

# Section 4:

## Aims and Objectives



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The previous sections have provided a narrative of the landscape, describing what gives this area its unique character, while assessing the risks and threats that it faces.

This section lays down the vision for the TVWLP and outlines its aims and objectives to achieve the vision. It goes on to provide a summary of the four delivery programmes and shows how they fit with the four HLF priorities, creating a clear impression of how the Partnership will conserve and increase understanding about the area's landscape and heritage.

### 4.1 The Vision

To create a wetland landscape, rich in wildlife and accessible to all. This will be achieved by taking a landscape-scale approach to restoring, conserving and reconnecting the physical and cultural landscape of the Tame Valley. By re-engaging local communities with the landscape and its rich heritage, a sense of ownership, understanding and pride will be nurtured to ensure a lasting legacy of restoration and conservation.

### 4.2 Aims and Objectives

To achieve the Partnership's vision, four aims have been identified, which fit closely with HLF's four Landscape Partnership programmes. Four SMART objectives have been developed in order to help meet each aim.

## Aim 1

(primarily achieved through Programme A – Conserve and Restore):

Conserve, enhance and restore built and natural heritage features in order to improve the fragmented and degraded landscape of the Tame Valley. Emphasis will be given to linear features such as the River Tame and its floodplain, the canal corridor and historic hedgerows.

## Objectives:

1a) Work with partners to restore at least 2 historic, listed structures of built heritage importance.

1b) With Water Framework Directive targets in mind, work with partners, landowners, farmers and local volunteers to create / enhance 50 hectares of Local Biodiversity Action Plan (LBAP) habitat (predominantly wetland), and 1,000 metres of river or canal bankside habitat.

1c) Work with landowners, farmers and local communities to create / restore 1,000 metres of hedgerows and historic field boundaries.

1d) Provide improved habitat, protection, awareness and monitoring for at least 5 native LBAP species.

## Aim 2

(primarily achieved through Programme B – Community Participation):

Reconnect the local community with the Tame Valley landscape and its heritage by engaging and involving people of all ages, backgrounds and abilities with their local green spaces, sites of heritage interest and the conservation and restoration of these places. Emphasis will be given to engaging with hard-to-reach groups, community-led initiatives and delivering events and activities.

### Objectives:

2a) Undertake practical conservation and surveying work at sites across the scheme area through the creation of a regular and mobile volunteering programme, attracting 10 volunteers on average per session.

2b) Explore ways to positively engage and involve hard-to-reach groups, particularly young people and those from deprived or segregated communities. This will be achieved through the delivery of targeted work such as youth engagement, which will engage with at least 200 young people.

2c) Provide opportunities for communities to take ownership of their local area and to work constructively with others to take positive action to conserve and promote local heritage. This will be achieved through community-led initiatives, focusing on cultural heritage and by setting up new (or supporting recently established) local volunteer groups to ensure there are at least 3 active groups spanning the length of the scheme area.

2d) Promote the landscape's natural and built heritage as an educational resource. Develop and deliver comprehensive events and activities for schools and families across the Scheme area, with the target of reaching 1,000 school children and 500 members of the public.

### Aim 3

(primarily achieved through Programme C – Access and Learning):

Improve access and learning for local people – both physical access on and between sites and intellectual access on and off site through a range of resources. This includes development of the 'Tame Way', themed trails, and a Gateway to the Tame Valley interpretation centre and website.

### Objectives:

3a) Encourage inclusive physical access and health and wellbeing by removing actual or perceived barriers, improving access at 10 key sites of interest, and by creating 5 new circular / themed trails across the area.

3b) Improve existing access routes and the links between these in order to develop and promote a 'Tame Way' - an interconnected network of access routes, trails and themed walks encompassing a range of heritage sites along the scheme area.

3c) Raise awareness of the landscape and its wildlife, heritage and accessibility through innovative learning and interpretation, both in the field and on the internet. This will be achieved through the development of a heritage resource pack and site-based interpretation, through the use of new and social media and through the creation of a Gateway to the Tame Valley interpretation centre at Kingsbury Water Park and an interactive website. The centre and website will engage at least 55,000 people with the scheme.

3d) Promote the scheme and the Tame Valley identity, and raise awareness (both locally and strategically) of the environmental and socio-economic importance of the landscape - its heritage and its wetlands - particularly with reference to ecosystem services and climate change. 10 articles / press releases will be produced and promoted.

## Aim 4

(primarily achieved through Programme D – Training and Skills):

Provide training opportunities for local people by offering taster sessions, short courses, award schemes and certificates in a range of heritage and conservation topics, in order to increase the skill and knowledge levels within the local population and provide a lasting legacy.

### Objectives:

4a) Work with local experts and link across the scheme programmes, to deliver at least 150 taster days and short courses, training approximately 1,000 people in a range of natural and built heritage and conservation topics, such as stonework restoration, hurdle making, coppicing, hedge-laying and species identification.

4b) Provide opportunities for local people to gain certification in heritage and environmental conservation skills. At least 40 people will carry out accredited training through OCN or City of Guilds qualifications. 10 of these people will go on to find employment, education or further training as a result of this training. 25 young people will also gain the John Muir Award.

4c) Undertake focused learning and research with landowners, colleges and universities to facilitate and encourage sustainable land management and to provide useful data to inform landscape restoration work. 45 landowners / farmers will be engaged and the scheme will link with college, undergraduate and postgraduate level courses through close working with at least 4 colleges and universities.

4d) Strengthen skills and knowledge amongst scheme and Partnership staff and the wider network of local groups and volunteers, by delivering training sessions and encouraging shared learning, in order to increase capacity and sustainability in delivering the scheme objectives.

The four aims can be seen as four themes (or programmes), which fit with the four HLF outcomes of Landscape Partnership schemes. These are:

- A - Conserve and Restore
- B - Community Participation
- C - Access and Learning
- D - Training and Skills

The scheme is divided according to these four themes or programmes. Within each programme are a series of projects that will be undertaken in order to achieve the objectives and meet the overall aims and vision of the TVWLPS. Each project has specific actions, budgets and measured outputs, which link to the Scheme objectives.





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