

The Kerridge Ridge and Ingersley Vale Landscape Partnership Project

Project Evaluation July 2010



John Bowie



KRIV Evaluation

June 2010

Contents

Page	section	Section Title	
2		Contents	
3	1	Executive Summary	
4	2	Introduction to KRIV and this Evaluation	
8	3	What has the KRIV Programme achieved?	
16	4	Conclusion	
19	5	Appendices	
20		1.0	Stakeholder interview list
21		2.0	<i>The Evaluation Plan</i>
22		3.0	<i>Project List and Location Plan</i>
24		4.0	<i>References</i>
25		Back cover: Authors Background	

1.0

Executive Summary



This evaluation was commissioned in February 2010, and researched over spring and early summer of that year. It sets out to evaluate the Heritage Lottery Funder Landscape Partnership. The scheme area is based on the western fringes of the Peak District National Park encompassing a 2.5 square mile area of historic landscape on the valley of the river Dean between the Village of Rainow and the town of Bollington. The evaluation takes a snap-shot of the £1.03m Kerridge Ridge and Ingersley Vale (KRIV) LP Scheme as it comes to the close of its 4 year HLF funded period. The evaluation uses interviews and surveys to establish the opinions of local stakeholders, and looks at the project outcomes (both planned and unplanned). Five surveys are used to generate a picture of how the area is perceived by users (both visitors and locals) and how the project is viewed by stakeholders. The report concludes that the project appears to have been efficiently and effectively managed by a local community partnership and project officer, and has presented value for money for the local authorities, residents and visitors to the area. The report highlights the volunteer force established in 2006 (KRIV Volunteers) as a example of the highest standards in community enablement, and discusses the added value the project has brought to the area through using local suppliers and crafts people.

2.0 Introduction to KRIV and this evaluation..



2.1

Background

The Kerridge Ridge and Ingersley Vale (KRIV) Landscape Partnership Scheme was awarded an HLF grant of £727,000 in 2006 for a 4 year programme which aimed to protect and enhance the area of countryside between the town of Bollington and the village of Rainow on the Cheshire fringe of the Peak District National Park. The scheme was initiated by a partnership between local residents and groups, local councils and county council and was lead by a local steering group Groundwork Cheshire was the accountable body. The scheme benefited from £137,000 of co-funding through local private and public partners.

Described as a "hidden Valley", Ingersley Vale links Rainow and Bollington along the River Dean. The area itself is made up of attractive countryside the valley has many small traditional fields with dry-stone boundary walls and unusual stone flag paths linking across fields. Historically the valley was once a hub for local industry and has a number of small mills with ponds along the Dean, and at Waulkmill there is a small waterfall and mini gorge. The landscape is peppered with attractive historic features, many first built in the early years of the industrial revolution.

The scheme aimed to preserve the natural and traditional features of the landscape in an area of accessible countryside that is heavily used for informal recreation by the local community. Programmes have focused on the restoration of walls and other built features, boundary maintenance, hedge laying, footpath improvements and habitat works to woodland and meadows. The scheme has four main aims, which together met HLF's four Landscape Partnership outcomes:

- To involve the local communities and work with the landowners of Bollington and Rainow in order to increase their interest and concern for the conservation and enhancement of the area.
- To identify and carry out a programme of work to restore and enhance the landscape and the heritage features.
- To maintain and improve the public footpaths and investigate the possibility of access agreements in the area, where these enhanced access to heritage features.
- To interpret the important and interesting features of the area.

The programme is supported by a volunteering and training programme delivered in partnership and managed by the British Trust for Conservation Volunteers (BTCV).

KRIV has delivered an impressive list of outputs and outcomes, and have conserved

	<p>a number of important industrial heritage features (see Appendix 4.0 and Project Location Plan) These include:</p> <ul style="list-style-type: none"> • The restored remains of an 18th century cotton mill • Restoration of stone flagged footpaths • Some miles of dry stone walls • Several hundred metres of hedge laying • A Victorian waterfall • Restoration of White Nancy, a local Victorian folly • Landscape heritage features connected pack horse routes
--	--

2.2

The Context of this Evaluation

	<p>The Heritage Lottery Fund (HLF) believes that the main reason for evaluation is that this can lead to better Landscape Partnership projects in the future. HLF also sees the future benefit to the heritage sector if it is able to draw on a 'richer bank of evidence' to demonstrate why heritage matters.</p> <p>In 'Evaluating your HLF project' (April 2008) The HLF states that evaluation has two purposes – <i>proving and improving</i>.</p> <p>Proving ; means demonstrating that changes are actually taking place as a result of the project's intervention; this can create a 'story' which may be just as important for maintaining enthusiasm and momentum with project staff and partners as for justifying funding.</p> <p>Im-proving ; elements of the evaluation should be seen as part of a continuous process of learning and growth, allowing learning and experience to enter the permanent record for the benefit of future workers.</p> <p>The evaluation guidelines (<i>HLF: Evaluating your HLF project. April 2008</i>) accepts that both elements will inevitably overlap, but those responsible for managing a project must keep asking how each part of an evaluation process will be contributing to the other. HLF have stated that they will use a Landscape Partnership evaluation to help improve practice and some elements of the evaluation may be included in external publications and websites. HLF make it clear however that they do not wish <i>to control the content or style</i> of Landscape Partnership evaluation reports as they do not expect to rely exclusively on feedback from projects for overall programme evaluation.</p> <p>HLF aims to capture a core set of 'output data' from each Landscape Partnership programme one year after the completion date. These 'outputs' will often be measurable and reportable in the same format as used throughout the active period of the programme. Less tangible 'Outcome' data on Impacts and Benefits will also be collected. This study will compliment the collection of information through the established channels.</p> <p>The KRIV programme has set out its physical works programme (see appendix 4 for programme outputs), this study will assume that the programme has both reached and even exceeded its physical improvement targets, and will focus on the less measurable outcomes 'the process' of delivering the physical works has enabled.</p>
--	--

2.3

Timelines and Method

Commissioned in February 2010, this study covers the closing stages of the KRIV Landscape Partnership Scheme, and will be presented (initially to the KRIV steering Group) in early July 2010.

The study will focus on the 'Outcomes' of the programme in its HLF funded period however outputs, such as the physical numbers associated with the works programme (metres of wall rebuilt etc.) will be given where known.

The evaluation will present the 'KRIV story' from a number of stakeholder viewpoints, collected by the consultants during spring and summer 2010. The conclusion will focus on outcomes as seen by stakeholders, and the 'distance travelled' from a base-line at the project start.

2.4

The Evaluation Process

The evaluation plan was agreed in February 2010 (See Appendix 3), and through March, April and May the consultant visited the area on six occasions during which data was collected including:

- 13 stakeholder interviews
- 5 meetings with the project manager
- 8 visits to planned improvements
- 1 attendance at a stakeholder / public meeting



2.5

The Surveys

Through the support of the Project Manager and the Volunteer group, it was possible to follow-up on three surveys of public opinion instigated earlier in the programme dealing with 'outputs' and to undertake a new survey dealing with 'outcomes'.

Four separate survey instruments were used to create a picture of the public opinions surrounding KRIV and its work. The analysis of the data can be seen as appendix 1.

1.1 & 1.2 Survey (type 1); The view from Bollington

This was conducted in the form of seven questions asked to passersby in a variety of locations around the town of Bollington; the questions were read out by the surveyor and the answers recorded. First undertaken by KRIV volunteers in May-August 2007 (event 1) the survey yielded 80 completed responses. Repeated again in a more limited way in on May 28th 2010 (event 2) it yielded a further 33 completed responses.

1.3 & 1.4 Survey (type 2); The view from the Ridge & Vale

This survey was in the form of nine questions asked to site users in a variety of countryside locations between Bollington and Rainow as visitors were leaving the project area; the questions were read out by the surveyor and the answers recorded. The initial surveys (event 1) took place through four days spread out between June 17th and October 7th 2007 and yielded 87 completed responses. The survey was repeated in similar circumstances and in a more limited way in May 2010 (event 2) and yielded 35 completed responses

1.5 Survey (type 3); Opinions from Consultation Meetings

Type 3 questionnaires that were completed in Rainow and Bollington during public consultation meetings during the life of the programme. 37 questionnaires were completed between the two parishes.

1.6 Survey (type 4); Opinions on outcomes

Survey 4 was in the form of a self completion questionnaire with five questions, distributed at two public events and made available on the KRIV website for download and completion between May 20th and June 21st 2010. (48 completed forms)

Survey (type 4)

May 2010

Ridge & Vale

1. How would you describe your connection with the KRIV project?

Partner / strong supporter

Interested local resident

Professional interest

Volunteer on KRIV projects

Other:

2. In your opinion, how successful has the KRIV project been in achieving its original aims, which can be summarised as: (Don't tick all, 2=very successful)

	0	1	2	Don't know
To survey the heritage features of the area				
To involve the local communities and work with landowners				
Deliver programme of work to restore landscape and heritage features				
To maintain and improve public access to heritage features				
To interpret the important and interesting features of the area				
To promote good environmental practice and management of the area				
To seek further funding and business support for ongoing work				

3. Please make a comment on these statements about the KRIV project itself: tick box or add comment.

	No	Yes	Not Sure
The KRIV project was well managed			
The KRIV project was good value for public money			
Similar results would have occurred without the KRIV project			

Comments:

4. What impact do you feel the KRIV project will have in the future use of the area?

	No	Yes	Not Sure
Increased tourism to the area			
Increased use by local people for recreation			
Increased use by schools for education			
Increased action in the area by volunteers			

Comments:

5. What will the legacy of the KRIV project be?

	No	Yes	Not Sure
Landowners will be more likely to value the areas heritage and wildlife			
Landowners, visitors and local users will understand each other better			
Funding agencies will be more likely to support future work in the area			
Planning authorities will be more likely to protect the areas heritage and landscape features			
The area will benefit from being seen as a defined 'Heritage Landscape'			

Please return the completed Questionnaire to:

3.0

What has the KRIV Programme achieved?



3.1

The Volunteering Programme and Volunteer Training

Between August 2006 and May 2010 (45 months) the KRIV volunteers have delivered 5081 person days of work on KRIV programmes. Every Friday conservation tasks are organised and supported by the BTCV and a strong team of volunteers turn out to work on KRIV tasks. The Volunteer Programme has been providing a new set of skilled volunteers for the area since August 2006, and has become well respected in the area. Whatever the weather and no matter what the task is, the team manages to field between ten to twenty volunteers.

There were training courses in identification of wildlife and plants, such as winter trees, wildflowers, lichen, moss, birds, dragonflies, grass, aquatic invertebrates and small mammals. Other courses include hedge laying, dry stone walling, footpath creation, boardwalk creation, fencing, land drains and step building. All the courses are accredited with the National College for Further Education and each attendee receives a certificate from the college to prove attendance and competence in the subject. A few volunteers have used the training courses to work at local National Trust properties. One volunteer has gone on to find employment with a local archaeologist after working on the community archaeological dig for three weeks.

Several volunteers have talked about finding employment in the field of conservation with their new skills. One has taken the step to enrol with the local agricultural college to study for a Higher National Certificate and uses the KRIV programme as a study resource and an opportunity to build up practical experience.

The KRIV Stage Two Submission (2006) describes the relationship brokered with BTCV for the design and delivery of a Volunteer Training programme to add value to the KRIV objectives. The BTCV effort began with a public meeting in December 2005, where substantial local interest was recorded. A training schedule was then designed to train local people in the skills associated with the improvement of the area. Courses initially envisaged included Walling, hedge laying, habitat management, and archaeological studies.

The workshop and meeting space required for these new courses was provided by Savio House. As the scheme progressed, the long-term future of the volunteering programme was linked to the establishment of a permanent rural skills centre.



The initial BTCV 12 month programme of activities had outputs including; 24 training sessions, 50 volunteer task days, 1 teacher training event and 10 school training events.

Nick Martin (BTCV Training Officer) was assigned to the programme in July 2006 and by the end of 2006 a regular group of 18 individuals were engaged on training and tasks. Nick experimented with which day of the week to hold events, and Friday proved to be the most popular.

Nick continued to modify and improve the volunteer experience and gradually the group became well established and an effective force in the delivery of an extensive programme of works. In May 2010, 8 individual volunteers had delivered over 100 working days on KRIV programmes.

Nick Martin awarding a commemorative sledge hammer to John Coombs to mark 100 days of volunteering with KRIV



The programme of training was based on what the volunteers felt were skills needed to deliver a works programme, the steering group also contributed ideas and sometimes skills for other courses. Where a full day of training was required, Nick organised this over two days, with half a day learning and another half in the field. Nick Commented,

"People like to work in the outdoors, and we worked hard to welcome newcomers not too pious, shared tasks were enjoyed by all..", " we had the benefit of a good leadership course building teams, people were encouraged to get to know each other better, this really helped, and we were able to issue KRIV jackets to volunteers"



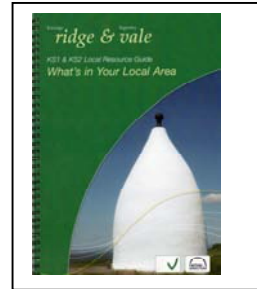
The KRIV volunteers plan to proceed with a work and training programme as the main KRIV programme comes to an end. Working closely with Groundwork and BTCV, they will continue to offer a broad programme of works within the KRIV area, and will take on some of the maintenance work funded through the HLF maintenance budget.

The Stage two submission states: "The KRIV Project therefore wishes to develop educational and interpretational services at an appropriate level to bring this remarkable stretch of countryside alive for children and adults alike. We do not wish to see the area changed in any significant way and we do not propose any on-site educational infrastructure such as boards, signs or artwork".

The document goes on to clarify that schools and other educational establishments and the general public, will be encouraged to "explore the area themselves, on foot with the aid of maps and printed information".

Three publications were ultimately produced;

- **What's in your Local Area**, KS1 & KS2 Local Resource Guide, August 2008 (£6.50)
- **A Landscape History**, June 2009 (£6.50)
- **Heritage Map**, 2009. (£7.50)



The three documents cost a total of £37,000 to write, design and publish and after the distribution of some free copies, the remaining stock is now on sale to with proceeds being collected towards a possible second print-run.

John Gooding is a retired Primary School head teacher who helped to proof read the education booklet said:

"Its on their doorstep, and there are some great opportunities to take children out of classroom, but they have to be good walkers!..."

"The layout of the schools guide is very helpful, the price tag is not too high its a bargain at £6.50 "

The schools booklet went on to be widely used by schools in the area, Julia Curtis a local teacher said;

"As Geography Co-ordinator I undertook an evaluation of the KRIV material, and I returned comment. The material was very interesting and very well produced, I had only one small complaint in the way the material advised teachers to teach more 'global issues', this wasn't really that useful. But in all other ways it was excellent, maps and photographs were very good".

Julia Curtis, Bollington Cross Junior School

The HLF monitoring officer Sue Fisher said:

"The Interpretation and education material may take a while to bed-in, and time will tell if the high quality material produced will be widely used"

3.4

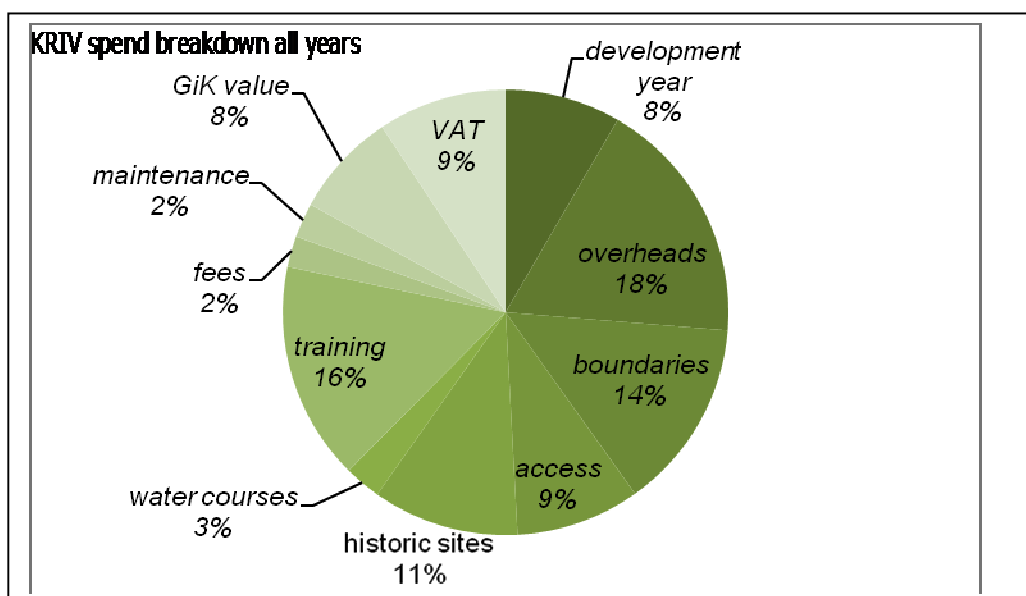
Managing Finances and Funding

The KRIV presented a 'second stage' application to the Heritage Lottery Fund Landscape partnership programme for a total of 76% of four year programme costing a total of £960,657. The remaining 24% was to be raised locally.

The total 'project spend' over the entire programme period totalled £1,038,758, which included locally raised match-funding to a value of £148,940 (the initial match funding target was £137,346). Match funding was made available from a partnership of organisations from all sectors;

Partners	Total contribution (£)	Match Funding by Sector
Tullis Russell	3200	Private
NUS Services	3226	
BTCV	1435	Private VCS
Groundwork Cheshire	15450	
Salesions of Don Bosco	9296	
Aggregates Levy	31785	Government Tax
Landfill Tax Rebate	31000	Levy Rebate
Rural Recovery	15750	Public and Local Authority funds
Peak District National Park	5876	
Cheshire County Council	6000	
Macclesfield Borough Council	16590	
Rainow Parish Council	600	
Bollington Town Council	2000	
Disley Parish Council	600	
Voluntary Contributions/ other	6132	gifts
Total Locally Raised match Funding years 1-4	148940	

The project budget was made-up of an amalgam of headings; including overheads, training, VAT, fees and a series of headings related to the physical works programme. The total spend over the four years of the programme (including the value of gifts in kind and the money spent in the development year) can be summarised as:



The overhead and fees costs add up to 20% of the total project cost, and with the exception of the training costs and VAT, the remainder of the combined HLF and locally raised funding has been invested directly in projects. Taking a closer look at some of the principle projects within the programme, it is possible to see the amount expended on each:

Major KRIV Projects	Amount Spent (£)
Cow Lane Archaeological Investigation	43000
White Nancy Fence	30000
Gritstone Trail waterfall	15000
Ridge Wall	15000
Claytons Tower	18000
Map Book and Education Document	37000

Summary:

In the research for this report no formal and specific complaints or criticisms were found in the projects financial dealing with suppliers, funders or partners.

When seen as a single programme cost across all four years the price tag can appear to be high, however year by year, the project has completed significant programmes of physical works and has operated with less than 20% administrative running costs. From the point of view of the local authorities and Parish / Town councils, the leverage the project has provided is 'muscular' 40:1.

3.5 Measuring the engagement of local communities

Survey Results and some conclusions..

• **Who's using the area for recreation?**
 Survey T2 asked visitors in summer 2007 where they lived, this showed that the majority of users were local, with 48% of the sample. The remainder came from further afield in former Macclesfield Borough (24%) and Greater Manchester (16%), the remainder came from elsewhere in the UK (8%) High Peak (2%) and only 1% considered themselves to be foreign. The May 2010 repeat of the survey displayed a slightly different picture with only 31% of those surveyed being local, matching the percentage from elsewhere in the UK (31%). The percentage of visitors from High Peak Borough was higher at 21%, and the percentage from further afield in former Macclesfield Borough dropped to 3%., the percentage from Greater Manchester dropped slightly to 14%. The second survey, taking place on one Friday in May, may differ in some significant ways from the initial survey which took place on a variety of weekdays and weekend days between June and October 2007. It is tempting to say that the

Conclusion:

The initial survey shows that the KRIV area is visited across the summer predominately by local people for recreation.

	<p>comparison between the surveys shows proof of extended use by visitors from outside the area. In answering this question I think the results of the second survey simply adds a snapshot of the areas use on a midweek day in spring, which cannot be used to measure any change in the trends of overall usage. The Type 2 survey also gives an insight into the age of the visitor, the majority of visitors (35%) placed themselves in the age category 41-49yo in 2007, in 2010 this percentage rose to 47%.</p>	
	<ul style="list-style-type: none"> • How often do visitors visit the area and how do they arrive? <p>Both Survey 1 and Survey 2 were helpful in defining the duration of a visit to the area. The 2007 survey 2 shows a clear preference for visits lasting on average 1.2 hours. The same survey taken in May 2010 revealed that the average stay was 1.97 hours. The type 2 survey (BollingtonTown Centre) asks how the visitors reached the area, and how often they visited. The 2007 showed that 'almost every day' was the highest percentage with 'once a week' appearing as a close second (39%), the May survey saw a drop in the 'almost every day' to 30% and once a week rising to 58% (The 2010 result possibly reflects seasonal patterns of countryside usage). All survey results show 'walk from home' as the largest percentage answer for 'how do you access the area', this again strengthens the 'local use' result above.</p>	<p>Conclusion:</p> <p>The survey shows that the most frequent visit to the area is by people 'walking in' from home, visits last between 1 and 2 hours, and occurs once a week or almost every day.</p>
	<ul style="list-style-type: none"> • What do visitors use the area for? <p>Survey T2 show that uses included; Dog walking, picnicking, horse riding, nature study / bird watching, photography, jogging and running, but 'walking' was the single most common activity undertaken by visitors (60% in 2007 and 55% in 2010). In 2007 21% of the survey stated that the reason they were in the area was 'dog walking' and a smaller number (5%) chose 'nature study and bird watching' and 'picnicking'. In the May 2010 T2 survey the 'walking' and 'dog walking' remained as the top activities.</p>	<p>Conclusion:</p> <p>The survey confirms that the area is used for a wide range of activities, but 'walking' and 'dog walking' are the most common.</p>
	<ul style="list-style-type: none"> • What do visitors like most about the area, and what do they most dislike? <p>The 2007 T2 survey asks visitors to state what they most like about the area, the most popular answer was 'landscape' with 18%, closely followed by 'views' (21%), peace / un-crowded (18%) and 'close to home' (17%). The percentages remain constant in the 2010 survey, however 'good paths' appears with 14% in 2010 a rise of 6% from 2007. The survey asks the respondent to state what he or she doesn't like, the most common answer in both surveys is 'nothing' with 47% in 2007 and 67% in 2010. Other significant results in the 2007 survey are: muddy paths, no shops and disused mill, each with 6%.</p>	<p>Conclusion:</p> <p>The visitor to the KRIV most values the quality of the landscape, the peace, the views and the fact that the area is close to home. The survey shows a rise in the approval of the paths system between 2007 and</p>

	<ul style="list-style-type: none"> What did the visitors know about KRIV? Both the T1 and T2 surveys asked people what they knew about the KRIV project, in the 2007 town survey (T1) showed that the 82% of the townsfolk surveyed had heard of KRIV, and 76% of these had a good (43%) or rough (33%) understanding of what KRIV did. When the survey was repeated on May 2010, the number who had head of KRIV had risen slightly to 86%, with 75% showing a good (54%) and rough (21%) understanding of the project. The 2007 T2 survey taken on and ground the ridge showed a slightly different picture. Only 44% of those surveyed had heard of KRIV, and of these 47% had a good understanding of the project and 45% had a rough understanding. By the May 2010 survey, the number of visitors who had heard of KRIV appeared lower (40%) however 64% of these had a good understanding and 22% a rough understanding. 	2010. Conclusion: Knowledge of the project in the town of Bollington appears to be relatively high compared to understanding amongst visitors on site. By 2010 the understanding in Bollington has grown to some extent, but within the statistics drawn from recreational users of the area (particularly those who have come from some distance away) awareness appears to drop.
	<ul style="list-style-type: none"> Have visitors noticed any improvements in the KRIV area? The T1 and T2 surveys ask this question, and in 2007 70% of those surveyed in Bollington (T1) had noticed improvements, when asked what these were respondents talked of fences, gates, pathways, gates but particularly walls. When the questionnaire was used again in May 2010 the percentage who had noticed improvements had risen to 97%, and the improvements highlighted by the respondents again covered a variety of features, but walls remained dominant. The survey on and around the ridge in 2007 (T2) showed that 58% of those surveyed had noticed improvements, and the specific improvements listed included signposts, path improvements, walls, the path up to White Nancy and walls. The single most common improvements notes were 'gates' with 27%. The May 2010 T2 survey showed an increase in the percentage of those who had noticed improvements (86%) but on this occasion the majority of improvements noted were 'walls' (24%) 'paths' (20%) and 'gates' (20%) 	Conclusion: Both surveys show an appreciation of the improvement work which has grown since 2007, features appreciated are walls pathways and gates.

- **Do KRIV partners and stakeholder believe the project has reached its objectives?**

The type 4 survey undertaken in May June 2010 was completed by 48 individuals who described themselves as: interested local resident (69%), partners & strong supporter (21%) professional interest (6%) and volunteer on KRIV projects (4%). This group responded to a series of questions about the project and its performance. The survey asked if the project had reached its 4 main objectives, all four received a strong 'very successful' comment from the respondents. 85% of the respondents felt that the project was well managed, and 72% thought it was good value for money, and 80% felt that the same results would not have occurred without KRIV. The majority of respondents felt that the project would increase use of the area by schools, it would increase use by local people and would increase tourism. 64% felt that the project would help to increase landowners awareness of wildlife and heritage, 54% felt that landowners, visitors and local users would understand each other better, 75% believed that funding agencies would be more likely to support future work, 79% felt that planning authorities will be more likely to protect the areas heritage and landscape features and 81% felt that the area will benefit from being seen as a defined 'Heritage Landscape'.



Conclusion:

The stakeholder survey shows that the majority of those who expressed an opinion found that the KRIV project reached its objectives, showed value for money and was well managed.

4.0 Conclusion



"Farming as the basis of meaning in the countryside has largely given way to a mosaic of different visions. 'Traditionalists', 'idealists', 'pragmatists' and 'visitors' will all attach different meanings to the countryside. The pragmatic view, that 'what works is best' seems likely to prevail, with mixed consequences for sustainability".

Countryside Agency 2003

KRIV is one of the smallest Landscape Partnership schemes in terms of area covered and budget, it was one of the very first LP's to be approved, and is now the first to come to a planned end. The scheme has in some ways benefited from the size of the area, but in other ways it has suffered. For example, an incomplete partnership in a larger area can be less of a problem, with the acceptance from the outset that there would be a scattering of works and benefits across a large area.

Larger Landscape Partnership areas often have 'professional' steering groups, made-up of national park staff, environment agency staff, local council officers etc. KRIV was a community driven project, with a steering group mainly made-up of volunteers. The KRIV Steering Group includes community members, landowners and local elected members who are generally 'non-professional' (in the countryside management sense). The group has however benefited from an active and effective project manager (Richard Thorogood), positive links with Groundwork Cheshire, BTCV and Local Government professional teams. The project has also benefited from having knowledgeable and energetic chair (Graham Barrow). Graham Barrow has many years experience in the instigation and development of partnership programmes in the countryside, and his involvement in the visioning, bidding and delivery stages of the KRIV initiative has been critical.

The success of the KRIV scheme has been due to a large extent to the capability of this Community Steering Group to make decisions and get a long list of projects completed within a tight timetable. The KRIV aim of developing a partnership which involved everybody was undermined to some extent by the reluctance of some landowners to become involved. It was not possible within the constraints of this evaluation to meet all landowners to

establish a more detailed picture of support and concern, however it is possible to generalise about the concerns of those who made comment.

One Landowner describes his issues with the scheme and his reluctance to engage in the partnership (even though some of his comments about what has been achieved were positive). This particular landowner expressed some specific concerns over the style of some of the boundaries established by KRIV, and expressed concern over how certain projects had been chosen for intervention. He felt that a lack of openness from the Steering Group had lead to concerns and he felt that all decision making bodies are enhanced by the presence of a 'critical party' who can help the group 'test' decisions. Concern was expressed around a how the funding was being spent and the ultimate 'value for money' the KRIV programme delivered. As part of this study I discussed the KRIV management decision making process with key stakeholders, and asked them whether they considered that KRIV was good value for money. With few exceptions those interviewed felt that the project was both well managed and represented good value for money. This was backed-up by the stakeholder survey (May-June 2010) in which 85% of the respondents felt that the project was well managed, and 72% thought it was good value for money.

Through my discussions with KRIV partners, it also became clear that some of the difficulties involved in engaging landowners in the KRIV area can be traced to historical 'fault-lines' and the suspicion of government intervention and 'quango's'. It would be easy to say that more effort should have been invested in partnership building, particularly with the local landowners. The reality of the situation is however that with only one paid project team member, and over £1m of work to deliver in a fixed period, this was probably impossible. The results of a scattered partnership of landowners may have shaped what the KRIV scheme delivered however, certain areas of improvements could not be delivered where landowners chose not to co-operate. As a result the programme benefits were peppered across less of the area than was originally envisaged.

The HLF trimmed the original KRIV budget, and as a result the original two person project team was reduced to one person. This has had some major ramifications in what was possible in the project time period. If the programme team had been retained at 2 people (or even extended to 2.5 people with a 0.5 post for admin support) the programme may have gone further to reaching its goals, and perhaps the local partnerships would have been stronger. The low level of project administration costs however would have been compromised if more staff had been engaged. The programme currently shows less than 20% administration costs which (for such a diverse programme) is very low. Another positive financial aspect of the programme is the ratio of inward investment measured against Local Authority funding from the area itself (around 40:1), regeneration programmes of this type seldom better a ratio of 20:1.

The interpretation and educational material produced by KRIV is of a very high quality, but a more active programme of promotion aimed at 'bedding the material in' may have been useful. This however is one clear impact of

the reduced delivery team.

Above all else, the programme (in Partnership with BTCV) has assembled a very strong volunteer team, which has all the signs of gathering strength in the future. It offers a wide range of volunteers a means of staying fit, learning new skills, honing old skills and meeting friends. To the future of the area it offers a dedicated skilled and motivated workforce with tireless enthusiasm for improving the countryside. Above all else, the KRIV volunteers represent a long term contribution which will provide a very positive legacy.

Harnessing the enthusiasm of the community and engaging as many local people as possible can be difficult. In delivering a major programme of physical works a management team can be drawn away from local trades people and volunteers towards 'out of area' contractors with guaranteed delivery dates, fixed costs and penalty clauses. The KRIV steering group has fought against this throughout its operational period, and has engaged local suppliers of materials, local stone wallers and even local artists, but perhaps one of the most impressive facets of the programme has been the development of a strong and viable volunteer group. From the outset, the programme aimed to engage the very rural Rainow with the programme as well as the more urbanised Bollington.

There can be little doubt that the impact of the KRIV project has been significant to the area over the last four years. The area itself is a remarkably interesting and diverse in many respects, and has deserved the focus KRIV has been able to provide. It has been said by some of the project's detractors that the same results might have been achieved without the creation KRIV and the support of HLF and other funders. These detractors suggest that landowners could have been capable of improving historic features, access, and habitat with access to the many government support packages available in the area. Assuming all the landowners in the area could have accessed maximum government support, and were happy to match this with their own money, it is unlikely that anything as co-ordinated at KRIV would have emerged. KRIV is not simply a convenient package of money to deliver improvements, it is also a 'masterplan' which has engaged all stakeholders in a single well designed intervention. An intervention where routeways link other routeways, design values are retained, historical features are valued and the opportunity for community inclusion is a guiding principle.




This research has confirmed that the KRIV Landscape Partnership has reached its key objectives (as established in the Second Stage HLF application), it has delivered (and in some areas exceeded) it's projected outputs and has delivered its projected outcomes. The scheme has delivered a complex programme of works with energy, enthusiasm and intelligence. The scheme has retained an 'inclusive' community approach to its work, which has benefited local people through stimulating the economy and establishing a stronger 'sense of place'. The KRIV steering group has clearly honoured its commitment to its funders and to the community it served and will leave a positive legacy in the area.

John Bowie 2010

5	Appendices
1.0	List of interviews
2.0	The evaluation plan
3.0	Project List and Location Plan
4.0	References

Appendix 1

List of KRIV Partnership / Stakeholder Interviews and Meetings

	24 th May 2010 Brian and Christine Peacock Landowners
	24 th May 2010 Brother Michael Winstanley KRIV Steering Group Member representative of owners of Savio House and Estate
	24 th May 2010 Patrick Dawson (local resident) Andrew Roberts (Local Landowner)
	Bob Langstaff Volunteer, KRIV Volunteers
	John Herbert Coombs Volunteer, KRIV Volunteers
	Sue Hague Volunteer, KRIV Volunteers
	Tim Standing Volunteer, KRIV Volunteers
	 Fiona Southern Lead Monitor Heritage Lottery Fund
	 Sue Fisher , HLF Monitoring Officer 2004- March 2009
	 Julia Curtis Teacher (yr 4-5) and School Geography Co-ordinator, Bollington Cross Primary School
	Ken Butler KRIV Steering Group Member Retired Surveyor, Chairman of Rainow Parish Council
	Mary Meecham KRIV Steering Group Member Retired Architect, Representing Rainow Women's Institute
2.1	Graham Barrow , Chair KRIV Steering Group
2.2	Richard Thorogood , Project Manager

Appendix 2 Evaluation Plan

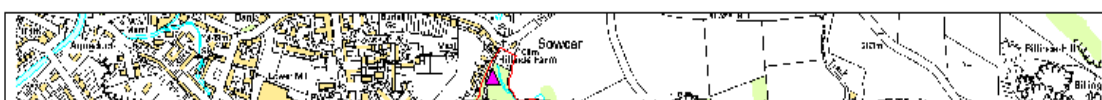
Method Plan 1 KRIV Evaluation 2010

The aims of the scheme	Method Adopted	Outputs (quantitative data)	Outputs (qualitative)	Evaluation Method
<ul style="list-style-type: none"> To involve the local communities and work with the landowners of Bollington and Rainow in order to increase their interest and concern for the conservation and enhancement of the area. 	<ul style="list-style-type: none"> Establish a management steering committee Establishment of Volunteer programme Establishment of Volunteer Training Programme Create positive awareness of the area through PR Consultation with site users Consultation with landowners Consultation with heritage and landscape professional community 	<ul style="list-style-type: none"> Number of Management steering committee meetings Attendance of Management steering committee meetings Number of volunteer hours / yr Number of information events Number of press reports and articles generated Number of meetings with landowners Number of users consulted Number of meetings with landscape / heritage community 	<ul style="list-style-type: none"> Level of satisfaction of Partnership / Committee member Opinions of walkers / visitors and other users Opinions held by other local partners and professional Community 	<ul style="list-style-type: none"> Meeting / Interviews with stakeholders Interviews with Volunteers Survey of site users Survey of stakeholders
<ul style="list-style-type: none"> To identify and carry out a programme of work to restore and enhance the landscape and the heritage features. 	<ul style="list-style-type: none"> Through volunteer programme and contracted work enhance and restore key heritage features To undertake a schedule of physical works on landscape and heritage features 	<ul style="list-style-type: none"> Annual project programme 		<ul style="list-style-type: none"> Site visits Work schedules
<ul style="list-style-type: none"> To maintain and improve the public footpaths and investigate the possibility of access agreements in the area. 	<ul style="list-style-type: none"> Through volunteer programme and contracted work enhance and restore key heritage features To undertake a schedule of physical works on concessionary routes and PROW Enter into discussions with landowners over access agreements 	<ul style="list-style-type: none"> Annual project programme Number of access agreements 		<ul style="list-style-type: none"> Site visits selected sample reports Survey of footpath users
<ul style="list-style-type: none"> To interpret the important and interesting features of the area. 	<ul style="list-style-type: none"> To work with local community and local experts on the interpretation of features within the landscape area To work with Local schools and LEA to create teaching materials 	<ul style="list-style-type: none"> Number and description of completed interpretations Number of completed pieces of teaching materials 	<ul style="list-style-type: none"> Opinions of site users to interpretative material Opinions of users of educational material 	<ul style="list-style-type: none"> Survey interview stakeholders

Completed by KRIV 2006 - 2010

- 1km of hedge laying completed
- 1.5kms of dry stone walling restored
- Five stone stiles restored
- A new footpath to White Nancy (built by the KRIV volunteer team) which includes 223 steps
- Restoration of Claytons Tower,
- Restoration of a historic Gritstone waterfall,
- Restoration of a dry stone footbridge
- Restoration of a dry stone well
- Restoration of a stone hillside spring
- A community archaeological dig of Cow Lane Mill (a former cotton mill)
- A community archaeological investigation of the walled garden at Savio House
- Improved access along major routes to White Nancy which includes installation of bespoke kissing gates, improved drainage and cutting back of encroaching scrub on the footpaths
- Restoration of local 'trod' footpaths
- Annual painting of White Nancy
- Installation of a fence on the hillside below White Nancy to improve the biodiversity of the hillside and offer protection to the summit area
- The creation of a wildflower meadow
- The creation of ten acres of new woodland and meadows on the Savio House estate
- Improved biodiversity of woodlands, heather bank and hillside.
- Production of a detailed heritage map, landscape history booklet and schools teaching guide
- Over 50 different training days provided by the BTCV
- Over 100 different volunteers have taken part on the Friday KRIV task days
- Ten volunteers have worked over 100 individual Friday task days
- Over 5000 volunteer days have been completed by the KRIV volunteer team

Appendix 3a; Project Location Plan





Commission for Rural Communities (2005) **the State of the Countryside**, Countryside Agency.

HLF (2010) Working Paper; **Evaluation of the HLF LP Programme**

Kerridge Ridge and Ingersley Vale Countryside and Heritage Landscape Partnership Project, **HLF Stage 2 Submission Document** (2006)

Kerridge Ridge and Ingersley Vale **Steering Group Meeting Notes** 31st March 2005- 21st January 2010.

KRIV **Evaluating the Project** (2007) GBR&C

The Countryside Agency (2003) **The State of The Countryside 2020**.

<p>John Bowie</p> <p>44 St. John Street</p> <p>Wirksworth</p> <p>Derbyshire</p> <p>DE4 4DS</p> <p>01629 826412</p> <p>johnsdbowie@aol.com</p>
--

	John Bowie BA Mphil FHEA
<p>John Bowie delivers a wide range of consultancy services to public, voluntary, private and social enterprise organisations. With a broad background in regeneration activities including the management of a major regeneration charity, the development and management of Social Enterprises, and the role of 'Head Ranger' with the Derbyshire County Council.</p> <p>He is a senior lecturer at the University of Derby, and works closely with the University's 'Centre for Community Regeneration', writing and teaching the <i>Foundation Degree in Community Development and Regeneration</i> and a wide range of HE and FE community learning programmes. He operates from Wirksworth, Derbyshire.</p>	
Qualification	<ul style="list-style-type: none"> • 2010 Fellow of the Higher Education Academy (FHEA) • 2010 PGPLT Higher Education Teaching Certificate • 2009 Charity's Evaluation Service (CES) Evaluation Champion • 2007 CBA Assessors Standard • 2000 Master of Philosophy Degree (Environment and Communities, Training for Sustainability) • 1999 Accelerated Business Development Programme for Directors and Senior Executives • 1998 Training and Development Lead Body (TDLB) NVQ3 Units: D32, D33, D34, A21 • 1997 NEBOSH Certificate (Health and Safety Officers) • 1982 Bachelor of Arts Degree (Environmental Studies / Ecology)
Some recent examples of projects	
'Representing the Voluntary Sector' training courses	This two stage programme for volunteers representing the sector on the Derby City Partnership (LSP) was researched, written and delivered to voluntary sector representatives in the city of Derby in 2009-10.
'Essential Ingredients in Project Management' (EIPD)	A six month, part time programme at HE level 5, EIPD allows community activists and other sector workers to achieve 30 credits at HE level 5. The course was co-written by John Bowie and is delivered through 'University of Derby Corporate'
Team Leader, Evaluation of Groundwork Bedfordshire	John Bowie led a team of high level sector workers in the evaluation of 'Groundwork Bedfordshire' in 2007. This included a full 360 degree examination of the impact of the Trust and its partnership.