Context Links with other projects within PLP scheme	This project links directly with projects **Ancient Penwith 2.3, At the End of the Land** 2.1 and **Making Tracks2.2,** and can inform and contribute to all the projects in the Penwith Landscape Conservation Action Plan, especially **That's Our Parish 1.2, Farming Futures** 3.2 and **Wild Penwith 3.3**. It forms a fundamental part of the **Virtual Landscape Hub 4.1**. Opportunities will be actively sought to use Cornish in all projects – by incorporating it in activities that are organised, in farming practices and demonstrations, in descriptions and ways of learning about the landscape.
Links with other projects and initiatives within West Cornwall	1) Cornish Language Strategy 2015-2025: The second 10 year strategy for the Cornish language sets out Cornwall Council's priorities for developing the use of Cornish. The strategy which was adopted in 2015 aims to increase the number of Cornish speakers and to increase the opportunities to use Cornish, including: its official and public use through the Cornwall Council's Cornish Language Lead, Corpus planning through Akademi Kernewek, acquisition through specific contracts; and use by language groups and various partners.

Project 4.2 Taking Names
Full Project Plan (Continued)

	2) Prag na? Social opportunities for speaking Cornish: Whilst the 12 months contract to develop this will terminate in 2018, there may be opportunities to follow up and develop further 'social activities' through PLP from then on e.g. clearance, hedging, first aid training

Monitoring & Evaluation	Qualitative			Quantitative	
	See Section 8 on Monitoring and Evaluation			According to HLF LP Output Data	

Legacy and Maintenance of Benefits	It is the intention to maintain the PLP website and online resources accessible beyond the life of the HLF funded scheme, the work involved in Taking Names will survive beyond the five years. However since the project's main aim is to support and achieve the wider use of Cornish, this is clearly a long-term legacy.				

Risk Management	Type of Risk	Likelihood	Impact	Mitigation Measures	Person responsible
	Proves difficult to embed Cornish across all the project themes	Low	High	A separate Language and Cultural Adviser's contract will be let to provide support and advice to Project Officers for whom Cornish language outputs will form part of their Job Descriptions. The Digital and Communications Officer will provide technical support.	Digital and Communications Officer
Management Plans / Policy Statements / Links	See Appendix 4.2				

Project prepared by Pattie Richmond, LP Development Manager from material provided by Craig Weatherhill

Project 4.2 Taking Names
Activities, Outputs, Outcomes

Activities	Output	Measurable indicators	Outcomes
1 Guided Walks in Cornish for Cornish speakers – Wildlife Theme	Wildlife glossary of Flora and Fauna for Trail 'x' tried and tested in the field	Nos. of Cornish speakers taking part Photos Glossary of terms for Landscape Hub	Greater use of Cornish Increased knowledge of Cornish words
2 Scrub clearance of Ancient Sites in Cornish	Social use of Cornish by fluent speakers	Nos. of Cornish speakers taking part; Photos; Logs of Volunteers	Practical tasks completed Additional volunteers recruited

Other Activities

Specific Outputs, Indicators and Outcomes will be identified for each of the activities below during Year One Delivery

i)   Place and Field-name days: these will look at local colloquialism of phrases, seeing if there are ties with the original form in Cornish. Excerpts from these sessions will then be used within the interpretation material for the proposed walking and cycle trails, and on the website. They will also feed into language taster workshops, looking more closely at the local colloquialisms in the context of different Parishes.

ii)   Farmers' Field-name Days: farmers to share present and past field-names and how they link to the history of land management, showing what names tell us about the past use of fields and possible future use. This will link to the work of Farming Futures and Wild Penwith regarding resource management.

iii)   Memory Days: a trial memory day will be held in a selected Parish at an early stage in the Delivery Stage, to see how well this would work, drawing down on Craig Weatherhill's research, linking specific names with what the inhabitants know the land as.

iv)   Parish Projects: research and develop the stories of three or four Cornish speakers later and other than Dolly Pentreath e.g. Richard Mann of St Just or Elizabeth Vigo of Boswartha in 1840s to show the true history of the language

v)   'That's our Parish': explore possibility of developing, throughout all the participating parishes, an "information board" (physical and/or virtual) setting out what is special about each parish, as determined by the work of That's Our Parish. To encourage the use of Cornish, each Board would repeat a couple of sentences in Cornish but with the translation of only 2 or 3 words on each individual board; the aim being that to translate the whole of the sentence, visitors and especially children have to track down all the boards and learn the Cornish words each time until they have discovered them all.

vi)   Language taster sessions throughout the parishes (linked to That's Our Parish)

vii)   Development of Cornish language Guided Heritage Walks for Cornish speakers, to be carried out entirely in the language; plus others for beginners, to show how the language still resonates in the landscape. Also as an online resource.

viii)   Cornish Audio of Myths and Legends: the interactive elements of the heritage walks and certain sites lend themselves to some audio interpretation by which the hundreds of myths and legends which have been passed down around historic sites and places will be recorded in English and Cornish and shared and made accessible.

Outputs

1. Resources

a) Language of the Landscape resource: This has been worked on extensively during the development phase by Craig Weatherhill who has provided a comprehensive list of Place Names and Field Names (see Appendix) in Cornish together with examples for several of the Heritage in the Landscape Trails. This will be used as a resource for all the projects to improve use of Cornish in the landscape in every day work and activities e.g. That's Our Parish and LLCA fieldwork, plus incorporated into final LLCA documents; Ancient Penwith trails and interpretation on site and online; and as an easily accessible, definitive online resource for people to look up and use and possibly be able to add to as part of an interactive project. Other lists e.g. of familiar flora and fauna will be made available in Cornish (Appendix)

b) Knowledge of field and place-names – both historical and current use – recorded and archived with Kresen Kernow e.g. farmers' use of field-names. It will be part of the Digital and Communications Officer's role to ensure that material produced as part of these activities is archived with Kresen Kernow and in other locations as appropriate.

c) Teacher's Resource Pack in conjunction with the Ancient Penwith's outreach programme based on one or two Trails of Ancient Sites, together with flora and fauna and place-names, in Cornish language, suitable for school-children.

d) Penwith Myths and Legends in English and Cornish, revised and available online e.g. Craig Weatherhill's Cornish Faery, Cornish Giants and Cornish Ghosts and Demons, Paul Devereux

2. Events

a) Language in the Landscape Walks:

- Beginners Introduction to Cornish in the Landscape – part of Annual PLP Walking Festival (Sept/Oct 2018, 2019 etc.)

- Guided Walks in the Landscape for existing fluent speakers

b) Events jointly with existing Cornish groups with a specific Penwith landscape focus especially for those not able to join walks e.g. Place name Memory Cafes, e.g. Cornish Quest - Festival Kernewek - Penzance Cornish Language Festival, PRAG NA?

c) Participation at other Penwith events e.g. Lafrowda

4. Language Workshops – taster sessions linked to 'That's Our Parish' and taking up specific themes such as flora and fauna (ref: Nicholas William's Flora and Fauna, Agan Tavas), landscape features, place-names; including sessions especially for young people and school children,

5. Further research and creation of resources of myths and legends appropriate to Ancient Penwith project and Heritage in the Landscape Trails. These will be made available in Cornish and English on the Virtual Landscape Hub, linked to maps and other digital resources such as photos and art (see Seeing the Landscape Project 4.3).

Project 4.2

Taking Names

Appendices

Appendix 4.2

Appendix A
1. Background and Context

Craig Weatherhill of Save Penwith Moors and Agan Tavas writes:

"The place-names and field-names of West Penwith are integral elements of the district's wide and ancient heritage, and deserving of similar care and protection. The vast majority of these are derived from the Cornish language, still extant but listed by UNESCO as "seriously endangered". This Celtic language, closely related to Welsh and Breton, has a pedigree that can be traced back locally to the Neolithic period, according to recent work by archaeo-linguist Professor John Koch and archaeologist Professor Sir Barry Cunliffe. Their work concludes that the Celtic group of languages first developed from Indo-European in south-western Iberia, in the hinterland of the Tagus estuary c.4000 BC. It then spread northward along the Atlantic seaboard to become the common language of the Atlantic seaway trading routes that had originated in the later Mesolithic period and would flourish for millennia, reaching western Britain and Ireland by 3,000 BC, in the middle part of the Neolithic era.

Celtic also spread north-eastward into Europe by way of river valleys and also via trading routes, throughout Gaul and into central Europe, and reaching eastern Britain by cross-channel routes around 2,000 BC. Britain was therefore wholly Celtic-speaking by the early Bronze Age. The very name of Britain itself is Celtic, recorded by Pytheas of Massalia with its original P initial as early as 325 BC as *Pretannike*. It therefore follows that one of the oldest surviving place-names in Cornwall today is **Predannack**, on the Lizard peninsula and perhaps once applicable to the entire peninsula as it translates to "British (headland)", a prominent landmark to any seafarer.

The language of mainland Britain was, by some stage during the Bronze Age, P-Celtic (also known as Brythonic, Brittonic or British) as contrasted with the older Q-Celtic (Goidelic or Gaelic) spoken in Ireland. Overtime, regional variations became more noticeable, eventually forming separate dialects, then languages. By 600 AD, Welsh, Cumbric and Cornish were in embryonic form as separate languages, although Cumbric was to become extinct c.1300. Proto-Cornish, taken to Brittany in the mid-5th century colonisation of the Armorican peninsula by people from what is now Cornwall and Devon, would there eventually become Breton. The Celtic personal names on Cornish inscribed stones of the 6th century already show some variation from Old Welsh, and can safely be regarded as proto-Cornish.

The language from which place-names were coined was, of course, that of the dominant culture of the area, and nowhere is this more apparent than Cornwall, where an estimated 80% of current names are derived from Cornish. One can immediately contrast this with Devon, and with the far north of the Cornwall beyond the River Ottery, and a few Tamar side parishes south of Launceston where early West Saxon settlement took place from around the 10th century AD. In those areas, less than 10% of surviving place-names are Celtic. Instead, the majority derive from early English.

There are no Cornish place-names in Scandinavian languages, and only a very few in Norman-French; the various places called Baripper (or similar) being among those few (*beau repair*, "fair retreat").

Field-names were at one time, almost exclusively given in Cornish but, in some cases, English translations or alternatives have replaced those in recent centuries. New fields created in the 19th century after a sharp demise in the community use of Cornish, are almost always named in English. In West Penwith, there is a very high survival rate of field-names in Cornish, being found on the Lanhydrock Atlas of 1696, the Tithe Apportionment maps of c.1840, and other sources. Of interest is the fact that some fields were renamed between 1696 and 1840, but still in the Cornish language.

It is an oft-quoted myth that Cornish died out with Dolly Pentreath of Mousehole in 1777. In fact the language, as a spoken community tongue, continued well into the 19th century in the more remote parishes such as Paul, upland Madron and Zennor, and it is reliably documented that at least two native speakers of the language survived into the 20th century, one of them still alive in 1914, a decade after the on-going revival of Cornish is considered to have begun with the publication of Henry Jenner's *Handbook of the Cornish Language* (1904). Today, it is estimated that as many as 5,000 people use the language frequently and with competence, although only a few hundred are truly fluent. Despite its ancient origins, Cornish only became an officially recognised and protected language in 2002, under the European Charter for Regional and Minority Languages.

Bilingual signage began to appear in the 1960s, with several towns being furnished with name boards on approach roads in both Cornish and English, and every crossing of the Tamar welcomes the visitor to Cornwall in both languages. Since 2008, a bilingual signage panel has been in existence, consisting of volunteer researchers of whom the author of this report has been an active member since its inception. With the service of this panel, thousands of bilingual street nameplates are now evident throughout the Duchy, with thousands more to follow.

Several supermarkets and public houses now use Cornish in their signage, as do Historic England at sites such as Tintagel, where extensive use of Cornish is now evident. However, the National Trust remains reluctant to follow suit, and it is hoped that it will commence to do so under this Penwith Landscape Partnership scheme.

Since bilingual signage began to become established, feedback from visitor response has been valuable. There would appear to be a higher than expected positivity, with many visitors expressing a pleasurable feeling that they had "gone abroad" without leaving the island. Many displayed fascination, a desire to know more about the language and its history, and an awareness that the increased visibility of the language had presented them with a yet another facet of Cornwall's distinctiveness that many had not previously known about or acknowledged. The fact that bilingualism had been used throughout ensured that they did not feel excluded from this aspect of Cornish heritage, but rather welcomed into it.

The importance of place-names and field-names

Place-names are extremely visible, being everywhere on signboards and maps, and those that derive from Cornish are instantly recognisable, despite several centuries of corruption. Interpretation of these names can, however, be difficult, requiring much research into their histories and early spellings in order to determine which words actually apply to their elements. Who, for example, would read Cheesewarne on a map and realise that this heavily corrupted name is actually Chisorn ('nook-house', *Chisorne* 1588)!

This project is fortunate in that much work has already been applied to West Penwith, through the researches of Dr. O.J. Padel, the late P.A.S. Pool and the author of this report who has recently greatly extended and updated Pool's "*The Place-Names of West Penwith*" (1985) to a total of 1,100 place-names including all the known historical spellings of each name, and offering reinterpretation where material not available to Pool and Padel has since come to light. This latest work will be made fully and freely available to the Penwith Landscape Partnership projects.

By contrast, field-names are virtually invisible, and much more likely to be lost unless placed on permanent record. Pool's "*The Field-Names of West Penwith*" (1990) performed a most valuable service and ensured that West Penwith was the first (and so far only) area of Cornwall in which field-names have been listed and closely examined.

Both place-names and field-names can tell us much about the district's history; for example, many tell of flora and fauna that once flourished in the area. Many give the names or occupations of founders or residents of settlements and farms from many centuries ago, while others tell of archaeological structures that may not have survived into the modern era.

It is envisaged that trails created for the Ancient Penwith and Making Tracks projects will each include relevant place-names and field-names which can shed valuable light on the histories of each. These routes are being carefully examined for those names that can help to achieve this, and which will be featured in interpretive material. This has not been done before and can only increase understanding of the peninsula's unique landscape.

A by-product of this project will, hopefully, be to discourage the alarming loss of traditional Cornish place-names and replacement of them by modern English names that often have little or no relevance to the location.

Interpretation material

A positive precedent is currently proposed for the guardianship archaeological site of Chysauster, which lies within the Penwith Landscape Partnership area. There, greatly more informative panels and literature are to include a good deal of Cornish, including word-lists of relevance to the subject. As explained earlier in this report, this use of Cornish provides a living link between visitors and the people who actually lived at the site two millennia ago, and who spoke the language from which Cornish was immediately descended.

Texts on smaller explanatory signboards and plaques can be wholly bilingual and perhaps take a form similar to the following:

THE TREGIFFIAN BARROW

This important Early Bronze Age chambered cairn, is of a type restricted to West Penwith and the Isles of Scilly. It was about 12 metres in diameter before road-widening almost cut it in half. Part of a polygonal kerb remains from a second-phase enlargement. This closed off the south-facing entrance to the chamber which is 4.3 metres long and 1.2 meters wide. Three large capstones remain in place , and a fourth has fallen into the chamber. There is a cupmark on the upper face of the northern capstone. A remarkable stone covered with these mysterious cupmarks is now in the Royal Cornwall Museum, Truro, but an exact replica has been placed at its original site beside the closed chamber entrance. Finds included cremated bone fragments and a complete urn 38 centimetres tall, all apparently from the second phase use of the monument. Radio-carbon tests on the bone fragments returned a date of 1900 BC.

HIRVEDH TREGOGHIEN

Crug gans chambour a vri a'n Oos Brons A-var, a vaner strothys a Bennwydh Orlewen ha Syllan. Adro dhe 12 meter yn treuslinen ova kens an fordh o ledanheys, neb y drohas ogas ha hanter. Yma radn an amal gwidhek dhia efanyans a'n secund agwedh. An ober ma a wra degys a'n entrans a-dal soth dhe'n chambour neb yw 4.3 meter yn hirder ha 1.2 meter yn lester. Yma tri men-to yn plas, ha'n peswara men-to yw codhys y'n chambour. Yma merk-hanaf war'n fas gwartha a'n men-to a-gledh. Yma men marthys gans lies merk-hanaf y'n Hendraji Kernow Riel, Truru, lebmyn, saw hevelop kewar yw settys yn tyller derowel reb an entrans degys a'n chambour. Discudhansow a wra reckna warbarth brewyon askern corfleskys ha cavas perfyth 38 centimeter yn ughelder. Oll yw del hevel dhia usyans a secund agwedh a'n hirvedh. Apposyansow gans radiocarbon o dascorys dedhyas a 1900 KC.

(The orthography of Cornish used above is the Standard Written Form devised in 2008, with permitted traditional graphs and the textual account has been adapted from the author's book "*Cornovia*" [2009]. Any translation errors in this draft example are the author's sole responsibility.)

Modern forms of printing, such as laser-printing, are likely to render such bilingual signage very cost-effective. Laser printing costs no more for fifty characters than it does for five. However, any chosen method must ensure that superscript characters such as apostrophes can be included.

Compliance with the Framework Convention for the Protection of National Minorities

The Cornish people were included on the Council of Europe's Framework Convention (otherwise FCPNM) on April 24th 2014. Articles of relevance to this report are as follows:

Article 5(1): The Parties undertake to promote the conditions necessary for persons belonging to national minorities to maintain and develop their culture, and to preserve the essential elements of their identity, namely their religion, language, traditions and cultural heritage.

Article 5(2): Without prejudice to measures taken in pursuance of their general integration policy, the Parties shall refrain from policies or practices aimed at assimilation of persons belonging to national minorities against their will and shall protect these persons from any action aimed at such assimilation.

Article 6(1): The Parties shall encourage a spirit of tolerance and intercultural dialogue and take effective measures to promote mutual respect and understanding and co-operation among all persons living on their territory, irrespective of those persons' ethnic, cultural, linguistic or religious identity, in particular in the fields of education, culture and the media.

Article 11(2): The Parties undertake to recognize that every person belonging to a national minority to display in his or her minority language signs, inscriptions and other information of a private nature visible to the public.

Article 11(3): In areas traditionally inhabited by substantial numbers of persons belonging to a national minority, the Parties shall endeavour, in the framework of their legal system, including where appropriate, agreements with other States, and taking into account their specific conditions, to display traditional local names, street names and other topographical indications intended for the public also in the minority language when there is a sufficient demand for such indications.

Article 12(1): The Parties shall, where appropriate, take measures in the fields of education and research to foster knowledge of the culture, history, language and religion of their national minorities and of the majority.

It is considered that this project will satisfactorily conform to the requirements contained within these Articles of the FCPNM, the signatories of which are the U.K. Government and the remaining 46 member states of the Council of Europe".

2. General principle of use of Cornish within PLP Scheme

1. Use of Cornish

Following a meeting with Mark Trevethan, the Cornish Language Lead on 10th May (also see Appendix A) it was agreed that the following would be adopted throughout the PLP scheme:

- Written Cornish should confirm to the Standard Written Form (SWF) formulated in 2008 with its agreed variants and alternative graphs as required by all projects within the Cornish language programme. SWF is a form of Cornish that the language groups have agreed for official use and for use in schools so any public or official project is encouraged to use SWF to ensure consistency. However, the scheme aims to recognise and celebrate the local variations particular to Penwith e.g. for West Cornwall, the PLP should feature the Traditional Form and Late Cornish variants (preferring C to K before back vowels, L and R; WH to HW; QW to KW and X to KS). Pre-occlusion to be employed (BM for MM and DNn for NN in stressed syllables)

- Where Cornish is used within PLP, translation requests will be sent to the Cornish Language Office which coordinates a team of translators through Gonis Treylya. There is a fee for this service, but in the case of a longer term project the Office will agree a charge for on-going work based on an agreed level of service. Craig Weatherhill will also continue to advise the PLP on translation.

2. Format and Style:
   - All titles in documents in Cornish
   - All introduction summaries in Cornish – e.g. foreword for LCAP
   - Anything that links with Project 4: Taking Names 100% bi-lingual. i.e. activities listed below
   - Cornish text should appear above or to the left of the English text with lettering of same size. Italics <u>not</u> to be used for Cornish but same font as English with possible use of different colour to differentiate.
   - Interpretation Boards (there are at most 3 or 4 envisaged within whole scheme) to be 100% bi-lingual (English-Cornish) and where appropriate with word-lists relevant to the subject e.g. as proposed at Chysauster
   - Leaflets and downloads: ideally all 100% bi-lingual and/or some as separate products 100% Cornish
   - Use of spoken word incorporated in audio outputs
   - Name Signage: Place name or locational signs to be presented bilingually with the map name and the correct Cornish form provided by the Akademi Kernewek, making use of its pooled expertise, and at the same time contributing to the Akademi's body of knowledge. Penwith place names and field names will be based on work done by Craig Weatherhill who is founder member of the Bilingual Signage and Place-Names Panel, of AK. The Akademi is the body recognised by the Council for Cornish language corpus planning as it has established policies and process in place for the agreement of place names and terms for public and official use.
   - Use of HLF's logo in Cornish and English

Appendix B

Letter of Support from CC Cornish Language Lead 23rd March 2017

Appendix C

<u>Extract from Alphabetical list of all the identifiable place-name elements found in the place-names, and field-names, of West Penwith by Craig Weatherhill.</u>

The orthography is SWF (Standard Written Form, devised in 2008), with permitted traditional graphs, but retaining final -i (personal preference of author and prevents the language being overloaded with Ys). Non-traditional graphs (universal <k>, <hw> and <kw>) rarely featured in the histories of these names, although <k> or hard <c> does quite often feature in some forms). However, the list does conform with permitted SWF, including the Late Cornish variants with pre-occlusion (mm>bm; nn>dn), as they certainly feature in this peninsula.

CORNISH PLACE-NAME & FIELD-NAME ELEMENTS IN WEST PENWITH

a, "place" suffix
a-gledh, "to the left"
a-ji, a-jei, "inner, inside"
ajwa, aswa (f.), "gap, pass"
alebma, alemma, "yonder"
a-les, "apart"
als (f.), "cliff, slope"
alsyow (f.), "cliffs, slopes"
amal, "edge, boundary" (stream-name)
amanyn, "butter, lush pasture"
an, "the"
-an, "place of" suffix
angos, "anguish"
anken, "sorrow, grief"
anter, "open space"
ar, "facing"
arader, "ploughman"
ardh, "height"
arghans, "silver"
ascal (f.), "thistles"
ascorn, bone"
asen, "donkey"
a-ugh, "above"
aval, "apple"
avalen (f.), "apple-tree"
a-ves, "outside, outer"
a-wartha, "above, aloft"
awedh, "stream, watercourse"
awel (f.), "weather"
awon (f.), "river"
bagh (f.), "hook, corner"
baghow (f.), "hooks, corners"
bal, "mine-working"
balyers, "barrels"
banadhel (banal) (f.), "broom-bushes"
badn, bann, "high ground"
banedhlek (banalek) (f.), "broom-brake"
bar, "summit"
bara, "bread"
bargos, "buzzard"
bas, "shallow"
bedh, "grave"
bedhow, "graves"
begel, "hillock, tump"
beler, "water-cress"
beleren, "cress-plant"
ben, "foot (of)"
berr, "short"
berr-res, "short ford"
besek, "finger-like"

bian, byghan, "small, little"
bleydh, "wolf"
bodhek, "humped, hunched"
bodyn, "small dwelling"
bogh, "buck, billy-goat"
bolyow, "axes, hatchets"
bonni, "clump, cluster (of ore)"
bool (f.), "axe, hatchet"
bos, "dwelling"
bosow, "dwellings"
bowin, "beef"
bowji, "cowshed"
bowjiow, "cowsheds"
bowlann (f), "cattle-pound"
bowlannow (f.), "cattle-pounds"
bownder (f.), "lane"

Appendix D

Extract from <u>CIVIL PARISH OF ST JUST: PLACE-NAMES by Craig Weatherhill</u>

ADGIWAR GAP (coastal): SW 3430: **<Ajwa Wer>**
Adgiwar Gap c.1930.
aswa, aja, "gap" + **gwer**, "green". This is the only deep water gap breaching the linear reef, partly exposed at low water and now called THE BRIDGES, which links GRIBBA POINT to THE BRISONS.

AIRE POINT (coastal): SW 3528: **<Penn Ardh>**
Arepoint 1702; Are 1751, 1794; Point of Air 1842; Air Point 1842; Aire Point 1888.
Perhaps **ardh**, "high place, prominence", often abbreviated to *are*. Eng. "point" added to some forms.

ASHMOOR (sett.): SW 3729: **<Halonn>** or **<Halenwydh>**
Ashmoor 1732, 1841, 1884.
Eng. "moor of ash-trees", "moor" is probably meant in the sense of "marsh", and referring to the low ground below the farmstead. "Ash" is most likely intended to be a collective plural.

AVARACK, The (coastal): SW 3735: **<Havrek>**
Averrak 1839, 1868; Haverocke 1857; Averock 1896.
Possibly **havrek**, "summer fallow", applied ironically, the site being an exposed, wave-swept rock.

BALLESWIDDEN (sett., mine): SW 3931: **<Bal Leswydn>** or **<Bal Lyswydn>**
Balisswin c.1700; Balleswidden 1715, 1748.
bal, "diggings, mine" + settlement name LESWIDDEN. The generic of this name could equally be **lys**, "court, administrative centre, ruin"; or **lys**, "mud" + **gwydn**, "white". A recorded Iron Age fort or round nearby (no longer visible) supports the former, but the latter is equally plausible, the mine having been driven through extensive china-clay layers, these being quarried in their own right in the late C19/early C20. The white mud that amassed in the mine workings became legendary and featured in a C19 poem by local droll-teller and guide-stone carver Billy Foss, who described the pumping engine which: "draa'ed right up the very mud of the mine of Balleswidden".

BALLESWIDDEN HILL (topog.): SW 3831: **<Porth Gonyow>**
Guny Hill, Guny Gate C19.
Probably **gonyow** "downlands" + Eng. "hill" and "gate". *Guny Gate* was still remembered and used in local speech c.1960, and most likely referred to a tollgate at the Tregeseal junction ("Turnpike") at the foot of the hill on the A3071.

BARTINNEY (sett.): SW 3929: **<Bretini>**
Breteny 1245; Burtenye 1671, 1675; Bartinny 1732, 1785; Pertinney 1748; Bartinney 1773; Bartinny 1785; Bartiné 1876; Bartinné c.1900.
bre, "hill" + uncertain qualifier; possibly **tin-i**, "rump-place", from the rounded shape of the hill. CARDINNEY and TREDINNEY, both in St Buryan parish, are near the southern base of the hill. **tanow**, "fires", cited in folk-lore, is not consistent with the available forms.

BARTINNEY CASTLE (arch.): SW 3929: **<Kastel Bretini>**
Bartine Castle 1752; Bartiné Castle 1876; Bartinné Castle c.1900.
Eng. "castle" + place-name BARTINNEY. The hilltop feature is, in fact, a Bronze Age ring cairn enclosure.

Appendix E

<u>FLORA & FAUNA (Plansow ha bestes gwyls) by Craig Weatherhill</u>

SWF (Main Form spelling) of some of the most common flowering plants, mammals and birds

Common Heather (Ling)	gruglon; pl, gruglonow; coll.pl., grug
	menkek; pl. menkegow
Western Gorse:	eythinen venydh (f.); coll. pl. eythin menydh
Sheep's Sorrel:	tavolen davas (f.); coll. pl. tavol davas
Bell Heather:	gruglon loos; pl. gruglonow loos; coll.pl., grug loos
Cat's Ear:	skovarn gath (f.); pl. skovarnow cath
Grey Willow:	helygen loos (f.); pl, helygennow loos; coll.pl., helyk loos
Blackthorn:	spernen dhu (f.); coll.pl, spern du
Red Campion:	bleujen gevnisen (f); coll.pl., bleujyow kevnis
Foxglove:	manek lowern (f.), pl. manegow lowarn
	manek rudh (f.), pl. manegow rudh
Bluebell:	bleujen an kuku (f.); pl. bleujyow an kuku
	bleujen an gog (f.); pl. bleujyow an gog
Otter:	dowrgi, pl. dowrgeun
Fox:	lowern, pl. lewern
Badger:	brogh, pl. broghes
Cuckoo:	kuku (f.), pl. kukus
	kog (f.), pl. koges
Skylark	ahwesydh (f.), pl. ahwesydhes
Stonechat	checker, pl. checkers
Swallow	gwennel (f.), pl. gwenili
Dunnock	golvan ke, pl. golvanes ke
Common Lizard:	pedrevan gemmyn (f); pl. pedrevannow kemmyn
Adder:	nader, pl. nadres

Appendix F

Other Background and Reference Material

Websites

http://cornishmemory.com/cornwall-map
https://www.cornwall.gov.uk/media/25229704/cornish-language-strategy-2015-2025.pdf.
http://www.cornishquest.org/festival-
programme.html;

https://www.transceltic.com/blog/prag-na-new-project-aims-support-and-grow-social-opportunities-cornish-speaking

AN KYLGH KERNEWEK: A Learner's Cornish Dictionary in the Standard Written Form (2016)
PADEL, Dr O.J.: Cornish Place-Name Elements (1985)
POOL, P.A.S.: The Place-Names of West Penwith (1985)

POOL, P.A.S.: The Field-Names of West Penwith (1990)

WEATHERHILL, C.: Historic Cornish Place-Name Archive (current and unpublished)

WEATHERHILL, C.: Cornovia: Ancient Sites of Cornwall & Scilly 4000 BC – 1000AD (2009)

WEATHERHILL, C: Cornish Place-Names and Language, 2nd edition (2007)

WEATHERHILL, C.: A Concise Dictionary of Cornish Place-Names (2009)

WEATHERHILL, C.: Place-Names of the Penwith Peninsula (current and unpublished)

Penwith Landscape Partnership

Your ref:	
My ref:	MT 2017/03/PLP
Date:	23ᵃ mis Meurth 2017

Dear Sir/Madam

Penwith Landscape Partnership – Cornish Language

I am writing, as Cornish Language Lead, to confirm my support for the Penwith Landscape Partnership's HLF project. The "Taking Names" sub-project builds on existing work on the link between Cornish language and Cornish place names, helping to unlock the history of the place and making this accessible to the wider community. The wider project as a whole also has the potential to contribute to the Cornish language programme and I would be very happy to assist where required with the project in order to maximise the wider language benefits.

The second 10 year strategy for the Cornish language sets out our priorities for developing use of Cornish:
https://www.cornwall.gov.uk/media/25229704/cornish-language-strategy-2015-2025.pdf

The strategy aims to increase the number of Cornish speakers and to increase the opportunities to use Cornish. The strategy was adopted in 2015 as part of a review that aimed to provide clearer delivery roles for the Cornish language programme in order to improve effectiveness, put our communities' skills to best use and increase our capacity. As a result of this review, the main delivery areas are:

1. Official and public use, and leading the Cornish language programme – Cornish Language Lead, Cornwall Council
2. Corpus planning – Akademi Kernewek
3. Acquisition – Golden Tree (under contract to Mar 2018) and Ros Dyski representing adult community teachers
4. Use of the language – language groups and various partners

The priority for the next 10 years is to increase opportunities for young people to learn and use the Cornish language, and in particular developing Cornish language teaching in schools. The fate of all endangered languages depends on whether there is a new generation of speakers to keep the language in use. The contract with Golden Tree has already established 6 schools in the Penwith area teaching Cornish as a modern language, and the aim is to reach 15 schools across Cornwall by 2018.

Konsel Kernow
Cornwall Council, Level 5, Pydar House,
Pydar Street, Truro, Cornwall TR1 1XU

Tel: 0300 1234 100   www.cornwall.gov.uk

INVESTORS IN PEOPLE

The Penwith Landscape Partnership project could specifically contribute to the Cornish language programme by:

- Providing links with schools that are teaching Cornish and providing more opportunities for teachers and children to experience the language in the community. For a minority language, this is vital for reinforcing learning and developing wider support for language learning.
- Providing opportunities for Cornish speakers to use their language and to create a wider range of settings to experience the language. The Rosweyth Social Activities Programme, a joint project by all the Cornish language voluntary groups, could assist with promoting the project and activities to Cornish speakers and learners.
- Contributing to the body of research about the Cornish language itself, through place names and through surviving words in dialect.
- Providing bi-lingual signage, interpretation boards and communications – which are all resources for Cornish speakers and learners and increase opportunities for using the language.

All projects with the Cornish language programme use the Standard Written Form (SWF). This is a form of Cornish that the language groups have agreed for official use and for use in schools. Individuals are of course free to continue to use the spelling system that they have learnt, but any public or official project should use SWF to enable as wide an audience as possible and to ensure consistency with the work in schools.

I will be happy to provide on-going advice on Cornish language and the programme generally to the project as it evolves, and on how the language can be used in the project for maximum benefit.

Place names for use on signs and interpretation boards should be provided by the Akademi Kernewek, making use of its pooled expertise, and at the same time contributing to the Akademi's body of knowledge. The Akademi is the body recognised by the Council for Cornish language corpus planning as it has established policies and process in place for the agreement of place names and terms for public and official use. Craig Weatherhill, who I understand is a member of the Partnership, is also a member of the Akademi's Place Names Panel, and can provide a link between the two bodies. There is still scope to set out information on other versions of place names and terms in newletters, booklets, etc. and the Akademi has helped other organisations do this.

Cornish language translations should be provided by Gonis Treylya. Translations are provided in SWF and the service has systems in place to ensure quality assurance and consistency to the project. Translation requests can be sent to the Cornish Language Office which coordinates a team of translators. There is a fee for the service, but we would normally agree a charge for ongoing work with a longer term project, with an agreed level of service.

Konsel Kernow
Cornwall Council, Level 5, Pydar House, Pydar Street, Truro, Cornwall TR1 1XU

Tel: 0300 1234 100   www.cornwall.gov.uk

Penwith has a unique fusion of language, heritage and landscape and the proposed programme will be a valuable opportunity to explore each element in more detail and make the links between them. I wish you every success with developing the project and I look forward to working with you to make sure that it is a success.

Yn lel,

Mark Trevethan
Hembrenkyas an Yeth Kernewek / *Cornish Language Lead*
Konsel Kernow / *Cornwall Council*
Chi Peddra / *Pydar House*
Truro / *Truru*
TR1 1XU

gwiasva / *website*: www.cornwall.gov.uk/cornishlanguage

INVESTORS
IN PEOPLE

Konsel Kernow
Cornwall Council, Level 5, Pydar House,
Pydar Street, Truro, Cornwall TR1 1XU

Tel: 0300 1234 100   www.cornwall.gov.uk

Project 4.3

Seeing the Landscape
Full Project Plan

Project 4.3 Seeing the Landscape
Full Project Plan

Project Name	**Seeing the Landscape**	Stage	Delivery		
Project Theme	**Communications and Interpretation**	Year			
Reference No	**4.3**	Project Start Date	January 2018	Project End Date	December 2022
Main Contact	Community Coordinator	Lead Organis-ation	The project will be led by the Community Coordinator and Digital and Communications Officer with the support of the Interpretation Project Group and embedded across all the projects by forming part of the Job Description for all Project Officers.		
Contact Details	Tel		Partners / Contra-ctors	Additional Project Partners are: Cornwall Council Historic Environment Service acting in an advisory capacity; Cornwall Council Language Lead; Akademi Kernewek; Agan Tavas – Cornish Language Society; All delivery partners esp AONB, CWT, PCDT/CRCC; Parish Councils	
	Email				
	Address				
HLF Outcomes					
Heritage					
People					
People					
PLP Objective	5) To engage people who live and work in or near Penwith, as well as those who visit, and inform them about its landscape and its heritage through: a. increased participation in local heritage management, conservation and learning activities				
Key Issues Addressed	Penwith has a unique fusion of language, heritage and landscape which has inspired artists and writers for hundreds of years. From the 1880's artists have based themselves in Penwith with Schools developing in Newlyn and St Ives. Today the landscape is still an inspiration to many with much work being produced and sold locally which drives the local economy. In 2016, 94 of a total of 259 Open Studios were in the PLP area. In addition, the area has many community events and festivals the most prominent of which are St Just's Lafrowda in July, the Newlyn Arts Festival in October, St Ives Festival in September, Golowan and Mazey Day in June, and Penzance Lit Fest in July. Each Parish celebrates its respective Feast e.g. St Buryan and Zennor in May. There are also a number of local village events such as the Annual Vintage Tractor Rally at St Buryan most of which have strong connections with the distinctive social and cultural history of the area.				
Project Description	To work with the communities of Penwith to celebrate its unique cultural identity and record, in words, painting, poetry and multimedia, the people and their involvement in the landscape, by sharing skills, techniques and activities from moorland burning to archaeological digs.				
Scope and Purpose: Specific Objectives	To make available a small amount of funding each year throughout the PLP delivery period with which either to organise separate events that will help the PLP communicate the importance of the Penwith landscape through arts, language and culture and to publicise what the various projects are doing and achieving, and/or to support existing local events which want to pick up the theme of Heritage in the Landscape and likewise publicise and communicate the PLP activities.				

Project 4.3 Seeing the Landscape
Full Project Plan (Continued)

Through a number of varied and targeted activities, the PLP will over 5 years
Encourage 1,000 people to take part in activities linking art and culture with the landscape.
Engage 200 school children from primary and secondary schools within Penwith
Encourage 200 people to enter the Seeing the Landscape competition with poetry, painting, sculpture, photographs, writing or compositions.
Support 2 artists in residence events
Develop an extensive digital archive of work produced

Specific ideas to be developed over the course of 5 years include:

1) Working with Penzance LitFest: which holds annual events on a shoe-string budget of about £8,000, the July LitFest, the UK's 'friendliest festival', being their main event. The LitFest is now beginning to work with schools in West Penwith for which they do need some funding, for example paying for a local story-teller or poet to go into a school to work with the children. They do not generally pay contributors as most would be promoting their books but do offer expenses and have some volunteers who are willing to accommodate speakers. There is a specific theme each year, for guidance only, that is in some way related to location. Last year was 'going underground' and 2017 will be 'uncharted waters.' The theme for 2019 is yet to be decided but, working with PLP, could be something like the granite landscape, hard rock. This year they are hoping to display some of the children's work done within this project, during the LitFest and on their web-site http://www.pzlitfest.co.uk/

The PLP will: Agree a suitable theme for 2019 / 2020 or 2021 which has a strong link with heritage in the landscape

2) Working with the Society of Wildlife Artists: Each year the Society arranges for a number of artists to visit a wildlife project somewhere in the UK, with the resulting work being shown in London at an annual exhibition at the Mall Galleries in London as well as at galleries near the chosen project. They would be keen to arrange something through the PLP in Cornwall. Last year their artists were in residence at the Wallasea Island Project (RSPB) in the Greater Thames in Essex and on an undersea project where artists were trained to dive so they could draw, paint and interpret the underwater world from first-hand experience. Both produced some fantastic work. The PLP could: Arrange an artist(s) in residence to work closely with local artists and communities to produce a body of work on the theme of Wildlife in the Landscape that can be exhibited in London and in Penwith, through spending time in the field with each project officer and with volunteers. The chosen artist would be local (from West Cornwall) as far as possible or if not someone suggested by and who would be welcomed by the local artist community; Use the resultant work as a resource for the Virtual Landscape Hub. http://swla.co.uk/

3) Working with Penlee Museum, Morrab Library and other local institutions: A working relationship will be established with various local institutions to provide access to resources for use on Interpretation within the different projects e.g. Ancient Penwith, and for volunteers and participants in this project.

4) Seeing (and Hearing?) the Landscape competition and exhibition of work
Towards the end of its delivery phase, the PLP will organise a public competition encouraging people to express their experiences of taking part in the Landscape Partnerships projects and to record their activities and understanding of heritage in the landscape in words or pictures through poetry, painting or writing. This will form part of the PLP's work programme in Year 5 of the Delivery Phase and its celebration and evaluation of the scheme and its achievements.

Project 4.3 Seeing the Landscape
Full Project Plan (Continued)

Location	The project will work across the whole PLP area as part of the delivery of the other Projects
Planned Activities / Work Programme	The planned activities described above will form part of the Work Programme for each individual PLP project under the responsibility of Project Officers. As such there is no separate work programme to this project.
Beneficiaries	All project participants, local residents and visitors; Cornish language societies and local history groups; schools and colleges; Cornwall Council
Communication	The project will be included in the PLP's Communications Strategy as a prime way of reaching and engaging
Project Buy-in	There are a plethora of artists in the Penwith community most of whom work together and many of whom are involved in co-operative groups such as the Morvah Schoolhouse, Land's End Guild of Artists, the Makers' Emporium in St Just.
Project Development Changes in focus of work from first stage submission	During the Development Phase conversations were had with various members of the artistic and cultural community in Penwith. It became obvious that whilst recognising the richness of the artistic and cultural fabric of Penwith, the First and Last would be hard-pressed to add to or indeed compete with the various community arts projects already in existence, or do justice to the theme of Heritage in the Landscape through this project alone. Instead the Interpretation Working Group saw that art and culture, as the Cornish Language, needed to be a cross-cutting theme that would be picked up and developed throughout the PLP scheme by communities and participants supported by the different Project Officers working with the artist community to develop a complimentary programme of events. These activities will be linked to established events such as Lafrowda and the Cape Cornwall Art Exhibition, and developed through work with schools and colleges and community groups, where necessary working with the local artist community to design and deliver specific outreach events and activities. As a result the proposed expenditure on meetings with artists and staff and volunteer time was directed into developing the Virtual Landscape Hub and the ambitious figures on engagement reduced to more realistic levels as detailed above.
Progress in gaining consent / approval	N/A
Wider Context Links with other projects within PLP scheme	This is a cross-cutting theme that will be embedded within all the projects with links especially to That's Our Parish, Wild Penwith, Ancient Penwith, At the End of the Land and Making Tracks. The delivery of Seeing the Landscape will be a shared responsibility across the PLP scheme, unifying the individual Project Officers.
Links with other projects and initiatives within West Cornwall	The emphasis will be in engaging with other events and initiatives already part of the cultural landscape of Penwith to bring a heritage in the landscape focus to these events and activities where appropriate.

Monitoring & Evaluation	Qualitative	Quantitative
	To be developed	According to HLF LP Output Data workbook

Legacy and Maintenance of Benefits	The project will leave a physical legacy of work produced and an on-going legacy through having encouraged people to "have a go" and record the landscape around them through artistic expression.

Project 4.3 Seeing the Landscape
Full Project Plan (Continued)

Risk Management	Type of Risk	Likelihood	Impact	Mitigation Measures	Person responsible
	Artistic expression and recording is over-looked within project delivery.	Low	High	A budget will be allocated each year to events and activities that deliver project objectives. Community Coordinator will work with people from local communities, supported by the Digital and Communications Officer, with the skills and know-how to incorporate products in the Virtual Landscape Hub, to help Project Officers make activities and events happen. Each Project Officer will identify suitable activities.	Community Coordinator working with Digital and Communications Officer and Project Officers
Management Plans etc.	N/A				