



Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig; Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
The European Agricultural Fund for Rural Development; Europe Investing in Rural Areas



Llywodraeth Cymru
Welsh Government

A Green Infrastructure for Healthy Lifestyles and Valued Spaces Feasibility Study

Reach, July 2015



Executive Summary

This study explores the potential to increase opportunities to live healthier and more active lifestyles and develop practical skills by spending more time outdoors in green spaces that are valued by local people and visitors alike. This is underpinned by integrating the green infrastructure approach that has been adopted by BCBC deeper into the community and making it relevant to people as individuals, visitors and volunteers.

Focusing in particular on the coastal zone, the study identifies a range of factors that would enable improved access to the countryside offer along with facilitating a more volunteer-focused countryside management approach. The proposals in this study have been developed in conjunction with and are supported by a strategic coastal partnership and a strong and active countryside volunteer network.

The study proposes an ambitious six-year forward work plan highlighting two key opportunities to deliver strategic, integrated and complementary work programmes. Both opportunities have been developed as a part of this study to include key outputs and outcomes and staged milestones and include recommendations for the necessary resources and potential sources of funding for delivery between 2015 and 2020.

Through consultation with local partners, one project has developed focused on Kenfig National Nature Reserve (KNNR) which will help to conserve rural green space in Bridgend County Borough while increasing access to the outdoors and educational opportunities. By targeting a range of audiences in the delivery of this activity, including countryside volunteers, educational establishments and local communities, one aim is that this will lead to increased health benefits for residents and visitors, another is that green spaces will be better valued, respected and treated by those that use the area, helping to protect its unique value and conserve its future.

Through this project, it is intended to secure support for improving the County's nature reserves while demonstrating exemplar strategic management at the KNNR site and making it a focus for countryside management activities and training.

The second opportunity explored through this study is the '7 Bays' project. A far more ambitious project, this proposal has a wider focus on the natural heritage, sites of archaeological interest and maritime heritage across three identified areas of LCA that make up the coastal fringe of Bridgend County Borough. Collectively named the 7 Bays Landscape, the LCA also includes two areas that are designated coastal landscapes of outstanding historic interest, and three linked Special Landscape Areas (SLA). These SLAs are Kenfig Burrows, Porthcawl Coast and Merthyr Mawr Warren. These LCAs are linked by the Wales Coastal Path and are home to seven distinct bays that are renowned for their southerly outlook and expansive views of the Bristol Channel and English coast beyond.

A full funding package has been proposed with specific recommendations for funding streams to be considered by the lead partners. Due to the time constraints, early stage bids have been submitted for elements of this funding package to ensure the viability of the projects going forward. Only one element of the funding package has been secured to date, as outlined below, and is pending confirmation of match funding:

Proposal 1) Exemplar Strategic Management of KNNR

Lead partner: BCBC

Natural resources Wales (NRW) Competitive Fund
LEADER (Bridgend Local Action Group)

Confirmed
To be confirmed

Proposal 2) 7 Bays Landscape Project

Lead partner: Coastal Partnership

Heritage Lottery Fund – Landscape Partnership Fund
Rural Community Development Fund (RDP Capital)
Bridgend County Borough Council (Staff time/cash)

Stage 1 bid submitted
To be confirmed
To be confirmed



Contents

.....	1
A Green Infrastructure for Healthy Lifestyles and Valued Spaces.....	1
Executive Summary	1
1. Study Context.....	5
2.1 The Green Infrastructure approach to development	6
2.2 Green Spaces	6
2.3 Consultation	7
2.3.1 Previous KNNR Studies.....	7
2.3.2 Landscape Character Assessment & Local Biodiversity Action Plan.....	7
2.3.3 reach Consultation	8
3. Proposal 1) Exemplar Strategic Management of KNNR.....	10
3.1 The Proposal.....	10
3.2 Governance	10
3.3 Action to be taken under the proposal	10
3.4 Why is this project needed now?	11
3.5 Benefits of the Proposal.....	12
3.5.1 Benefits for Natural Resources Wales (NRW)	12
3.5.2 Benefits for the Local Biodiversity Action Plan (LBAP)	12
3.5.3 Benefits for the rural Local Development Strategy (LDS)	13
3.5.4 Benefits for Disadvantaged Communities	13

3.5.5 Increasing Access to Green Space.....	13
3.5.6 Environmental, Social and Economic Benefits.....	14
3.5.7 Volunteering Opportunities	15
3.5.8 Outputs required by NRW.....	16
3.6 Project risk & viability	17
4. Proposal 2) The 7 Bays Landscape Project	18
4.1 The Proposal.....	18
4.1.1 Theme 1: The Scarweather Coast.....	18
4.1.2 Theme 2: The Shifting Sands.	18
4.1.3 Theme 3: The Forgotten Coast.....	19
4.2 The Landscape Area.....	20
4.3 Governance	21
4.4 Action to be taken under the proposal	21
4.4.1 Activities for heritage:	21
4.4.2 Activities for people:.....	22
4.4.3 Activities for communities:	23
4.5 Why is this project needed now?	24
4.6 Benefits of the Proposal.....	26
4.7 Project risk and viability.....	27
4.7.1 Stage 1	27
4.7.2 Stage 2	28
4.7.3 Stage 3	28
5. Budget showing how the projects will be funded.....	30
5.1 Proposal 1) Exemplar Strategic Management of KNNR.....	30
5.2 Proposal 2) 7 Bays Landscape Project.....	32
6. A six-year forward timetable for proposed activity and expenditure	35
9. Recommendations	41

1. Study Context

The Rural Development Programme is funded through the Common Agricultural Policy through the European Agricultural Fund for Rural Development. The programme for Wales is centrally administered by Welsh Government. The Local Action Group (LAG) in Bridgend County Borough (BCB) is responsible for the governance, delivery and monitoring of local rural development through the implementation of its Local Development Strategy (LDS) which has recently been revised and submitted to Welsh Government (WG) for approval for the 2014-2020 period.

The Bridgend Local Action Group for rural development has instructed Bridgend County Borough Council (BCBC) as its Administrative Body to undertake detailed feasibility and bid-writing in preparation for the launch of the rural Local Development Strategy and its *Thriving Rural Communities* scheme which are expected to be approved mid-2015.

BCBC has committed to a green infrastructure approach to development within its Local Development Plan (LDP). This approach places equal value on the natural (green) environment and the built (grey) environment in the planning process for new development. This is enforced by three pieces of Supplementary Planning Guidance (SPG) that include biodiversity, landscape character and sensitivity in the development of renewable energy.

LEADER networks facilitated by reach (Bridgend Countryside Volunteering Network and Bridgend Biodiversity Partnership) have been working to ensure integration between countryside volunteering activities and the Local Biodiversity Action Plan (LBAP) with the green infrastructure approach. This includes the publication of a schools' resource pack aligned to the National Literacy & Numeracy Framework (LNF).

All of these elements, SPG, developer advice, community / volunteer engagement and outdoor education have been brought together under one umbrella and can be accessed by a green infrastructure online tool called the Natural Neighbourhoods website. This website allows developers and community members to get advice and guidance on planning and the environment, while at the same time accessing learning materials and educational activities.

In this context, this study explores the potential to further integrate the green infrastructure approach adopted by BCBC deeper into the community, increasing engagement and awareness of the benefits and to expand this approach to working with partners more regionally on specific activity, where this is appropriate in terms of green infrastructure. Options proposed identify how the proposed work programme can lead to healthier lifestyles for people living in and around rural Bridgend's green spaces and should also lead to a greater understanding and appreciation of the value of our green spaces.

2. Background

2.1 The Green Infrastructure approach to development

Bridgend County Borough has made a commitment to a green infrastructure approach in its Local Development Plan as an integrated approach to natural resource management, for example, managing land use, forestry and water flow in the upland areas in order to reduce flood risk in the lower catchment areas. This approach involves joint working between local authority departments for example, planning, regeneration, parks, countryside, sustainable development and rural development, as well as with partner organisations such as Natural Resources Wales, Keep Wales Tidy, The Wildlife Trust, Swansea University and Cardiff University.

As part of this approach, Bridgend County Borough Council (BCBC) undertook the Bridgend Landscape Character Area Study in 2013. The study was based on LANDMAP decision making methodology and aligns with the UK's commitment to implementation of the European Landscape Convention. This Landscape Character Assessment and accompanying Design Guide form two elements of BCBC's Green Infrastructure, Biodiversity and Landscape Supplementary Planning Guidance (SPG).

The Landscape Character Assessment identified 15 distinct Landscape Character Areas (LCA) across Bridgend County Borough. BCBC has built on this study by reviewing the Bridgend Local Biodiversity Action Plan (2014) so that it uses an ecosystems approach that has been applied to the same LCAs.

2.2 Green Spaces

The Rural Development Programme 2007-2014 had a focus on Green Spaces, in the latter two years especially, and officers worked very closely with BCBC Countryside Management officers and Ecologists to deliver a wide range of innovative and engaging projects to raise awareness of the green spaces within the area, to interpret their story and to support their conservation and management.

Through this work and other ongoing consultation with local stakeholders, a number of potential opportunities for taking this work further have started to emerge that underpin the proposals taken forward in this study, for example:

1. The improvement and protection of the County's nature reserves, both Local Nature Reserves (LNR) and National Nature Reserves (NNR).
2. Building on the successful *Bridgend Outdoors Schools* project which produced a high quality teachers' resource pack to enable safe and engaging learning in the outdoors, year-round.
3. Exploring the opportunities within the ParkLives project in conjunction with partners involved in walking activities to support more people to access outdoor activity.
4. Supporting the Countryside Volunteering Network to continue to grow and become more established, while helping the network achieve its goal of improving the volunteer experience in Bridgend County Borough.

2.3 Consultation

2.3.1 Previous KNNR Studies

Originally, in the preparation of the Kenfig Interpretation Plan (2007), which was carried out under the Countryside Council Wales' Interpretation Advisory Service, and the Kenfig Feasibility Study completed in 2010, substantial community, stakeholder and business consultation was carried out in order to arrive at the final conclusions in both these cases. Both documents' contribution to the interpretive planning at Kenfig has been substantial and crucial. The fact that the local authority has endorsed both studies confirms that the respective community consultation exercises were thorough, engaging and effective, and the quality of their conclusions illustrates clearly that the consultation on interpretation of Kenfig has thus far been entirely comprehensive.

This comprehensive consultation was further reinforced by a business plan written for the CCW Visitor Facilities & Wildlife Attraction Initiatives in 2011. This plan built on the consultation from the first two exercises. Called the Kenfig National Nature Reserve Interpretation Initiative, it was steered by the Kenfig Interpretation Steering Group since 2006. The group consists of public, private and voluntary sector representatives all with an interest in Kenfig and also regular users from the local community of Kenfig. The Kenfig NNR is managed by Bridgend County Borough Council with a consultation committee that includes: The Kenfig Corporation Trust; CCW; Kenfig Hill and District Angling Association; Kenfig Society; Pyle and Kenfig Golf Club; Local grazier; Glamorgan Bird Club; Glamorgan Moth Recording group; Amphibian and Reptile Conservation; SEWBREC; Local community councils, the local tourism association (emerging), Visit Wales, University of Wales Institute of Digital Learning and Groundwork.

The NRW Natura 2000 project has been developed from this wealth of background consultation and has been taken to the Kenfig Consultation Group's most recent meeting for their input and approval. The Kenfig Consultation Group in that meeting had representatives from The Kenfig Corporation Trust; CCW; Kenfig Hill and District Angling Association; Kenfig Society; Pyle and Kenfig Golf Club, and local community council.

2.3.2 Landscape Character Assessment & Local Biodiversity Action Plan.

There was considerable stakeholder and landowner consultation to develop the Bridgend Landscape Character Assessment (2013). Further consultation with the community, schools and members of the Bridgend Biodiversity Partnership was undertaken to produce the Local Biodiversity Action Plan (LBAP) (2014). Both these

documents and the consultation within them have been heavily used in the development of this feasibility study

The Bridgend Biodiversity Partnership (BBP) is part of the wider Wales Biodiversity Partnership. The BBP reviewed the Local Biodiversity Action Plan (LBAP) using the ecosystems approach which NRW 7 HLF are committed to. The LBAP sets out the biodiversity targets for the county. The development of this project is supported in the LBAP. The LBAP calls for the improved management of the Kenfig and Merthyr Mawr sites which are a biodiversity resource of national importance. Of key concern is the pressure from recreation and urban encroachment that threatens the biodiversity of the coast. This feasibility study outlines an opportunity for sensitive recreational management through improved interpretation and education of Bridgend residents and visitors. This will balance halting habitat loss and ensuring ecosystem resilience, with continuing to provide an important recreation resource. The projects will provide an opportunity for people learn about the importance of these sites for water storage, pollination resource and providing coastal buffer, which are the ecosystem services identified in the ecosystems approach to the LBAP review.

2.3.3 reach Consultation

The Rural Development Team reach have met with and consulted the Coastal Partnership, Porthcawl Resort Investment Focus (PRIF) project team, Glamorgan & Gwent archaeological Trust (GGAT), Natural resources Wales (NRW), BCBC Officers from Kenfig, Countryside, Regeneration, Tourism and European Funding.

A consultation workshop was held at Bridgend College outlining the green infrastructure approach and introducing the 7 Bays Project. Stakeholders attending were:

Forest Schools	Natural Resources Wales
Parc Calon Lan Ranger	Reach Local Action Group (LAG)
Public Health Wales	NHS
Valleys to Coast Space Saviours Project	Bridgend Tourism Association
Bridgend Association of Voluntary Services (BAVO)	
Reach	BCBC Countryside
Coed Cymru	Valleys to Coast
Groundwork Wales	Keep Wales Tidy
Rhonda Cynon Taff County Borough Council	Neath Port Talbot CBC Ecologist
South East Wales Biological Records Centre SEWBReC	

The stakeholders were asked:

Outcomes for heritage:

- What are the examples of good management in the 7 Bays landscape area?
- What are the examples of bad management in the 7 Bays landscape area?

- How can we improve the landscape management in the 7Bays?

Outcomes for people:

- What are the marginal groups this project may not be engaging with?
- How do we engage with more and a wider range of people (especially the groups above)?

Outcomes for communities:

- How can the project ensure that negative environmental impacts are reduced?
- What are the partnership opportunities with your organisation and the wider community

The workshop then looked at mapping all green space provision in the County Borough with partners sharing their activities and events. The information from this workshop shaped the two funding bids. Feedback from the event was very positive with partners being supportive. Keep Wales Tidy, Valleys 2 Coast, SEWBreC and Public Health Wales had overlapping aims and objectives with the Green Infrastructure approach which will benefit from more and a wider range of people accessing green space and getting the health and wellbeing benefits of that interaction.

A key outcome of the consultation workshop was that there is no audit of green space in Bridgend assessing access. This is a barrier to disabled people and parents with children's buggies accessing green space. As a result of the workshop BCBC Countryside are looking to commission a green space access audit.

3. Proposal 1) Exemplar Strategic Management of KNNR

3.1 The Proposal

Bridgend County is considered by many as a microcosm of Wales. Nowhere is this perhaps more true than the landscapes that can be accessed in the County Borough. From the Blaengarw valley sides, to Coity Walia commons, to the Merthyr Mawr sand dunes, the County is home to birds of prey, small mammals, insects and plants. The range and diversity of ecosystems and habitats are home to many rare species from Great Crested Newts to Fen Orchids. The county is also an important resting and feeding point for migratory birds.

Perhaps the most well-known is the landscape that forms Kenfig National Nature Reserve. As well as being designated a National Nature Reserve, Kenfig NNR is designated a Special Area of Conservation (SAC) within the Natura 2000 programme. The need to halt biodiversity loss and ensure that ecosystems are more resilient in Natura 2000 sites across South Wales is exemplified by Kenfig NNR. This project aims to sensitively manage the site by providing opportunities for people to learn about the environment and foster behavioural change so that visitors have less impact on the site. It will also raise awareness of the other important landscapes within the County Borough and ways in which habitat loss can be halted. Visitors will be able to make links between the importance of caring for Kenfig NNR and other sites of ecological importance across the County. There is increased impact of the ecological message as it is delivered within a Natura 2000 site. It will be a key mechanism in the restoration of priority habitats and its linkages as part of area based natural resource management plans. This will contribute to the delivery of strategic management and restoration of Wales' designated sites.

3.2 Governance

It is proposed that the project is led and delivered by Bridgend County Borough Council (BCBC) using the expertise and experience of reach officers, countryside management officers and county ecologists including staff based at Kenfig NNR. This team of officers, each with a unique contribution to make, will be responsible for reporting on the progress of the project to its key funders.

Under these proposals, that would include Natural Resources Wales (funding confirmed) and the reach Bridgend Local Action Group if the project is successful in securing LEADER as match funding.

3.3 Action to be taken under the proposal

Considering Bridgend as a microcosm of Wales, the Sand Dune Ecosystem could in turn be considered a microcosm of Bridgend, illustrating a large natural ecosystem where the expansive wild landscape is as impressive as the complex biodiversity it supports. Kenfig National Nature Reserve is Bridgend's flagship conservation site and a great example of the Special Areas of Conservation (SACs) within the Natura 2000 programme. It is an important sand dune ecosystem that is under threat of

habitat loss from dune stabilisation, urban encroachment, recreational pressure, invasive species, changing climate and seasons. The aim of this project is to develop the sensitive and strategic management of the site to reduce that habitat loss and ensure that the ecosystem becomes more resilient to these pressures.

The project aims to sensitively manage the site by providing opportunities for people to learn about the environment and foster behavioural change so that visitors have less impact on the ecosystem. This sensitive management will involve a litter and dog fouling campaign and rationalisation of the rights of way to reduce conflict between reserve users, and lessen their impact in the Reserve. Improved signage and bins will facilitate them being more responsible on site, while education and interpretation will teach visitors the importance of environmental conservation, and their role within that conservation. Visitors will be able to make links between the importance of caring for Kenfig NNR and other sites of ecological importance across Bridgend. The aim of this sensitive management is to foster behavioural change in visitors which then becomes a mechanism for reducing habitat loss and ensuring ecosystem resilience on site. The behavioural change in residents and visitors resulting from the environmental education experience at Kenfig should in turn benefit all nature sites across Bridgend.

The impact of the education and interpretation developed will be maximised by the delivery of it within Kenfig NNR which is a breathtakingly wild and expansive SAC. The remote nature of parts of planned viewpoints and interpretation can immerse the visitor in a total rural environment that is completely detached from the urban expansion that threatens its edges.

The project aims to manage the site strategically, developing guidance and information to reduce dog fouling, litter and recreational pressure that can be applied across all the green spaces in Bridgend. The aim of interpretation (both traditional and digital), education packs and signage developed is to give the visitor a rewarding experience on site with access to a wealth of information and knowledge that will enable them to discover everything they want to know about the site independently. This will free up reserve staff to manage the sand dune ecosystem more efficiently and effectively. It will enable increased work with volunteers and focus resources on the rationalisation of the rights of way, halting dune stabilisation and promoting habitat conditions for Kenfig's key species such as Great Crested Newt and Fen Orchid to thrive.

By concentrating on reducing habitat loss and making the sand dune ecosystem more resilient to climate change and recreational pressure through this sensitive & strategic management, Kenfig will be an exemplar site for Bridgend and the other Natura 2000 sites in South Wales.

3.4 Why is this project needed now?

There is a need to halt biodiversity and habitat loss at Kenfig NNR. It is an extremely important rural green space that is under threat from urban encroachment, vegetation encroachment and recreational pressure. At the same time it is widely known that increasing people's access to quality green space helps them to lead

healthy lives. There is a need for sensitive, well thought-out management of the site that increases and improves access while at the same time reduces the impact of the recreational pressure from that increased access.

This need is so great and the site is such an important landscape that it is eligible for considerable support from the HLF Landscape Partnership Grant and a second project has been developed, called the 7 Bays project. An holistic and comprehensive bid for support under that scheme has commenced through a stage 1 bid, however, it will be at least April 2017 before any work can begin.

This project, therefore, ensures that Kenfig NNR is well managed, preserved and improved through an inclusive and engaging approach in the interim, and in readiness for the larger 7 Bays Landscape Partnership project, which will also have a much wider remit and land area base.

3.5 Benefits of the Proposal

3.5.1 Benefits for Natural Resources Wales (NRW)

As well as being designated a National Nature Reserve, Kenfig NNR is designated a Special Area of Conservation (SAC) within the Natura 2000 programme. The need to halt biodiversity loss and ensure that ecosystems are more resilient in Natura 2000 sites across South Wales is exemplified by Kenfig NNR. This project aims to sensitively manage the site by providing opportunities for people to learn about the environment and foster behavioural change so that visitors have less impact on the site. Visitors will be able to make links between the importance of caring for Kenfig NNR and other sites of ecological importance across South Wales. There is increased impact of the ecological message as it is delivered within a Natura 2000 site. It will be a key mechanism in the restoration of a priority habitat and its linkages as part of area based natural resource management plans. This will contribute to the delivery of strategic management and restoration of Wales' designated sites.

3.5.2 Benefits for the Local Biodiversity Action Plan (LBAP)

The Bridgend Local Biodiversity Action Plan (LBAP) sets out the biodiversity targets for the county. The LBAP has just been reviewed using the ecosystems approach which NRW is committed to. The LBAP calls for the improved management of the Kenfig site which is a biodiversity resource of national importance. Of key concern is the pressure from recreation and urban encroachment that threatens the biodiversity of Kenfig. This project is an opportunity for sensitive recreational management through improved interpretation and education of Bridgend residents and visitors. This will balance halting habitat loss and ensuring ecosystem resilience, with continuing to provide an important recreation resource. The project will provide an opportunity for people to learn about the importance of these sites for water storage, pollination resource and providing a coastal buffer, which are the ecosystem services identified in the ecosystems approach to the LBAP review.

3.5.3 Benefits for the rural Local Development Strategy (LDS)

Through the LEADER approach, this project contributes to the RDP strategic objective *SO1: A place to live – creating self-sustaining rural communities*, and in particular directly supports the delivery of objective SO1.4:

SO1.4: To implement a pilot package of ‘Our Green Spaces’ projects, working with community groups, volunteers and agencies to strengthen the potential economic benefit between the area’s natural assets and community wellbeing, tourism and environmental sustainability.

Through education and interpretation it raises awareness that our rural environment has an economic, recreational, health and wellbeing value that has perhaps not truly been appreciated in the past.

3.5.4 Benefits for Disadvantaged Communities

The project has the potential to work closely with the 8 Communities First areas within the County Borough. An improved interpretation facility will open new opportunities to target groups during and after project implementation. In particular it is envisaged that the local community of Cornelly which is within in 1 mile of the site will be a primary benefactor.

Disadvantaged groups will be involved in many of the activities taking place on the site through general visits, assisting in projects on the ground, work experience, volunteering and on the job up-skilling. The staff at Kenfig NNR have a wealth of experience with supervising all abilities on site through a volunteering programme which can be greatly extended through this new initiative.

New improved interpretation will also open up Kenfig to new disadvantaged groups in the visitor market which will be pro-actively considered in the development of any interpretation e.g. the visually impaired.

Kenfig NNR is part of Bridgend Countryside Volunteering Network which brings organisations providing countryside volunteering opportunities together to work smarter not harder. The network joins up activities across Bridgend and opens up Kenfig as a venue for volunteers from other partner organisations engaging with disadvantaged communities across the Borough.

3.5.5 Increasing Access to Green Space

Rationalisation of the rights of way will improve access to the site and opportunities for visitors who may have limited mobility. Improved signage and maps will help visitors of varying ability or fitness to select walks and activities that are suitable for their ability.

All signage and educational materials will be designed within the RNIB ‘Clear Print’ guidelines. These guidelines suggest minimum font sizes and font types as well as

design elements that make materials more accessible to partially sighted people. By following these guidelines materials can be accessed by the 40% of the population that struggle to read traditional print. The listening post element of the project is especially suitable for anyone with limited sight.

When designing information, maps and signs there will be a conscious effort to use symbols instead of text, that can be understood by all cultures and learning levels. This not only caters to our bilingual population in Wales but also tries to engage with visitors of all languages, which in turn promotes global citizenship.

There is good bus access to the reserve and a bus stop at the entrance which makes the site and activities accessible to non-car users or those unable to drive. Parking is free and all events and activities will be free to include visitors and residents of all socio-economic backgrounds.

3.5.6 Environmental, Social and Economic Benefits

There are well-documented mental health benefits of being close to, or being able to see, nature and the natural environment as well as undertaking activities in a tranquil green space. There are also the physical health and wellbeing benefits from the activity involved in walking and working around the site.

There are social benefits from the project through visitors learning about their natural heritage, their local ecosystems and how those ecosystems function, including their own role within those systems. The project will encourage people to think about their environmental responsibilities as a resident of Bridgend County Borough and in turn fosters a sense of global citizenship. The education and interpretation on site aims to encourage behavioural change in visitors to be more considerate of their environment and this behavioural change could lead to improvements in the environment in visitor's own communities when they return home.

The main economic driver behind this project is the sustainable management of a flagship, internationally recognised, site within the County Borough. The site is home to internationally important species which draws global interest in the site itself and how it is managed. It is also a magnet for recreational use, including visitors who use the site for dog walking, horse riding and accessing surfing beaches, and having good interpretation, managed routes and safe and affordable access enables the site to be used easily and brings people into the local area in a way that is inclusive to those living more locally.

Combining a nationally recognised environmental resource with free access and high quality learning and educational activities maximises the environmental, social and economic benefits for Bridgend's communities.

3.5.7 Volunteering Opportunities

The Bridgend Countryside Volunteering Network ensures that opportunities for volunteering are promoted effectively to the right audiences. It ensures that benefits are spread widely into the local community. This group will be tasked with identifying how the interpretation initiative at Kenfig can maximise its volunteering potential. The exemplar nature of this project means that Kenfig can lead the network with initiatives to reduce recreational pressure on nature sites and the results of those initiatives can be used by other members of the network to benefit their own nature sites. Bryngarw Country Park, Wildlife Trust Nature Reserve Parc Slip, Coity Walia Common and Bedford Park are all other sites which are represented on the Bridgend Countryside Volunteering Network (through member organisations) that will benefit from this project.

Volunteer activities always have a 'tool talk' and explanation of why an activity is undertaken before starting work. This project moves the education of Kenfig visitors to a more self-guided model and frees up reserve and countryside staff to focus on volunteer activities, putting more emphasis on learning and development. The purchase of a lawn mower and personal protective equipment (PPE) for volunteers will enable them to get involved with more challenging reserve maintenance activities and is a real development opportunity for those volunteers.

Through restructuring the activities at Kenfig to be more volunteer focused, volunteers needs can be better catered for. Volunteers do attend Kenfig as a part of their school or college work placements, however, there is a gap in provision for structured work placements focused solely at Kenfig. Structured work placements could be held for students lasting a week at a time with the overall management of the reserve explained on day one; with the role of volunteers in that management also explained. A structured week of work experience could then be provided aimed at giving students a range of valuable and relevant skills and experience.

A structured volunteering programme can be developed providing experiences and developing countryside skills that may lead to employment in the countryside management sector and skills that can be transferred to many vocations outside the sector. Leadership and mentoring skills in more experienced and motivated volunteers can be nurtured through creating mixed groups of differing abilities.

Currently volunteering opportunities are offered all day on Monday and Wednesday, with a very strong volunteering group supporting reserve maintenance on a Wednesday. Additionally, volunteers are often enthused by Kenfig's moth survey project and will attend during the week to survey and collect data. This project will allow more research projects like the moth survey to be developed that will engage further volunteers.

There are volunteer events organised for activities like scrub clearance or balsam bashing that are open to all volunteers from the organisations in the Countryside Volunteer Network. These opportunities are usually half a day in duration. This project will enable more of those volunteering events to take place.

3.5.8 Outputs required by NRW



	Output	Measure	Timescale
1	Habitat Improved – Dune stabilisation halted or reversed).	500m ²	By end of year 3.
2	Habitat Improved - Reduce invasive species.	500m ²	Per year.
3	Habitat Improved – reduce dog fouling	10,000m ²	By end of year 2.
4	Access improved, created – rationalisation of the rights of way.	3km	By end of year 3.
5	Volunteer Events	12 events and 120 volunteers	By end of year 3.
6	Educational visits – Primary Schools	20 Groups	Per year.
7	Educational visits – Secondary Schools	20 Groups	Per year
8	Educational visits – Further & Higher education.	10 Groups	Per year.
9	Educational Events	4 Events 120 participants	Per year
10	Structured work placements	3 Groups 30 participants.	By end of year 3.

3.6 Project risk & viability

The project was meant to start April 2015, but this has not happened due to the delay in agreement on RDP funding for the LDS. There is a risk that the activities and budget spend for this year will not be completed in the remaining six months.

This risk can be mitigated by ensuring the project starts as soon as possible and a monitoring system to measure and evidence progress towards targets is established promptly.

There is a risk of the gap between the last project work on RDP and these new projects starting will lead to community members and partnership organisations becoming disengaged with the two projects. This can be addressed by reach maintaining good links with its established networks and regularly informing those networks on the project's development. Key networks to be attended and supported are:

- Bridgend Biodiversity Partnership
- Countryside Volunteering Network
- Bridgend Environmental Education & Sustainability (BEES) Group
- The Coastal Partnership

50% of the funding for this project has been secured from Natural Resources Wales (NRW) pending confirmation of the remaining 50% of the funding required. The project has been well planned and budgeted within the timescales above to achieve its objectives.

The viability of delivering a successful project is increased when the successes of previous projects are taken into account, for example, *Bridgend Outdoor Schools*, the *Countryside Volunteering Network*, and *Natural Neighbourhoods*. The experience and knowledge of the officers that would be involved in delivering the project underpin this likelihood of achieving the desired outcomes on time and within budget.

In addition to this resource, there is a strong and well established partnership between these officers and key strategic partners such as NRW to take this project forward and deliver against the targets of all partners.

This project will increase visitors to KNNR and rural Bridgend. It will improve the experience and opportunities for educational groups to learn on site. Countryside volunteering opportunities will be increased and there will be a better experience for those volunteers who will gain new skills and undertake training.

Through improved and innovative interpretation, volunteering and educational activities residents and visitors will have a greater understanding and appreciation of the value of our green spaces across rural Bridgend ensuring that Kenfig NNR is able to achieve a status as an exemplar site. Most importantly the site will be in better condition with habitats and biodiversity improved as a result of the project.

4. Proposal 2) The 7 Bays Landscape Project

4.1 The Proposal

This project will focus on the natural heritage, sites of archaeological interest and maritime heritage across three identified parts of the LCA that make up the coastal fringe of Bridgend County. Collectively named the 7 Bays Landscape, the LCA also includes two areas designated coastal landscapes of outstanding historic interest, and three linked Special Landscape Areas (SLA). These SLAs are Kenfig Burrows, Porthcawl Coast and Merthyr Mawr Warren.

Vision: The 7 Bays Landscape Project will protect, enhance and raise awareness of the rich landscape heritage of the coastal fringe from Kenfig Burrows to Merthyr Mawr.

Aim: The 7 Bays Landscape Project aims are to manage and enhance the natural heritage, sites of archaeological interest and maritime heritage across three identified Landscape Character Areas (LCA) that together make up a coastal landscape of outstanding historic interest. These LCAs are linked by the Wales Coastal Path and are home to seven distinct bays that are renowned for their southerly outlook and expansive views of the Bristol Channel and English coast beyond.

Sub-themes: There are three sub-themes in the project:

4.1.1 Theme 1: The Scarweather Coast.

- **The Scarweather Coast** focuses on the management of the natural heritage of the 7 Bays. The dunes and limestone coastline of the 7 Bays is made up of scarweather landscape features formed by wind, rain and storm driven coastal erosion.
- **Aims for heritage:** It will ensure that species and habitats are better managed, habitats are in better condition with increased biodiversity, and habitats / species are recorded.
- **Aims for people:** Countryside management and biological recording skills will be developed, opportunities to learn about natural heritage will be provided, alongside countryside volunteering opportunities.
- **Aims for Communities:** Negative impacts from vegetation encroachment and recreational pressure will be reduced, more and a wider range of people will be engaged with the natural heritage of the 7 Bays.

4.1.2 Theme 2: The Shifting Sands.

- **Shifting Sands** focuses on the archaeological heritage of the 7 Bays.
- **Aims for heritage:** the wide range of archaeological sites will be better managed, in better condition, better identified / recorded through new archaeological digs and surveys done in partnership with GGAT.
- **Aims for people:** There will be volunteer time opportunities working on the GGAT digs and surveys, where the Volunteers will develop archaeological skills, and people will learn about archaeological heritage through educational materials and interpretation. People will learn that historical evidence shows that sand burial of settlements occurred in the later medieval period

corresponding with a period of past climate change. The Shifting Sands theme will act as metaphor to help people learn about climate change threatening communities today, through highlighting these examples from the past.

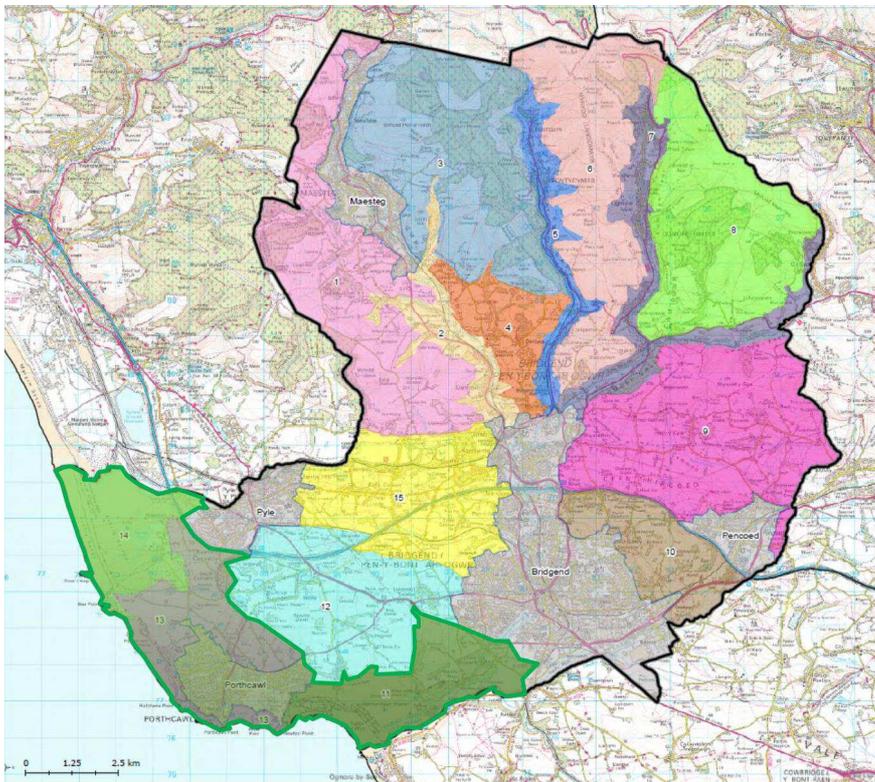
- **Aims for communities:** Negative impacts on the archaeological sites from sand burial, urban encroachment and recreational pressure will be reduced, more and a wider range of people will be engaged with the archaeological heritage of the 7 Bays.

4.1.3 Theme 3: The Forgotten Coast.

- **The Forgotten Coast** focuses on the maritime heritage of the 7 Bays. The rich maritime history is poorly recorded and many sites are unscheduled, the Forgotten Coast theme will ensure that maritime history is not lost for future generations.
- **Aims for heritage:** It will ensure the key maritime heritage sites are better managed, in better condition, aiding Cadw in its legal protection of coastal and marine archaeology sites through scheduling, designating sites, and assisting Cadw to augment the marine database of National Monument records.
- **Aims for people:** There will be volunteer time opportunities scheduling, designating sites, augmenting the marine database, where the volunteers will develop heritage preservation skills, and people will have learnt about maritime heritage through educational materials and interpretation.
- **Aims for communities:** Negative impacts of coastal erosion from the sea on maritime heritage sites will be reduced, more and a wider range of people will be engaged with the maritime heritage of the 7 Bays.

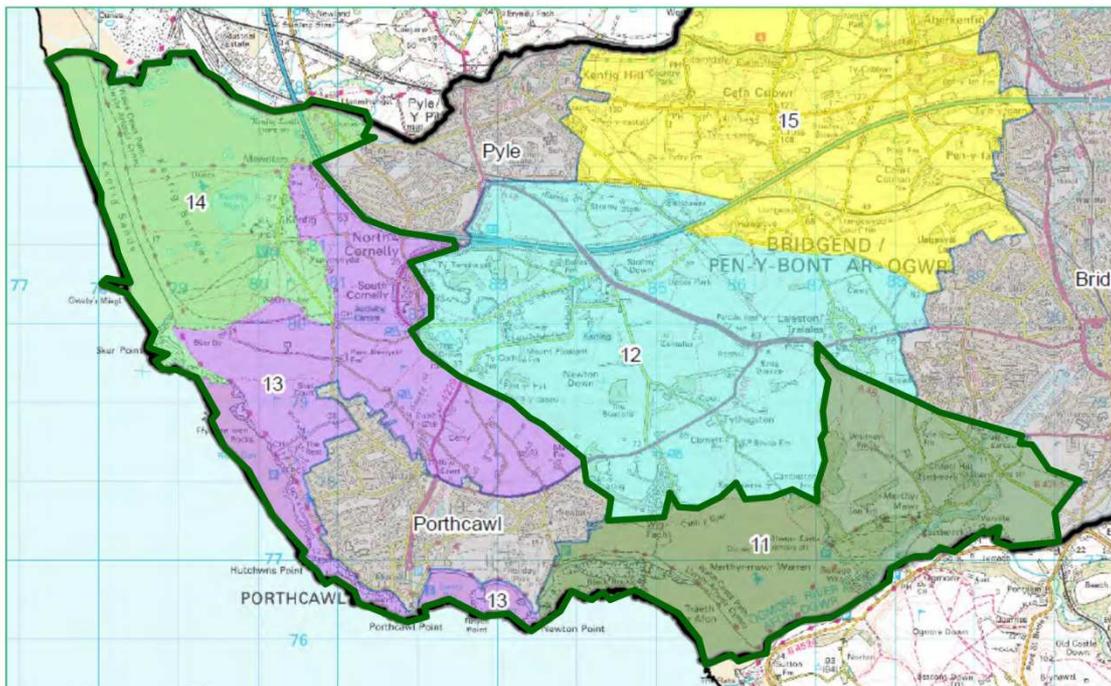
4.2 The Landscape Area

Location of 7 Bays Area in Bridgend



[Area outlined in Green]

7 Bays Landscape Partnership Area



4.3 Governance

There is already a Coastal Partnership in place to lead on this project with BCBC as the lead administrative partner. The purpose of the Coastal Partnership is to act as a forum to enhance co-ordination of Destination Management activity in and around the coastal area of Bridgend County Borough. Within its constitution the Coastal Partnership has powers to form a working group to deliver projects such as one supported through the Landscape Partnership Fund.

The Coastal Partnership is made up of the following partners:

- **Local Authority partners:** Wales Coastal Path Officer, Countryside, Tourism and Rural Development Manager, Tourism Team Leader, Head of Regeneration and Development.
- **Partner organisations:** Porthcawl Town Council, Natural Resources Wales (NRW), Keep Wales Tidy, Porthcawl Civic Trust and the lifeguards.
- **Elected members:** Cllr Charles Smith, Cllr Gerald Davies, Cllr Kenneth Watts, Cllr Lorrie Desmond-Williams, Cllr Michael Clarke, Cllr Norah Clarke and Cllr Sean Aspey.
- **Estate landholders:** Richard Knight and Rory Mclaggan.
- **Business Partners:** The Chamber of Trade, Porthcawl Surf, Trecco Bay Caravan Park, Royal Porthcawl Golf Club, Pyle & Kenfig Golf Club and Coney Beach Pleasure Park.

A working group with the Coastal Partnership will be formed to steer the project. Additional stakeholders will be invited onto this group, including experts from Glamorgan & Gwent Archaeological Trust (GGAT), Cadw, Natural Resources Wales (NRW), Porthcawl Museum and relevant BCBC Officers when needed.

4.4 Action to be taken under the proposal

4.4.1 Activities for heritage:

The project will aid Cadw in its legal protection of coastal and marine archaeology sites through scheduling and designating sites as outlined in their publication “caring for our coastal heritage”. The project will assist to augment the marine database of National Monument records but more importantly, through community engagement and interpretation, assist with Cadw’s and the Royal Commission’s objective of “reaching the widest audience possible”.

The project will manage the archaeological sites across the LCAs to ensure that they are preserved and used to educate visitors about the area’s rich maritime history. It will conserve historic structures and features typical to the landscape, and remove inappropriate structures.

Rejuvenate the dune systems across the coastal area with special focus on the important dune habitat sites at Kenfig and Merthyr Mawr. The project aims to manage these habitats to preserve and increase biodiversity.

As recommended in the Bridgend Landscape Character Assessment document the project will incorporate the following management:

- Manage the inland landscape's hedgerow, estate railing and stone wall field boundaries, replanting lost or gappy hedges particularly along slopes to minimise soil erosion and run-off. Utilise native hedgerow species in any new planting, encouraging the planting of climate-hardy tree specimens (locally sourced wherever possible). Use local limestone and respect the building styles of the area's stone walls when undertaking repairs or building new sections.
- Manage through grazing and where possible extend areas of semi-natural habitat (including maritime grassland and scrub, unimproved grasslands and wetlands), providing ecological connections between fragmented sites where opportunities allow.
- Manage areas of semi-natural broadleaved woodland through coppicing & appropriate grazing levels, providing links to the hedgerow network to form an ecological network. Creating areas of new woodland planting, particularly along slopes to reduce levels of run-off & diffuse pollution. Avoid new planting along coastal edge to maintain its open character.

The project will sensitively manage the historic coastal LCAs by providing opportunities for people to learn about the environment and foster behavioural change so that visitors have less impact on the site. It will enable increased work with volunteers and focus resources on the rationalisation of the rights of way, halting dune stabilisation and promoting habitat conditions for key species such as Great Crested Newt and Fen Orchid to thrive.

4.4.2 Activities for people:

Interpretation (both traditional and digital), education packs and signage will be developed to give the visitor a rewarding experience within the LCAs with access to a wealth of information and knowledge that will enable the independent traveller to discover the 7 Bays.

Specific schools-focused education packs will be developed that will be linked to the curriculum and Welsh Government's Literacy and Numeracy Framework (LNF), building on work already undertaken through the *Bridgend Outdoor Schools* Project.

The impact of the education and interpretation developed will be maximised by the delivery of it within the 7 Bays which make up a breathtakingly wild and expansive coast. The remote nature of parts of planned viewpoints and interpretation can immerse the visitor in a total rural environment that is completely detached from the urban expansion that threatens its edges.

There is a gap in countryside volunteering provision in Bridgend for volunteering on structured work placements. A structured volunteering programme can be

developed where volunteers can get experience and learn countryside skills that may lead to employment in the countryside sector. Volunteers seeking employment will get a quality volunteer experience within the project which will allow them to demonstrate skills that can be transferred to many vocations outside the countryside management sector. This will also provide people with skills and training that contribute to the landscape's conservation and long term management.

Volunteer Organisations in Bridgend work together in a partnership called the Countryside Volunteer Network. The Landscape Partnership in this project aims to compliment the activities of that network and provide additional activities. Currently there are volunteer events organised for activities like scrub clearance or balsam bashing that are open to all volunteers from the organisations in the Network. This project will enable more of those volunteering events to take place.

4.4.3 Activities for communities:

Two community hubs will be created to welcome visitors to the 7 bays area and provide venues for information and activity. There will be improved public facilities such as toilets, seating and picnic areas at each of the hubs.

The first hub will be at the west of the 7 Bays landscape area and will involve improving the existing Kenfig National Nature Reserve Visitor Centre to be the core of the 7 Bays heritage management, education activities, volunteering opportunities, landscape improvement and community use. The second hub will be in the east of the 7 Bays landscape area at Newton Bay. This bay has equal footfall as the very popular Rest Bay but none of the facilities or coastal access that Rest Bay offers. This hub would be a basic solution to the needs of residents and visitors accessing the bays in the east of the landscape area and be an orientation and interpretation point for discovering the landscape heritage of the 7 Bays.

All signage and educational materials will be designed within the RNIB 'Clear Print' guidelines. These guidelines suggest minimum font sizes and font types as well as design elements that make materials more accessible to partially sighted people. By following these guidelines materials can be accessed by the 40% of the population that struggle to read traditional print.

When designing information, maps and signs there will be a conscious effort to use symbols instead of text, that can be understood by all cultures and learning levels. This not only caters to our bilingual population in Wales but also facilitates engagement with visitors of all languages, promotes global citizenship and increases the range of audiences.

Re-organisation and improvement of the rights of way will improve access to the landscape for all, including people with disabilities. Improved signage and maps will help visitors of varying ability or fitness to select walks and activities that are suitable for their ability.

The three LCAs are already linked by the Wales Coastal Path and this project aims to increase that connectivity to maximise it as a visitor attraction. The visitors will

also be enticed off the coastal paths to discover the wider natural & archaeological heritage of the 7 Bays area.

A sculpture trail is proposed which will have “Seven Keepers of the Seven Bays” building on the successful Bridgend nature Keepers project and encouraging walking along the coastal path and discovering the wider landscape areas.

4.5 Why is this project needed now?

Recent times have seen growing momentum amongst stakeholders to work more collaboratively on a whole-coast management approach. These stakeholders come from the private, public and third sectors operating at a local, regional and national level. They have worked together on developing and delivering successful projects such as the Porthcawl Marina; they have worked together to successfully attract funding such as the Coastal Communities Fund and Townscape Heritage Initiative; and they have formed a robust partnership – the Coastal Partnership. The funding of the landscape partnership proposal will be an important ingredient in maintaining that momentum.

BCBC has already completed a Landscape Character Assessment (2013) for the Borough. That assessment states that there is a pressing need to protect and conserve the current landscape features in the 7 Bays, this includes:

- A need to protect the landscape’s relative sense of remoteness and wild character, maintaining visual connections and uninterrupted long views along the coastline and adjacent seascapes (including across the Bristol Channel to the North Somerset coast).
- Guidelines to protect the nationally important archaeological and cultural heritage of the landscape as an integral part of the wider Landscape of Outstanding Historic Importance, including prehistoric and medieval remains, the dunes’ ancient buried archaeology and the Grade II* Merthyr Mawr Estate, ancient tumuli near Kenfig Dunes and relicts of the area’s industrial past, including former transport infrastructure. There is a need to implement management strategies for their continued survival and visibility in the landscape, including through appropriate land management practices and recreation management.
- There is a need to protect the landscape’s open undeveloped sections of coastline, maintaining (and where possible softening) the transition between the naturalistic coastal edge and the urban form of Porthcawl. Protect the sparsely settled farmed character of the rural hinterland, preserving its function as a peaceful backdrop to the town.
- Management of the internationally important coastal habitats, including dune grassland, slack, scrub, woodland and the freshwater lake of Kenfig Pool is needed. This should be through a combination of controlled livestock grazing and mechanical scrub control, fisheries management and recreation management.
- There is a requirement to manage tourism and recreational pressures within the National Nature Reserve, continuing to provide sensitive on-site interpretation and interactive opportunities to raise awareness of the area’s internationally important natural and cultural assets (e.g. through a

programme of guided walks and other events involving local communities and visitors). Minimise signage within the dunes themselves to preserve their wild character.

In addition, the Coastal Partnership is working with Visit Wales in developing a National Visitor Attractor Programme, with a focus on Porthcawl and the Coast Regeneration. The investment from this project, likely to be a total in the region of £7m will be available between 2015 and 2020. It will result in greatly improved visitor facilities and services in the area, increase the number of visitors and create many jobs. The resulting increased traffic (vehicular and person) will have an inevitable impact on the natural environment, an impact which this proposal intends to proactively deal with.

There is also the clear opportunity for both schemes and their key funders to add value to one another's work as well as delivering a clear example of strategic joint action. In doing so it will provide an opportunity to deliver a clear example of the approach advocated by Baroness Andrews' recent report on Culture and Poverty and the response to it by the Welsh Government and to deliver a proposal in line with The Strategic Framework, 2013-2018. It will also provide an opportunity to deliver a project in line with many of the policy directions set by Welsh Government Ministers, most notably:

- The need to ensure an outcome focused approach
- The need to provide opportunities for people, especially young people and the disadvantaged parts of society, to gain the skills required to conserve and preserve the heritage of Wales
- The need to provide opportunities for people of all ages and all backgrounds, especially children and young people and the disadvantaged parts of our society, to have access to, to learn about, to enjoy and thereby promote the diverse heritage of Wales

Bridgend County Borough Council (BCBC) has extensive experience of Heritage Lottery Funding. BCBC currently has two HLF projects: Porthcawl Townscape Heritage Initiative -repair of maritime/industrial buildings raising awareness interest of former uses and associated interpretation. Digital Bridgend - getting people who are interested in technology interested in heritage. This project will add value to those two existing projects.

4.6 Benefits of the Proposal

Outcomes for heritage:

- Better managed dune, woodland and beach habitats across the landscape area.
- Better managed archaeological and maritime heritage sites.
- Better condition paths, traditional hedges, fences and walls.
- Maritime heritage sites will be identified and recorded.

Outcomes for people:

- The partnership members will develop skills in managing the landscape area.
- Volunteers will have developed countryside management skills.
- School groups will have learnt about natural, archaeological and maritime heritage.
- Residents and visitors will have learnt about natural, archaeological and maritime heritage.
- An increase in volunteer time being available in the landscape area.

Outcomes for communities:

- Negative environmental impacts on habitats and archaeological sites will be reduced.
- Negative environmental impacts from visitors will be reduced through better management of sites, path improvements and fostering behavioural change through education.
- Better managed sites, improved paths, signage and attractions will result in more and a wider range of people engaging with heritage.
- Providing a well-managed and inviting landscape with more access to natural and archaeological heritage will make the 7 bays and its community a better place to live, work and visit.

4.7 Project risk and viability

There are three stages in the development and delivery of the HLF 7 Bays Project. There is a risk that the stage one HLF application is rejected in October. If that is the case it is most likely that they will request an improved project submitted in May 2016. The Coastal Partnership and BCBC needs to be prepared for this eventuality.

The application submitted is backed up by considerable consultation, business plans and options analysis. The need for the Landscape area has a strong evidence base in the Landscape Partnership Assessment and LBAP. There is a diverse Coastal Partnership at the heart of the project that well represents all the stakeholders involved. These factors have led to a strong project being submitted to HLF that if funded will be well delivered.

The HLF Landscape Partnership grant process is a long process, without any delays in the procurement process to appoint contractors in the development phase. There is a risk of that process dragging out and drifting from the project time table. To avoid any additional delay in the delivery of the project, the procurement process needs to start promptly once funding is agreed.

This is a high-value proposal. The development phase of the HLF grant application offers a very good return on investment for the key funder with 32% match funding available from BCBC sources. An application for further funding that could support the delivery phase, for example, to the Rural Community Development Fund for an additional 10% match funding for would greatly strengthen the bid.

The stage 1 bid submitted to the HLF included terms of reference for the Coastal Partnership and how their constitution permitted them to undertake funded projects like the 7 Bays Landscape Partnership. Ideally HLF would like “a draft partnership agreement or a letter of intent signed by the scheme partners, setting out how the scheme and common fund will be managed”. Working with the Coastal Partnership to formalise the agreement in this way will further strengthen the bid.

4.7.1 Stage 1

Stage 1 application has been submitted which includes a bid for £47,000 to undertake the Stage 2 Development Phase. This stage is critical and the viability of the project rests on it. HLF will make a decision in October 2015 on whether the project is viable. There are three possible outcomes in October 2015 ranging from worst case to best case below:

1. The worst case is the HLF reject the project totally and there will be no further progression with the project. This is unlikely due to the strength of the application for a very important and distinct landscape area, backed up by considerable evidence in the Landscape Character Assessment and LBAP.
2. A more likely scenario is that the stage 1 application is not accepted by HLF at this point, but they suggest resubmitting the application in May 2016 with

amendments in the project proposals based on their recommendations. The lead body will need to be aware of this possibility.

3. The best case is that HLF approve the stage 1 application. This will lead to them awarding the Stage 2 development funds and ring fencing the money requested for the Stage 3 delivery phase. The funding is competitive and the application is not guaranteed to be successful.

4.7.2 Stage 2

If the Stage 1 application is successful the viability of the project is very good from that point on. Funds will be secured for the Stage 2 application which will put all the detailed consultation, designs and project plans together for the Stage 3 delivery stage. The money for Stage 3 will be ring fenced by HLF at this point. If HLF ask for an amended project plan to be submitted in May 2016 and that is approved October 2016 this stage will run a year later than planned.

The stage 2 development phase has been timetabled, budgeted and costed to be delivered on time and within budget. Three briefs have been included in the grant proposal that will ensure that the work needed to proceed to the next stage will be completed by the appointed contractors. There are BCBC Offices from reach, Countryside and Regeneration that will contract manage this work to ensure it is completed successfully.

There is a well-established Coastal Partnership to deliver the project, which has the ability to form a working group to manage the project. There is a wealth of expertise available from reach, BCBC Countryside, Regeneration, Rights of Way, GGAT, and NRW to contribute to the working group and there is detailed guidance in the Landscape Character Assessment and LBAP to deliver stage 2 and stage 3 of the project effectively.

4.7.3 Stage 3

Stage 3 is the delivery stage of the project. The £848,000 of HLF funds for this stage will have been ring fenced in October 2015 if the Stage 1 application is a success.

Again, if HLF ask for an amended project plan to be submitted in May 2016 and that is approved October 2016 this stage will run a year later than planned.

If successful the project will lead to healthier lifestyles for people living in and around rural Bridgend's green spaces by providing a coastal strip with great access, activities and facilities. These improvements to the green spaces combined with great volunteering and educational activities will help more and a wider range of people to engage and explore the 7 Bays of Bridgend's Coast.

If adopted by the LAG both this HLF project and the NRW project will further integrate the green infrastructure approach adopted by BCBC deeper into the community, increasing engagement and awareness of the benefits.

As with the previous two stages, there is strength in the project from extensive consultation and planning, reinforced by a diverse partnership well represented by stakeholders. The Project will enhance the coastal strip of Bridgend leaving the landscape in better condition with natural, archaeological and maritime heritage better preserved and recorded. Combined with improved education, interpretation and signage this will increase visitors, while also lowering the impact of those visitors through better site management.

5. Budget showing how the projects will be funded.

5.1 Proposal 1) Exemplar Strategic Management of KNNR

Revenue Costs

	Description	Cost	Year 1 2015 - 16	Year 2 - 2016 -17	Year 3 - 2017 -18	Sub Totals
Habitat Manage.	Equipment / Contractor Hire	£8,000	3000	3000	2000	£13,500
	PPE for Volunteers	£1,500	500	500	500	
	Dog Fouling Campaign	£2,000		2000		
	Rights of Way Campaign	£2,000			2000	
Education	School Education Pack KS1, 2 & 3	£5,000	5000			£11,000
	Further & Higher Education Pack	£3,000		3000		
	Families Pack	£3,000	3000			
Marketing	Kenfig Brand Development	£2,000	2000			£7,500
	Marketing Materials	£1,500	1500			
	Launch Events	£1,000	500	500		
	Evaluation & Celebration event	£3,000			3000	
Interpret.	Smartphone Application	£5,000		5000		£7,500
	Children's Clue Trail	£2,500	2500			
Internet	Social Media Engagement	£2,500	1000	750	750	£7,500
	Website Development	£5,000	2500	2500		
Total			21500	17250	8250	£47,000

Capital Costs

Description		Cost	Year 1 - 2015 - 16	Year 2 - 2016 -17	Year 3 - 2017 -18	Sub Totals
Signage	Visitor Centre exterior artwork	£4,000	4000			£9,400
	Entrance Signs	£2,000	2000			
	Arrival Orientation Signs	£800	800			
	Orientation Signs	£2,000	1000	1000		
	Waymarking Signs	£600		600		
Reserve	Wildlife Webcams	£4,000		4000		£17,250
	Wildlife Feeding Station	£2,500		2500		
	Viewpoints	£1,750		1750		
	Visitor Shelter	£9,000		9000		
	Larger Litter Bins	£1,800	1800			
	Lawn Mower	£1,000	1000			
Interpretation	Digital Interpretation Hardware	£5,000		4000	1000	£19,800
	Site Specific Interpretation	£2,500		2500		
	Visitor Centre Exterior Interpretation	£3,000	3000			
	Interpretative Picnic Tables	£1,500		1000	500	
	External Floor Map	£2,500		1500	1000	
	Image Paving Slabs	£2,500		1500	1000	
Total			13600	29350	3500	£46,450

Expenditure Type	Year 1	Year 2	Year 3	Total
Revenue	21500	17250	8250	£47,000
Capital	13600	29350	3500	£46,450
Grand Totals	35100	46600	11750	£93,450

Proposed 50% Funding Contributions from NRW and RDP LEADER.	17550	23300	5875	£46,725
--	-------	-------	------	---------

5.2 Proposal 2) 7 Bays Landscape Project

If successful in bidding for HLF Landscape Partnership Budget, there is a phased process for accessing funding:

HLF LP Development Phase	Description	Cost	
Other Costs	Programme management & partnership meeting costs	£500	
Other Costs	Events	£500	
Other Costs	Consultation activities	£1,000	
Professional Fees	Consultant appointed to produce LCAP including collating capital work design elements.	£20,000	
Professional Fees	Integrated Coastal Zone Management Plan	£15,000	
Professional Fees	Professional fees for capital work design.	£10,000	
	Total	£47,000	100%
	Match funding	£15,000	32%
	Landscape Partnership Grant	£32,000	68%

HLF LP Delivery Phase Capital Costs			
Cost heading	Description	Cost	Totals
Repair and conservation work - Habitat Management	Sand dune management	£60,000	
Repair and conservation work - Habitat Management	Woodland management and tree planting.	£20,000	
Repair and conservation work - Habitat Management	Managed grazing fencing & gates	£30,000	
Repair and conservation work - Habitat Management	Hedgerow, railing and stone wall field boundary management.	£20,000	£130,000
Repair and conservation work - Archaeological & maritime site management	Desktop research	£10,000	
Repair and conservation work - Archaeological & maritime site management	Publications	£5,000	
Repair and conservation work - Archaeological & maritime site management	Excavations / Digs	£40,000	
Repair and conservation work - Archaeological & maritime site management	Recording preservation of finds	£10,000	£65,000
New Building Work - New Building Newton Hub	Hub Building	101,500	
New Building Work - New Building Newton Hub	External features	£40,000	
New Building Work - New Building Newton Hub	Landscape & increasing access work	2500	
New Building Work - New Building Newton Hub	Preliminaries	£18,000	£162,000
Other capital work- Kenfig Hub	Construction costs	£200,000	
Other capital work- Kenfig Hub	Building Regs Part L	£5,000	
Other capital work- Kenfig Hub	Preliminaries	22,000	£227,000
Other capital work	Site specific viewpoints and Interpretation	£7,000	
Other capital work	Sculpture trail (7 Keepers of the 7 Bays)	£7,000	
Other capital work	Education specific interpretation	£20,000	
Other capital work	Digital Interpretation	£10,000	
Other capital work	Gateway features	£4,000	
Other capital work	Orientation signs	£4,000	
Other capital work	Physical path improvements	£10,000	£62,000
Equipment and materials (capital)	Wildlife webcams	£4,000	
Equipment and materials (capital)	Equipment / contractor hire	£18,000	£22,000
Other costs (capital)	Re-organise & improve of Rights of Way path-work and signage	£13,000	13000
Professional fees	Newton Hub Construction - Professional Fees	£15,000	
Professional fees	Kenfig Hub construction - Professional / statutory fees	£20,000	£35,000
	Total	£716,000	

Delivery Phase Activity Costs			
Cost heading	Description	Cost	Totals
Training for volunteers	Volunteer Activities	£15,000	£22,500
Training for volunteers	Volunteer work placements and work experience programmes	£6,000	
Training for volunteers	PPE for Volunteers	£1,500	
Equipment and Materials	Education equipment	£5,000	£10,000
Equipment and Materials	Education Materials	£5,000	
Other	Programme management & partnership meeting costs	£3,000	£34,500
Other	Consultation activities	£1,500	
Other	Events	£5,000	
Other	Marketing	£25,000	
Professional fees	Development of education packs	£20,000	£33,000
Professional fees	Development of the 7 Bays Brand	£3,000	
Professional fees	Destination management (signage, leaflets, social media and website)	£10,000	
Delivery Phase other costs	Staff costs	£115,000	
	Total	£215,000	

Development Phase Total - capital and activity costs	£931,000	100.0%
Match Funding	£115,000	12.4%
Landscape Partnership Grant	£816,000	87.6%

Total Project Costs	£978,000	100.0%
Match Funding	£130,000	13.3%
Landscape Partnership Grant	£848,000	86.7%

6. A six-year forward timetable for proposed activity and expenditure

Year 1. Activity 2015 / 2016		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
NRW Revenue	Habitat Management - Equipment / Contractor Hire						£3000						
	Habitat Management - PPE for Volunteers						£500						
	Education - School Education Pack KS1, 2 & 3						£5000						
	Education - Families Pack						£5000						
	Marketing - Kenfig Brand Development						£2000						
	Marketing - Marketing Materials									£1500			
	Marketing - Launch Events									£500			
	Digital Interpretation - Children's Clue Trail									£2,500			
	Internet - Social Media										£1000		
	Internet - Website Development										£2500		
	NRW Capital	Signage - Visitor Centre exterior artwork									£4000		
Signage - Entrance Signs											£2000		
Signage - Arrival Orientation Signs											£800		
Signage - Orientation Signs										£1000			
Reserve - Larger Litter Bins								£1800					
Reserve - Lawn Mower								£1000					
Interpretation - Visitor Centre Exterior Interpretation								£3000					
HLF Development phase	Tender process to appoint consultants												
	Desktop review of existing Landscape Character Assessment and LBAP.												
	Consultation with Coastal Partnership.												
	Formation of Working Sub-group and regular monthly meetings.												
	Consultation with stakeholders.												
	Formation of Stakeholder Advisory Group and quarterly meetings.												
	Consultation with residents and visitors.												
	Capital work design & costs												
	Integrated Coastal Zone Management Plan (Habitats).												
	Path works project plan.												
	Boundaries (Hedge / fence / wall) project plan.												
	Sculpture trail project plan												
	Archaeological Conservation Plan												
	Maritime Sites Conservation Plan												
	Interpretation Plan.												
	Design of education programme.												
	Design of volunteer programme and engagement strategy.												
Building consents (planning permission, land owner consent)													
Consents for rights of way re-organisation.													
Landscape Character Action Plan													
Year 1. Activity 2015 / 2016	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	

Year 2. Activity 2016 / 2017		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
NRW Revenue	Habitat Management - Equipment / Contractor Hire						£3000								
	Habitat Management - PPE for Volunteers	£500													
	Habitat Management - Dog Fouling Campaign		£2000												
	Education - Further & Higher Education Pack	£3000													
	Marketing - Launch Events		£500												
	Digital Interpretation - Smartphone Application		£5000												
	Internet - Social Media	£750													
	Internet - Website Development	£2500													
	NRW Capital	Signage - Orientation Signs	£1000												
		Signage - Way-marking Signs	£600												
Reserve - Wildlife Webcams			£4000												
Reserve - Wildlife Feeding Station			£2500												
Reserve - Viewpoints		£1750													
Reserve - Visitor Shelter		£9000													
Interpretation - Digital Interpretation Hardware									£5000						
Interpretation - Site Specific Interpretation		£2500													
Interpretation - Interpretative Picnic Tables									£1000						
Interpretation - External Floor Map									£1500						
Interpretation - Image Paving Slabs								£1500							
HLF Development Phase	Formation of Working Sub-group and regular monthly meetings.														
	Consultation with stakeholders.														
	Formation of Stakeholder Advisory Group and quarterly meetings.														
	Capital work design & costs														
	Integrated Coastal Zone Management Plan (Habitats).														
	Path works project plan.														
	Boundaries (Hedge / fence / wall) project plan.														
	Sculpture trail project plan														
	Archaeological Conservation Plan														
	Maritime Sites Conservation Plan														
	Destination Management Plan (Signage, leaflets, social media & website).														
	Interpretation Plan.														
	Design of education programme.														
	Design of volunteer programme and engagement strategy.														
	Evaluation plan.														
Building consents (planning permission, land owner consent)															
Landscape Character Action Plan															
Year 2. Activity 2016 / 2017	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			

Year 3. Activity 2017 / 2018		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
NRW Revenue	Habitat Management - Equipment / Contractor Hire						£2000							
	Habitat Management - PPE for Volunteers	£500												
	Habitat Management - Rights of Way Campaign		£2000											
	Marketing - Evaluation & Celebration event							£3000						
	Internet - Social Media	£750												
NRW Capital	Interpretation - Digital Interpretation Hardware	£1000												
	Interpretation - Interpretative Picnic Tables	£500												
	Interpretation - External Floor Map	£1000												
	Interpretation - Image Paving Slabs	£1000												
HLF Delivery Phase	Implement Evaluation Plan systems.													
	Consultation with Coastal Partnership.													
	Set up Working Sub-group monthly meetings.													
	Set up Stakeholder Advisory Group quarterly meetings.													
	Consult with landowners													
	Implement Integrated Coastal Zone Management Plan													
	Implement path works project plan.													
	Reorganise & improve rights of way path work and signage													
	Woodland planting													
	Sculpture trail project plan													
	Implement Archaeological Conservation Plan													
	3 Archaeological Digs & 30 recording events													
	Maritime Sites Conservation Plan													
	12 Maritime Scheduling Activities for volunteers													
	Capital works													
	Undertake Kenfig Building refurbishment													
	Preliminary work for Newton Building													
	Implement Interpretation Plan.													
	Deliver education programme.													
	Develop education materials													
Implement volunteer programme and engagement strategy.														
30 Countryside Volunteer Events														
9 Informative Evening Events														
18 Countryside skills volunteer training workshops.														
Year 3. Activity 2017 / 2018		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	

Year 4. Activity 2018 / 2019		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
HLF Delivery Phase	Implement Evaluation Plan systems.												
	Implement Integrated Coastal Zone Management Plan												
	Implement path works project plan.												
	Reorganise & improve rights of way path work and signage												
	Implement boundaries (Hedge / fence / wall) project plan.												
	Woodland planting												
	Sculpture trail project plan												
	Implement Archaeological Conservation Plan												
	3 Archaeological Digs & 30 recording events												
	Maritime Sites Conservation Plan												
	12 Maritime Scheduling Activities for volunteers												
	Capital works												
	Preliminary work for Newton Building												
	Undertake Newton Capital work												
	Destination Management Plan (Signage, leaflets, social media & website).												
	Implement Interpretation Plan.												
	Design, construct and install physical interpretation.												
	Design and create digital interpretation.												
	Deliver education programme.												
	Develop education materials												
Implement volunteer programme and engagement strategy.													
30 Countryside Volunteer Events													
9 Informative Evening Events													
18 Countryside skills volunteer training workshops.													
Year 4. Activity 2018 / 2019		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar

Year 5. Activity 2019 / 2020		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
HLF Delivery Phase	Implement Evaluation Plan systems.													
	Implement Integrated Coastal Zone Management Plan													
	Implement boundaries (Hedge / fence / wall) project plan.													
	Implement Archaeological Conservation Plan													
	3 Archaeological Digs & 30 recording events													
	Maritime Sites Conservation Plan													
	12 Maritime Scheduling Activities for volunteers													
	Capital works													
	Undertake Newton Capital work													
	Destination Management Plan (Signage, leaflets, social media & website).													
	Implement Interpretation Plan.													
	Design, construct and install physical interpretation.													
	Design and create digital interpretation.													
	Deliver education programme.													
	Implement volunteer programme and engagement strategy.													
30 Countryside Volunteer Events														
9 Informative Evening Events														
18 Countryside skills volunteer training workshops.														
Year 5. Activity 2019 / 2020	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		

Year 6. Activity 2020 / 2021		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
HLF Delivery Phase	Implement Evaluation Plan systems.												
	Implement Integrated Coastal Zone Management Plan												
	Implement boundaries (Hedge / fence / wall) project plan.												
	Implement Archaeological Conservation Plan												
	3 Archaeological Digs & 30 recording events												
	Maritime Sites Conservation Plan												
	12 Maritime Scheduling Activities for volunteers												
	Destination Management Plan (Signage, leaflets, social media & website).												
	Deliver education programme.												
	Implement volunteer programme and engagement strategy.												
	30 Countryside Volunteer Events												
	9 Informative Evening Events												
	18 Countryside skills volunteer training workshops.												
	End of project celebration event												
Year 6. Activity 2020 / 2021	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	

9. Recommendations

- 9.1 Submit a bid to the rural Bridgend Local Action Group for 50% of the funding for the Exemplar Strategic Management of Kenfig NNR project, as soon as confirmation is received that the funding has been released to deliver the Local Development Strategy (expected mid-2015). It is further recommended that a steering group is set up including reach, Kenfig NNR Manager, BCBC Countryside Manager and Ecologist.
- 9.2 Put in place a monitoring system from the beginning of the project to record visitors, education activities and habitat improvement to evidence meeting the project targets.
- 9.3 It is recommended that where resources allow, that support is continued from reach for the Countryside Volunteering Network, Bridgend Biodiversity Partnership and Bridgend Environmental Education & Sustainability Group enabling them to be consulted with, get involved with activities and generally support the two grant projects.
- 9.4 Seek Local Action Group support to submit an expression of interest to the Welsh Government Rural Community Development Fund once it is available for £95,000 match funding for the 7 Bays Project- HLF Landscape Partnership delivery phase.
- 9.5 Formalise the partnership agreement with the existing Coastal Partnership with the 7 Bays Project. A working sub-group needs to be set up to manage the project and report back to the Coastal Partnership.
- 9.6 It is recommended that the procurement process for appointing the three contractors for the HLF development phase work takes place as soon as possible if and when a positive decision is received from HLF in October.
- 9.7 It is recommended that consideration is given to a contingency plan in the event that the 7 Bays Project is not approved by HLF in October, for example, improving and resubmitting the bid in May 2016.
- 9.8 It is recommended that both proposals, should they go ahead, are community-led through the bottom-up LEADER approach to ensure that the projects are integrated into the community and that all community members and visitors have access to quality green space, have improved healthy lifestyles from accessing activities in that space, and value the green space that is available in Rural Bridgend.