Monitoring and Evaluation of the Foresters' Forest HLF Landscape Partnership Programme in the Forest of Dean

Development Phase Evaluation Report

Submission to:

Foresters' Forest Landscape Partnership Programme

By

The Countryside and Community Research Institute

October 2016

Project Title: Monitoring and Evaluation of the Foresters' Forest HLF Landscape Partnership Programme in the Forest of Dean

Client Reference: Contract No. 317/R11/16 3.5D

Start Date: 15/02/2016

Finish Date: 31/05/2022

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Date of Report: 17 October 2016

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When quoting this report use the following citation:

Powell, J., Rayfield, C. and Lewis, N. (2016) *Monitoring and Evaluation of the Foresters' Forest HLF Landscape Partnership Programme in the Forest of Dean: Development Phase Evaluation Report.* Report to Foresters' Forest Landscape Partnership, Coleford, Forest of Dean. Countryside and Community Research Institute: Gloucester.

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1. Executive Summary

This report summarises the key findings from an evaluation of the Development Phase of the Foresters' Forest Heritage Lottery Fund Landscape Partnership Programme operating in the Forest of Dean over the period 2014 – 16. The report incorporates findings from three surveys (training participants, volunteers, residents and visitors), and analysis from a series of interviews with project leads and stakeholder representatives representing organisations participating in the Foresters' Forest programme.

The Foresters' Forest Programme is delivered across the area of the Hundred of St. Briavels, an area of land totalling 48,327 acres (19,557 hectares). The total population of the Hundred (2011 Census) was 44,260 with an age structure similar to that across the rest of England but with slightly smaller proportions of those in the younger age categories (below 44 years of age) and slightly more in the age categories of 45 years and above.

A residents and visitors survey was developed to explore perceptions and understanding about the Forest of Dean from the general population. Data were collected from face-to-face interviews at events (e.g. the Forest Festival days) and from an on-line survey during the period April – July 2016. A total of 211 questionnaires were completed. The sample indicated relatively high levels of (self-reported) knowledge about the natural heritage of the Forest of Dean but less about the industrial and cultural heritage. The majority of the sample are either satisfied or very satisfied with current condition of the landscape and natural environment. A total of 77% are satisfied/very satisfied with the condition of the natural environment and 85% with the condition of the landscape. A higher proportion of the sample are dissatisfied/very dissatisfied with the current condition of historical site protection and preservation of local culture (25% in each case). In both of these latter cases approximately 10 – 11% of the sample indicated a 'don't know enough to answer' response.

When asked which type of heritage (natural, built, cultural) they felt was most important for the Forest of Dean a total of 34% either did not know or had no preference, while 56% indicated natural heritage as most important for the Forest. Only 7% indicated cultural heritage and only 3% the built heritage as most important.

Respondents were asked what they felt were the most important aspects of the Forest of Dean – what made it special to them; and, what they felt was the worst thing about the Forest. In terms of what makes the Forest special the three most important aspects identified were: beauty and landscape; history and cultural heritage; and the natural environment. Other categories of response relate to environmental quality, the access to outdoor activities and the quality of life (particularly in relation to the area being good for raising children). In terms of the worst thing about the Forest the two categories with the highest levels of concern were: environmental destruction (building, litter, fly-tipping), and accessibility to services and transport facilities. A small proportion of the sample (7.8%) indicated 'nothing' as a response to this question.

A total of 24% of the sample indicated they had done some volunteer work with the Foresters' Forest project. An additional survey of those engaged in voluntary work connected to the Foresters' Forest projects was undertaken in the Summer of 2016. The majority of volunteers were involved in survey type work on different aspects of the natural environment (e.g. birds, pond, waterways, trees), and in archaeology work. A total of 30% of the sample spent a week of their time volunteering while one fifth of volunteers in the sample worked more than 21 days.

Reasons given for engaging in voluntary work for the Foresters' Forest include 'helping to protect the natural environment' (76% of the sample); 'helping conserve the culture and traditions of the forest' (68%), and 'I feel it is important to contribute to the community' (66% of the sample).

Project leads for a total of 32 projects and representatives from the Community Stakeholder Group and Programme Board were interviewed during the period April – July 2016 as part of the baseline survey. Interviews addressed issues relating to:

- Project aims and objectives & current activities
- Reasons for becoming involved in the programme
- Anticipated outcomes
- The role of volunteers
- Data requirements
- Legacy issues
- The Foresters' Forest process

Project leads interviewed were asked about their views on the anticipated outcomes for heritage, people, and communities as a result of project delivery. The projects represent a mixed range of activities – some of which had undertaken significant amounts of work during the Development phase, others of which had not started and were waiting for the beginning of the Delivery phase to initiate their actions. Where projects had been more active on the ground some outcomes had already been achieved in the development phase, particularly those projects associated with setting the baseline for natural heritage. The main outcomes during the Development phase for heritage relate to the survey work on the natural environment to improve understanding of the baseline situation. In terms of outcomes for people the most important aspects have been in relation to training of volunteers in surveying skills and volunteer learning more about heritage. In terms of communities there has been an increase in awareness of heritage issues, particularly in relation to natural heritage.

Interviewees recognised the importance of engaging with the wider community and particularly younger age groups in order to ensure a long-term legacy following the end of the Delivery phase of the programme.

2. Introduction and overview of the evaluation

2.1 Introduction

This report summarises the key findings from an evaluation of the Development Phase of the Foresters' Forest Heritage Lottery Fund Landscape Partnership Programme operating in the Forest of Dean over the period 2014 – 16. The report incorporates findings from three surveys (training participants, volunteers, residents and visitors), and analysis from a series of interviews with project leads and stakeholder representatives representing organisations participating in the Foresters' Forest programme.

Aims and objectives of the evaluation

The aims of the evaluation element of the Foresters' Forest programme are to establish a monitoring and evaluation methodology for the Foresters' Forest programme and its constituent projects (including stakeholder engagement), and to create a baseline assessment that meets HLF requirements.

There are four main objectives:

- To create a toolkit of qualitative and quantitative monitoring and evaluation methods that is appropriate for the programme overall and the projects individually, tailored to the different audiences involved.
- To establish a comprehensive baseline using those qualitative and quantitative methods, such that subsequent measures at successive intervals collect the evidence to prove that the programme and its constituent projects have made a difference over time.
- To collate and analyse the baseline data (both qualitative and quantitative) to create a report for HLF at the end of the development phase summarising the monitoring and evaluation activities up to that point.
- To provide a presentation of results of the baseline data (both qualitative and quantitative) to the programme management team.

Methodology

Four tasks were identified to accomplish the development stage objectives:

Task 1: Design a monitoring and evaluation framework

The evaluation framework needs to be capable of encompassing the impacts of about 40 individual projects; and include the tools needed in order to collect relevant data that will assess the nine HLF outcomes, as well as provide the Foresters' Forest with suitable feedback on progress and effectiveness of the overall partnership, over the entire project timeframe (2016-22).

Task 2: A toolkit of suitable methods

Development of a 'toolkit' of methods that can be applied to a range of target populations and the monitoring tools needed to utilise the toolkit.

Task 3: Baseline Survey

Design and carry out a baseline survey by September 2016.

Task 4: Reporting

Report and present results in a format accessible to multiple stakeholder interests.

The baseline report is intended to incorporate an explanation of the evaluation and monitoring design, methodological development, selection of indicators and measures, and the analysis and interpretation of data to provide a comprehensive picture of the current situation in 2016.

2.2 Evaluation context

HLF Guidance (Evaluation guidance: Landscape Partnerships, Feb 2013, revised July 2014) identifies nine key outcomes for landscape partnership programmes:

Outcomes for heritage with HLF investment, heritage will be:

- better managed
- in better condition
- identified/recorded

Outcomes for people – with HLF investment, people will have:

- developed skills
- learnt about heritage
- volunteered time

Outcomes for communities – with HLF investment:

- environmental impacts will be reduced
- more people and a wider range of people will have engaged with heritage
- your local area/community will be a better place to live, work or visit

In addition, the LP Guidance notes the following:

- The evaluation must measure the difference the programme makes as a whole to heritage, to people and communities.
- Individual projects should contribute to one or more of the nine outcomes.
- Evidence collected should enable the evaluation to show the 'distance travelled' as a result of HLF funding.
- Decision-makers, stakeholders, local people and partners will all want a better understanding of the nature of lasting benefits arising from the programme.

The evaluation proposed here is designed with HLF guidance in mind, and in a manner that enables provision of evidence to identify progress towards the nine key outcomes.

The Foresters' Forest HLF Landscape Partnership comprises approximately 40 projects, which all have their own individual outcomes, during development and delivery phases, as well as contributing to the nine overall HLF outcomes for the LP. The projects vary in scale and scope. Some of the projects consist of a number of sub-projects, and some are more significant for the development phase while others are not anticipated to start until the delivery phase. In addition, a number of 'coordinating' projects have been identified which contribute to improving overall partnership management (these will be assessed through the process evaluation). Development and delivery phase outcomes will be significantly different for some projects, thus requiring an expanded range of evaluative criteria and indicator measures, and attention to timing of data collection in order to capture delivery phase effects. All projects will need to be assessed as part of the evaluation, utilising a mix of common and tailored evaluation criteria and indicator measures.

3. Introduction and background context (including key characteristics of the area)

3.1 Characteristics of the Hundred of St. Briavels

The Foresters' Forest Programme is delivered across the area of the Hundred of St. Briavels, an area of land totalling 48,327 acres (19,557 hectares) about which there has been some dispute over the years in terms of its boundaries ever since the first mention of St. Briavels in 1161[1].

Table 3.1 and Figure 3.1 below illustrate the age structure of the population for the Hundred of St. Briavels and England. Data are taken from the most recent (2011) census. Super Output Lower Layer data has been accumulated for all the areas within the Hundred of St Briavels. The proportion of each Super Output Area lying within the boundary of the Hundred was utilised to determine the relevant proportion of the population within the Hundred of St. Briavels. The total population of the Hundred (2011 Census) was 44,260 with 20% of the total under 18 yrs of age and 27.8% over the age of 60 yrs.

The age structure is similar to that across the rest of England but with slightly smaller proportions of those in the younger age categories (below 44 yrs of age) and slightly more in the age categories of 45 yrs and above suggesting an older population than compared to the rest of England.

Age range (years)	Hundred of St Briavels		England
	Number of people	Proportion of total	Proportion of total
0 to 4	2334	5.3%	6.3%
5 to 7	1405	3.2%	3.4%
8 to 9	883	2.0%	2.2%
10 to 14	2543	5.7%	5.8%
15	574	1.3%	1.2%
16 to 17	1121	2.5%	2.5%
18 to 19	908	2.1%	2.6%
20 to 24	2213	5.0%	6.8%
25 to 29	1973	4.5%	6.9%
30 to 44	8093	18.3%	20.6%
45 to 59	9879	22.3%	19.4%
60 to 64	3424	7.7%	6.0%
65 to 74	5014	11.3%	8.6%
75 to 84	2792	6.3%	5.5%
85 to 89	741	1.7%	1.5%
90 and Over	365	0.8%	0.8%
TOTAL	**44260**	**100**	**100**

Table 3-1: Age Structure of the Population of the Hundred of St. Briavels

Note: Hundred of St. Briavels below national average above national average

[1] Hart, C.E. (1945) The Origin and the Geographical extent of the Hundred of St. Briavels in Gloucestershire.
Transactions of the Bristol and Gloucestershire Archaeological Society, Vol. 66, pp.138-165.

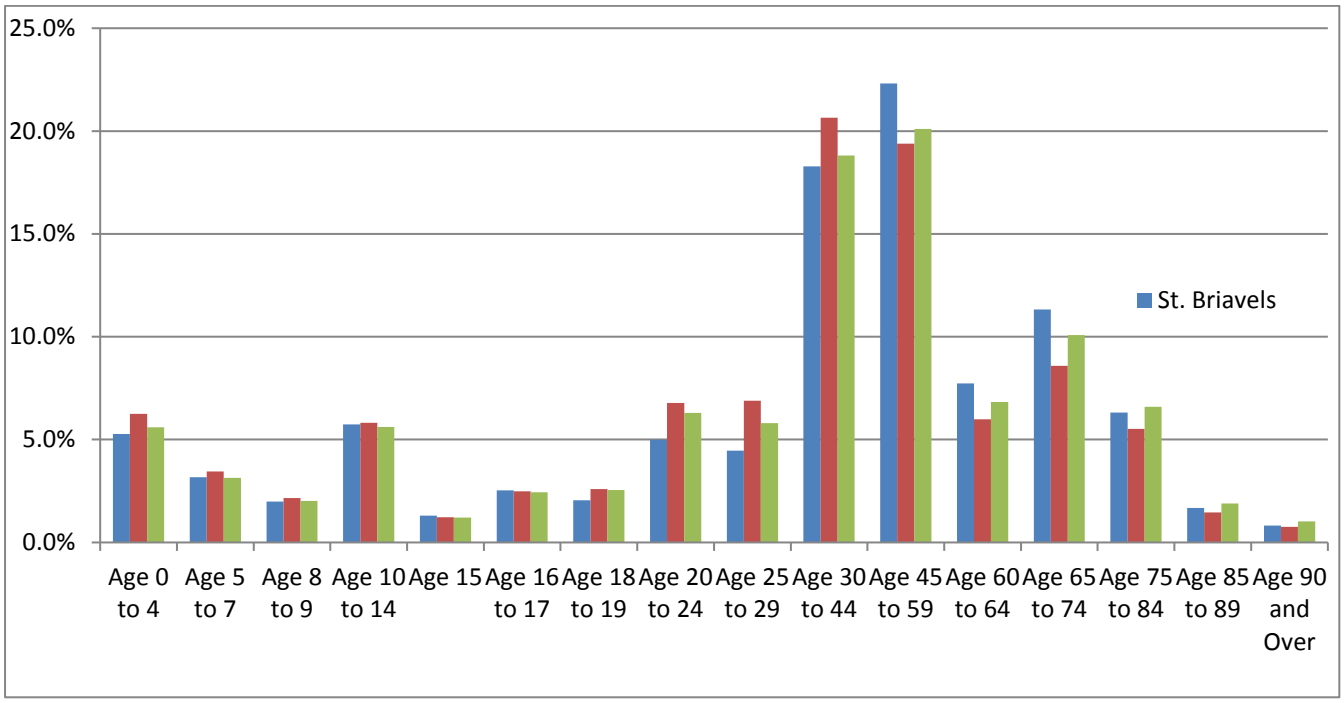


Figure 3-1: Age structure of the population: comparison of the Hundred of St. Briavels with the SW Region and England

Figure 3.2 illustrates the change in population age structure over the previous two census periods (2001 and 2011) for the Hundred of St Briavels (figures complied using Super Output Area Lower Layer data from the Office for National Statistics based on 2001 and 2011 national census data). The figures indicate there has been a slight decline in those under 13 yrs and a larger increase in older people (those over 60 years of age) over the ten-year period. Overall this suggests a slight trend towards an older population. An increase in 'one-person' and 'married couple-no dependent children' households, and a slight reduction in the proportion of those living in 'married couple – dependent children' households also suggest an aging population.

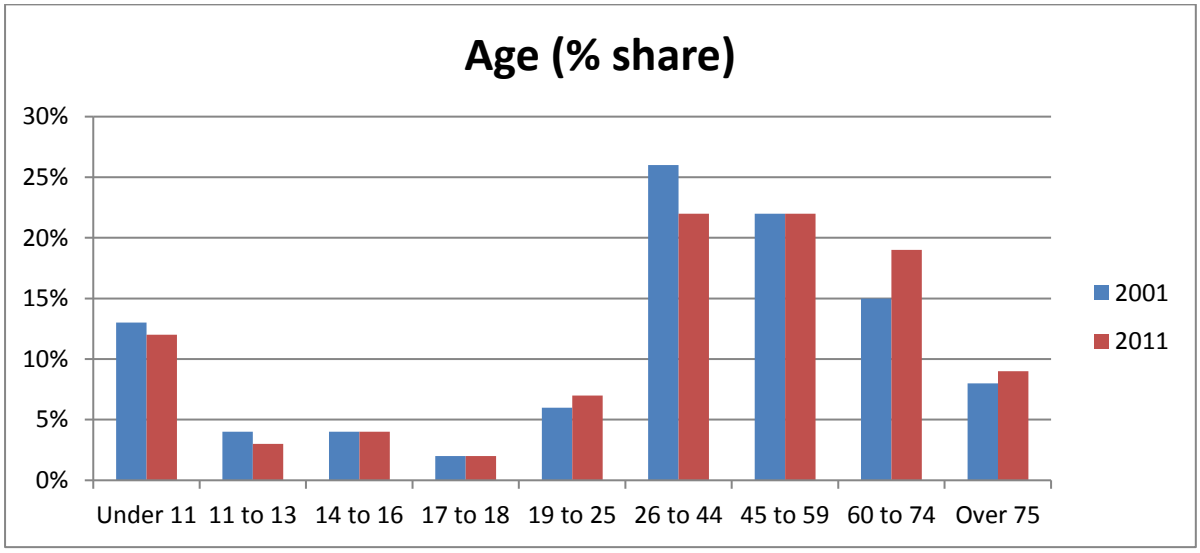


Figure 3-2: Comparison of age structure of the population of the Hundred of St. Briavels

There has been a slight change in the ethnic structure of the population over the 2001-2011 period (Figure 3.3) with relatively small increases in the numbers identifying themselves as Black, Asian, or of mixed ethnic origin and in 2011 accounting for 1.4% of the population (up from 0.95 of the population in 2001).

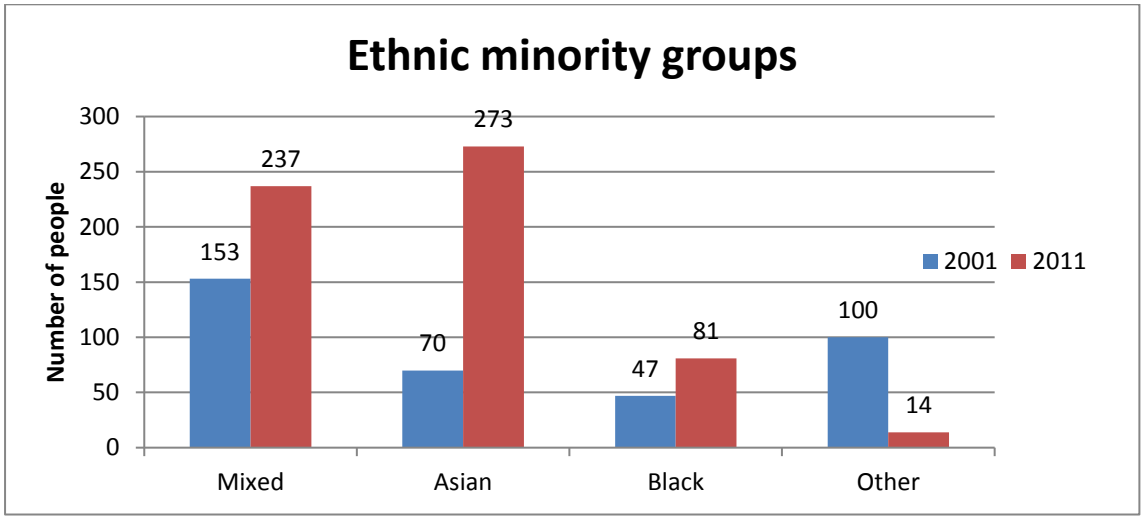


Figure 3-3: Comparison of change in the ethnic structure of the population of the Hundred of St. Briavels

(2011 census data indicate approximately 1.48% of the population is of ethnic origin)

Predicting future demographic change is difficult but recent studies carried out for the Forest of Dean District Council give some indication of changes that may occur. It is worth noting that the Forest of Dean District is a larger area than the Hundred of St Briavels with a population of 82,700 in 2012 and a projected population increase of 4.2% over the period 2012-2021 with the largest change in the over 65 yrs age category, which is anticipated to increase by 24% over the period. Net migration is anticipated to only account for a small proportion of these changes (500 persons over the 2012-21 period) though the source of in-migration is not known. Demographic data from the Forest of Dean District Council website[2] suggests a 2.5% population increase over the period 2003-12. It also suggests a 9% decrease in the 0-15 yrs age group (compared to a 2.9% increase for England) and a 25.5% increase in those aged 65 years and older (compared to a 14.2% increase for England). As the Hundred of St. Briavels lies largely within the Forest of Dean District, many of these anticipated changes will be applicable.

Figure 3.4 indicates an increase in single households and married couples with no dependent children). This is supported by the increasing number of people commuting out of the area to work on a daily basis and the loss of large local employers such as Rank Xerox in Mitcheldean

[2] https://www.fdean.gov.uk/ngcontent.cfm?a_id=7203&tt=graphic

https://www.fdean.gov.uk/media/Assets/Improvement-Policy/documents/Community%20Profile/Demographic%20Profile/Forest_of_Dean_Demography_Local_Profile_2013.pdf)

(which finally closed in 2010 and at one time employed 5,000 people). An estimated 15% of people of working age in the Forest of Dean travel to Gloucester for work, and an unknown number commute to the South Gloucestershire and Bristol area[3]. A 2004 study[4] on out-commuting from the Forest of Dean District Council revealed that 36.9% of the employed population of the District (an estimated 14,000 people) who are resident in the Forest of Dean work outside the District. At the time this was the second highest figure in Gloucestershire for out-commuting and showed an increase of approximately 5% from 1991. Highest rates (over 46%) were found to come from the northern and southern edges of the District with lowest rates found in and around Lydney, Coleford and Cinderford. In 2004 the city of Gloucester was the main destination for out-commuters (33%), followed by South Wales and Monmouthshire, and the West Midlands.

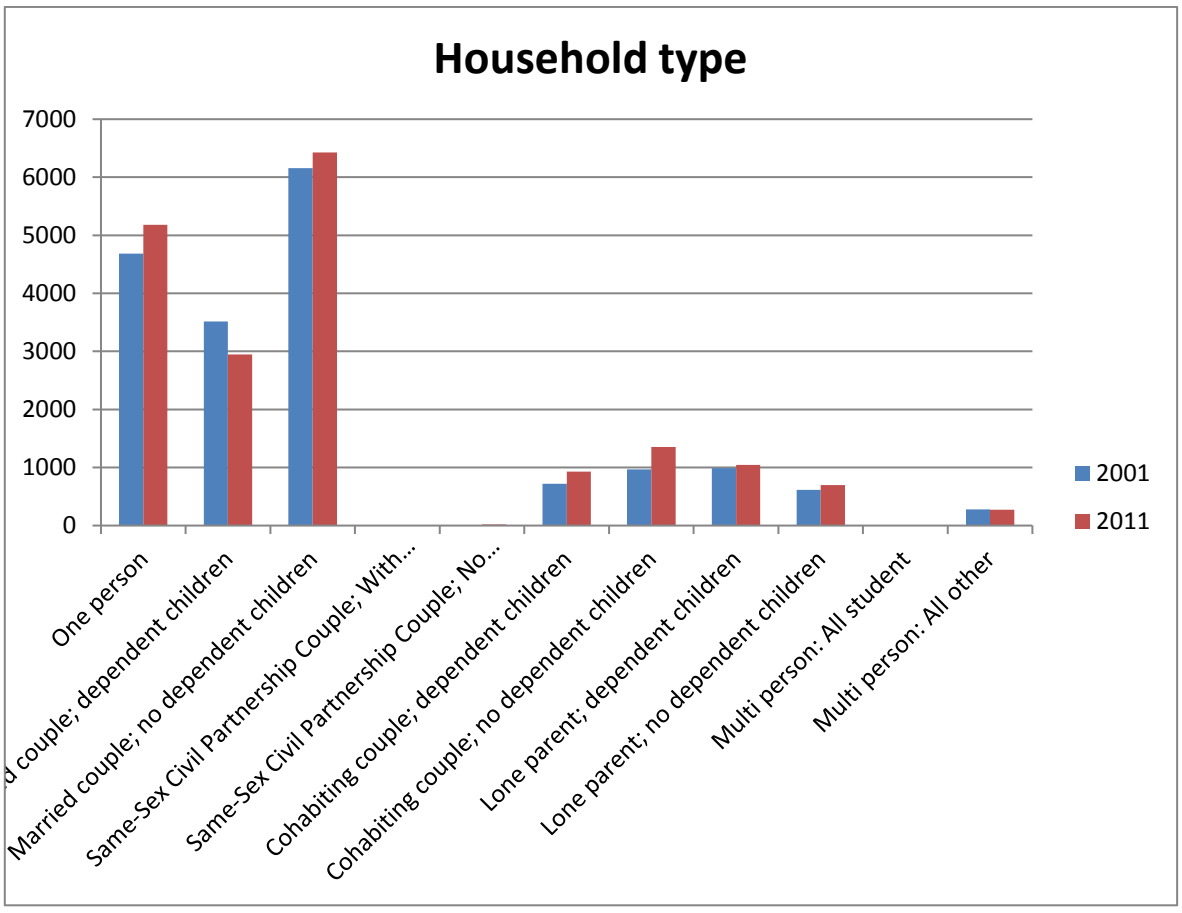


Figure 3-4: Household characteristics in the Hundred of St Briavels, 2001 - 2011

[3] Source: Gloucestershire Local Economic Assessment 2011, Chapter 3: People and Communities. http://www.gloucestershire.gov.uk/inform/index.cfm?articleid=94005

[4] Payne, J. (2004) Out-commuting from the Forest of Dean. A Report to Forest of Dean District Council.

3.2 Economic activity

Table 3.3 indicates that the employment structure of the Male population of the Hundred of St Briavels is approximately similar to that of the rest of England. The main differences are a slightly smaller proportion of the population in part-time or full-time work and slightly more self-employed persons in the Hundred of St Briavels, than in the rest of England. There are also proportionally fewer students, and significantly more retired people than in England as a whole (15.8% compared to 11.8% for England).

Figure 3.5 provides a comparison of males and female employment structure for the Hundred of St. Briavels. The Figure indicates a larger proportion of economically active females in part-time employment, fewer self-employed and unemployed females, and a larger proportion of inactive or retired females compared to males. Figure 3.6 suggests a slight increase in the size of the populations that are both economically active and inactive.

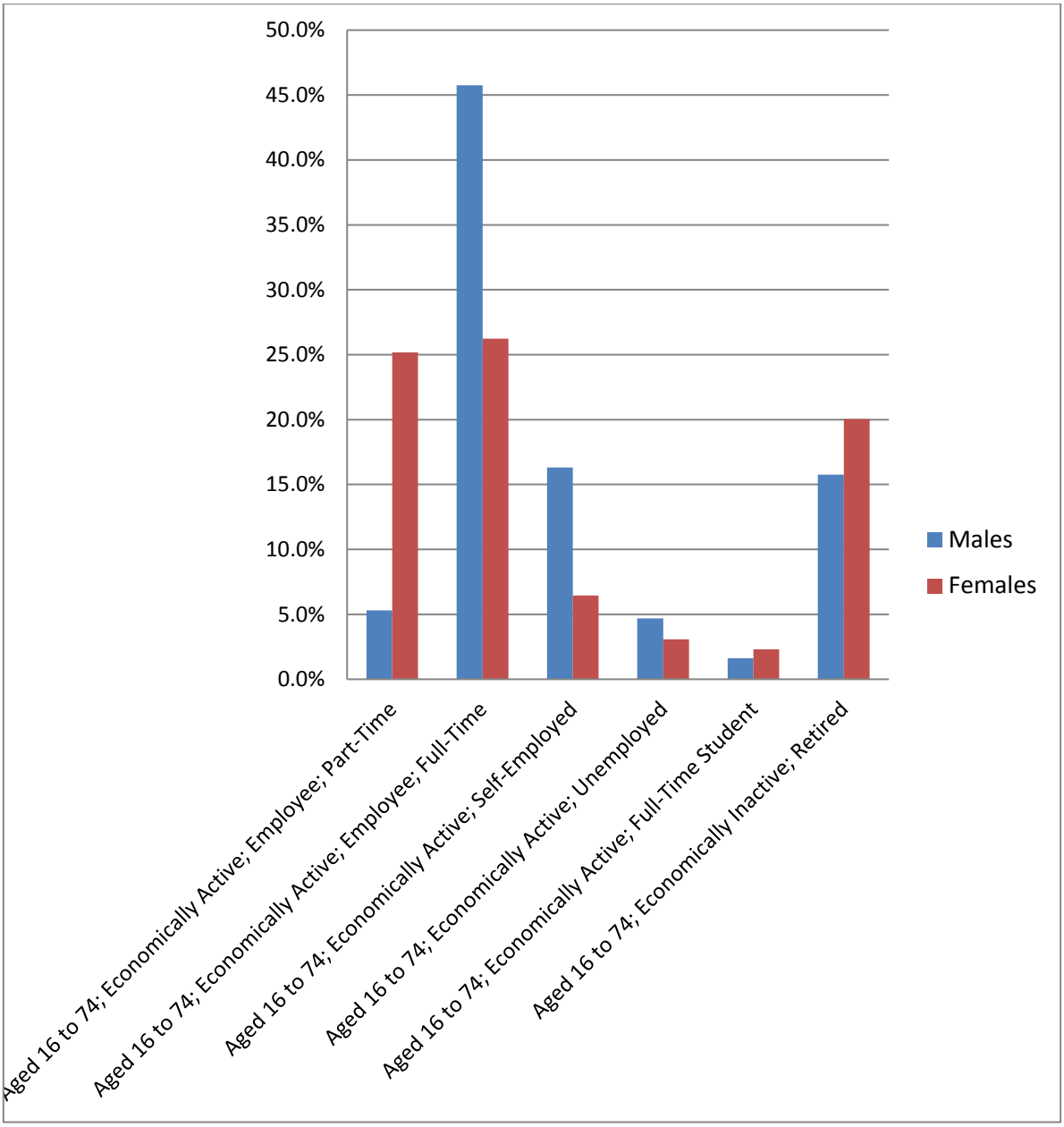
Overall the data suggest an older and less economically active population. A comparison of economic activity across the 2001-2011 period (Figure 3.7) suggests slight changes in terms of a smaller proportion of full-time and more part-time employees and a slight increase in the proportion of unemployed. Figure 3.8 suggests that the Hundred of St. Briavels is similar in structure to the South-west Region, but with slightly larger proportions of the population in self-employment and part time work, and unemployed, and a smaller proportion of the population in full-time employment.

Category	St Briavels		England
	Count	Proportion of total (%)	Proportion of total (%)
Males Aged 16 to 74; Economically Active; Employee; Part-Time	865	5.3%	6.1%
Males Aged 16 to 74; Economically Active; Employee; Full-Time	7,455	45.8%	46.8%
Males Aged 16 to 74; Economically Active; Self-Employed	2,658	16.3%	13.9%
Males Aged 16 to 74; Economically Active; Unemployed	765	4.7%	5.3%
Males Aged 16 to 74; Economically Active; Full-Time Student	264	1.6%	3.2%
Males Aged 16 to 74; Economically Inactive; Retired	2,566	15.8%	11.8%
All Male Usual Residents Aged 16 to 74	**16,291**	**100.0%**	**100.0%**

Note: figures are presented as a proportion of 'All Male Usual Residents Aged 16 to 74'

Table 3-2: Employment structure (Males only) of the population of the Hundred of St Briavels

(based on 2011 Census Data)



Note: figures are presented as a proportion of 'All Usual Residents Aged 16 to 74'

Figure 3-5: Employment Structure in the Hundred of St. Briavels: comparison of male and female

(Based on 2011 Census data)

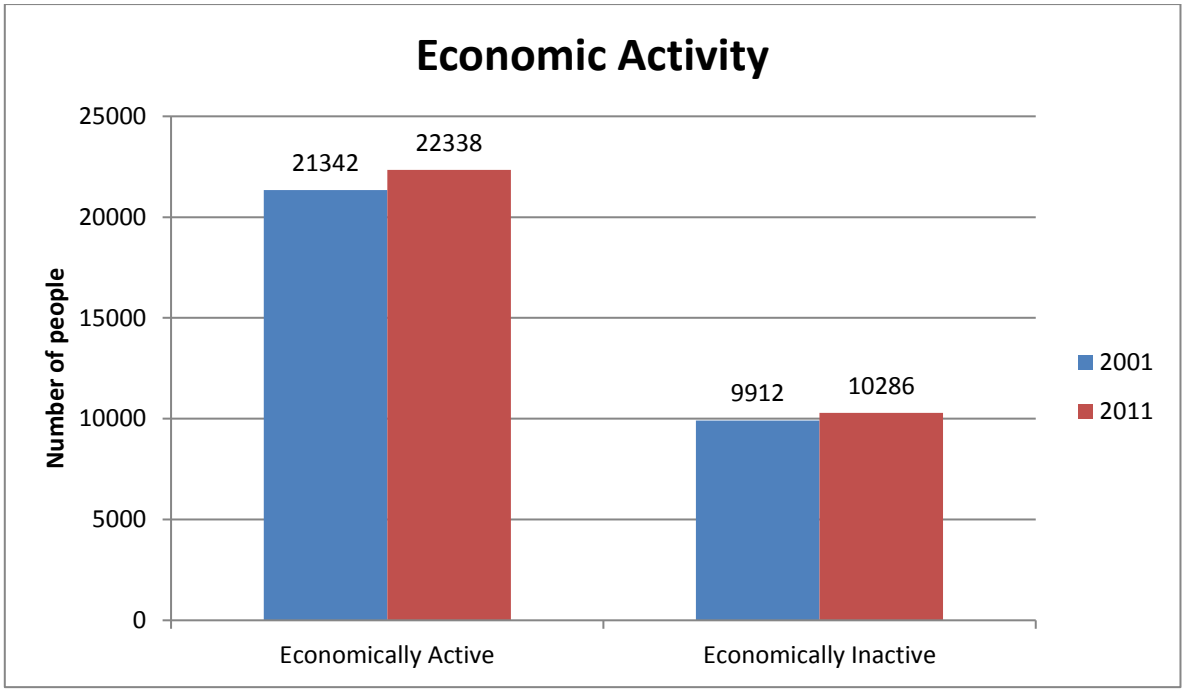


Figure 3-6: Comparison of economic activity/inactivity in the Hundred of St Briavels: 2001 and 2011 data

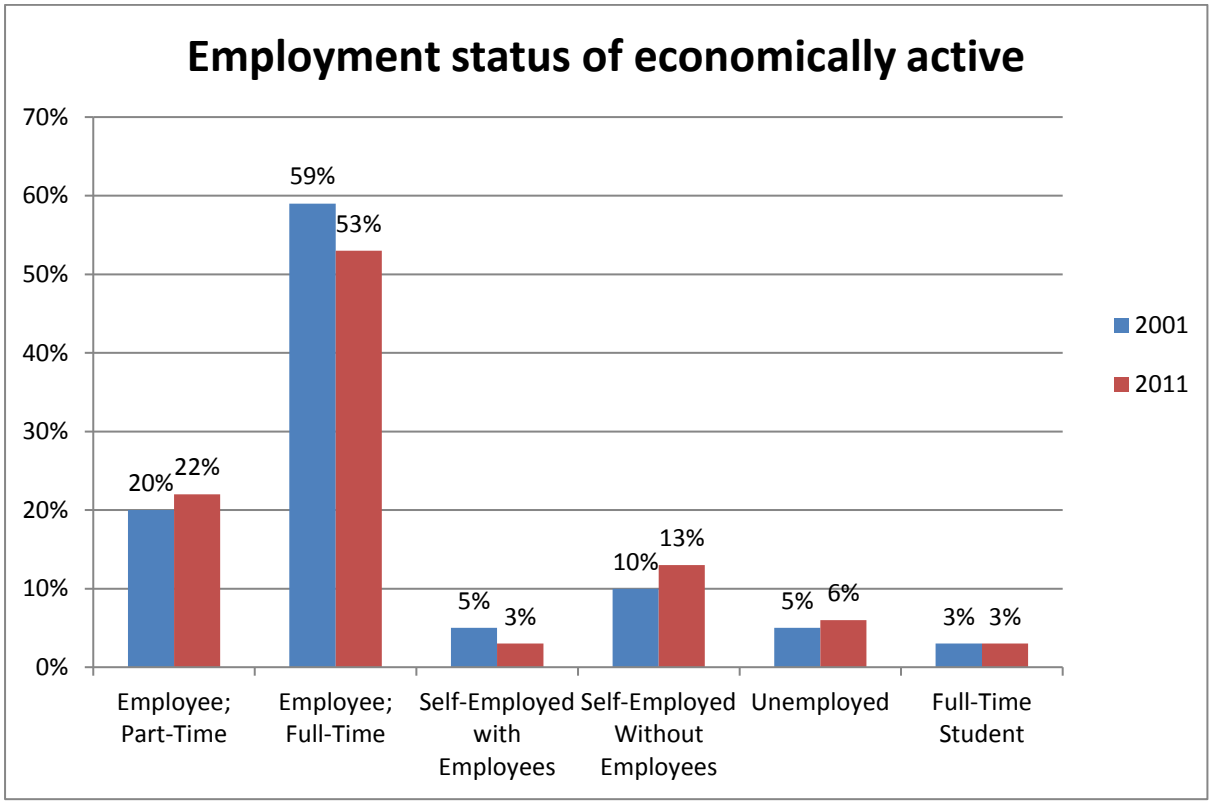


Figure 3-7: Employment status of economically active persons in the Hundred of St Briavels

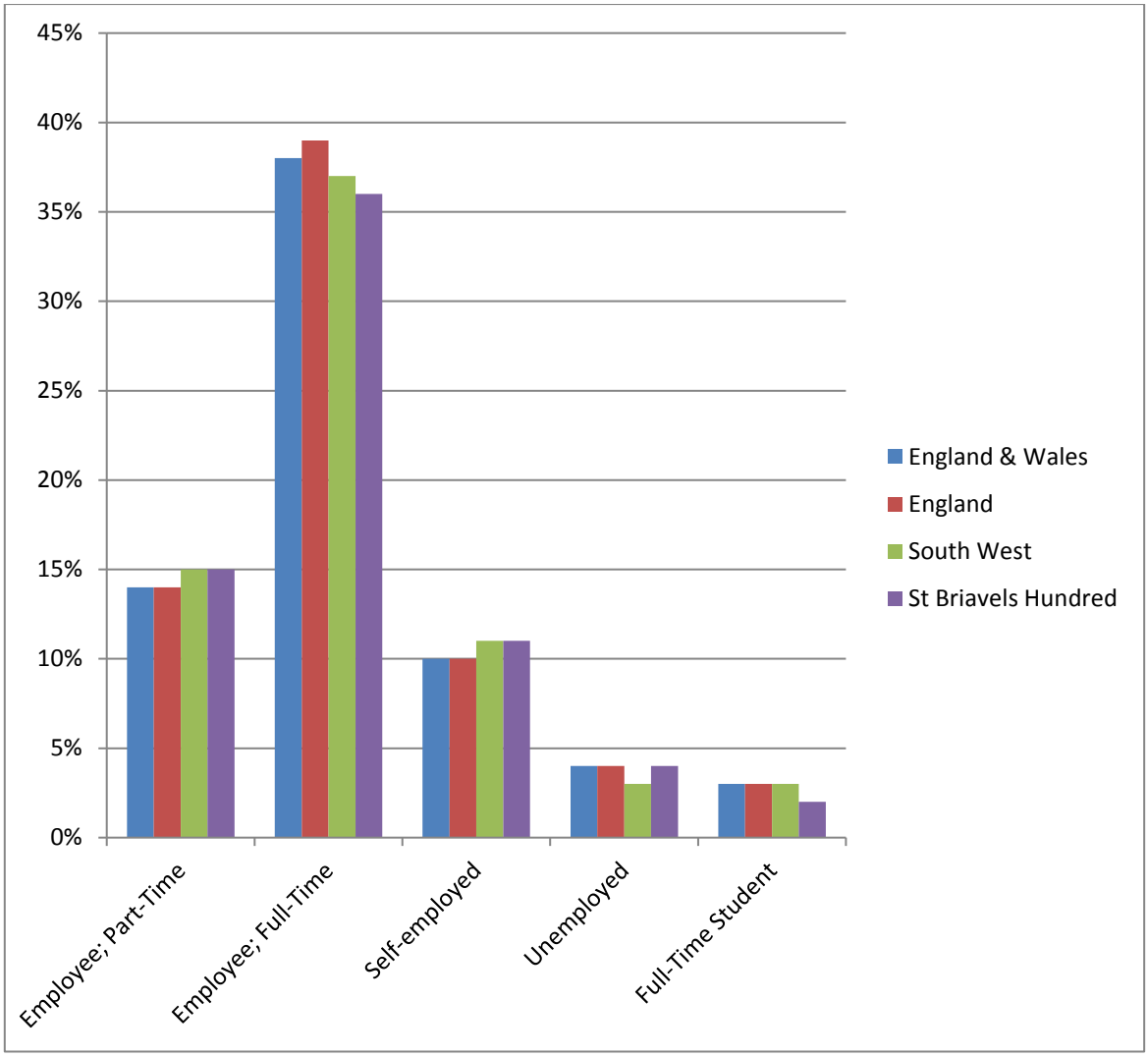


Figure 3-8: Comparison of the status of economically active persons in the Hundred of St Briavels with England, England & Wales, and the South West Region

(Based on 2011 Census Data)

Occupational characteristics

The major differences in occupational activities relate to an increase in the proportion of those indicating they work in some kind of professional occupation (a 4% increase between 2001 and 2011) and a similar increase in the proportion working in 'professional service occupations'. The largest decrease has been among those working in processing (plant and machine operatives, see Table 3.3) indicating a reduction of around 4% of the proportion of the working population engaged in these kinds of activities.

Overall the trend over the period suggests a decline in the proportion of the working population in manufacturing, an increase in those working in the professions, in service occupations (Figure 3.9) and an increase in retired people.

Economic activity	2001 Number	2001 (%)	2011 Number	2011 (%)
Agriculture; hunting; forestry; fishing	463	2%	277	1%
Mining & quarrying	73	0.36%	47	0.22%
Manufacturing	5,337	26%	3,172	15%
Electricity; gas and water supply	110	1%	339	2%
Construction	1,784	9%	2,163	10%
Wholesale & retail trade; repair of motor vehicles	2,945	15%	3,238	15%
Hotels and catering	862	4%	957	5%
Transport storage and communication	1,112	5%	917	4%
Financial intermediation	575	3%	605	3%
Real estate; renting and business activities	2,044	10%	273	1%
Public administration and defence	839	4%	1,047	5%
Education	1,203	6%	1,814	9%
Health and social work	2,004	10%	2,652	13%
Other	883	4%	3,427	16%
Total	**20,234**		**20,928**	

Table 3-3: Economic activity in the Hundred of St Briavels, by category

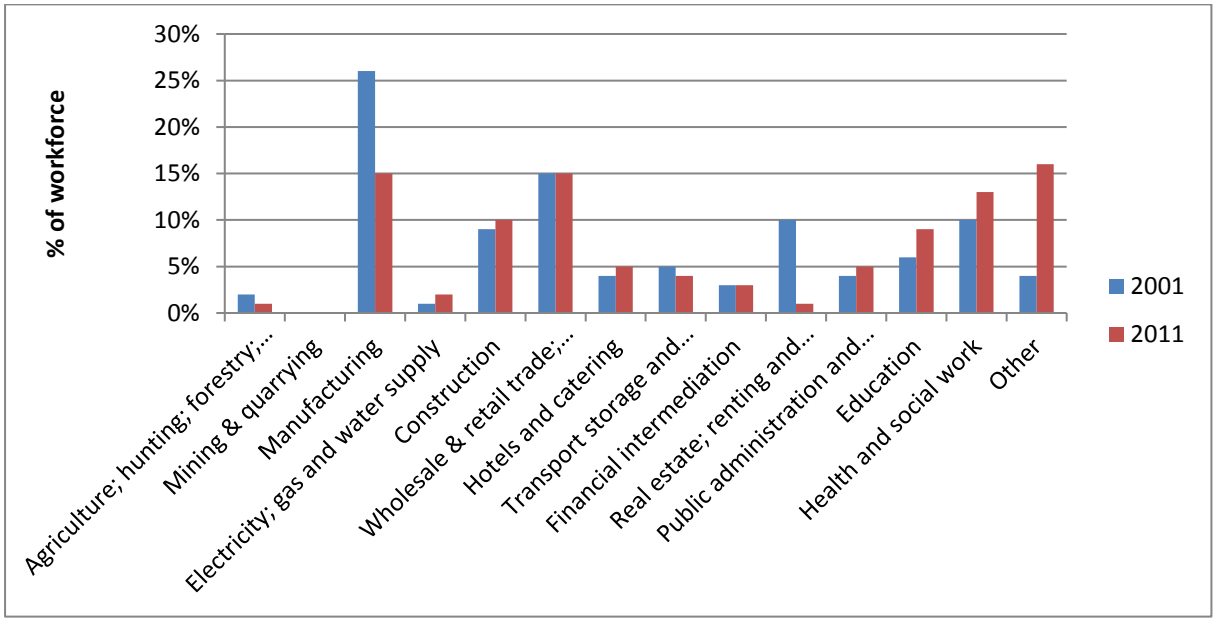


Figure 3-9: Economic activity in the Hundred of St Briavels, by category 2001 - 2011

Figures 3.10 and 3.11 illustrate the changing nature of occupation in the area and a comparison of the Hundred of St. Briavels with the south-west region and England more generally. Figure 10 indicates a decline in manufacturing activity, technical, and in managerial type work over the period 2001-11. Over the same period the proportions of the population working in professional, service, and personal service occupations have increased. Comparing the area with the region and England more generally (Figure 3.11) it can be seen the Hundred of St. Briavels has a larger proportion of its population in 'process, plant and machinery, and skilled trade areas of employment. It also has a smaller proportion of its population in managerial, professional, and technical forms of employment compared to the region and England more widely. It is important to keep in mind the large proportion of the working population commuting out of the area to work each day, these figures do not reflect the characteristics of employment occurring 'within' the Hundred of St. Briavals.

Figure 3-10: Economic activity in the Hundred of St Briavels, by occupation 2001 - 2011

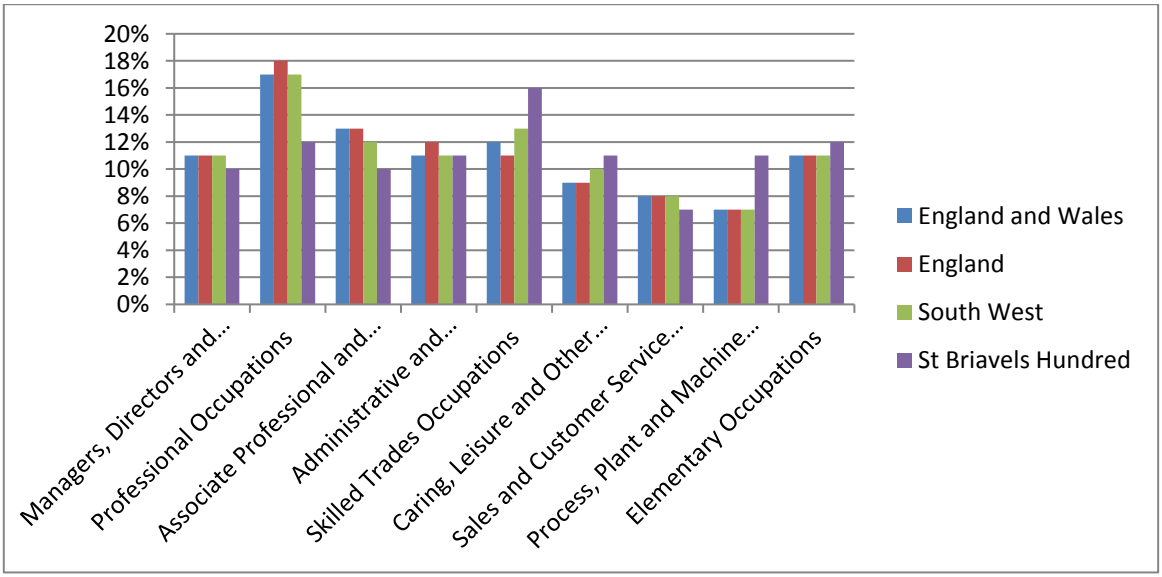


Figure 3-11: Economic activity by occupation: Geographic comparison

Economically inactive population

Data from the 2001 and 2011 Census (Figure 3.12) indicate that the vast majority of economically inactive population are retired persons, and also indicate a significant increase across the 10-year period. Retired persons, make up the largest proportion (57% of the total). The only other group to show an increase over the period are students who have increased from 8% to 11% of the economically inactive population. The proportion of those who are carers or looking after home/family have both declined over the period. In comparison with the South-west Region and the rest of England (Figure 3.13) the Hundred has a higher percentage of retired people, and long-term sick and disabled, and fewer students.

Those indicating long-term disabilities and those looking after home or family both decreased over the same period. Apart from 'sales and customer service' which illustrates a slight increase, all other categories of occupation not mentioned above show a slight decline.

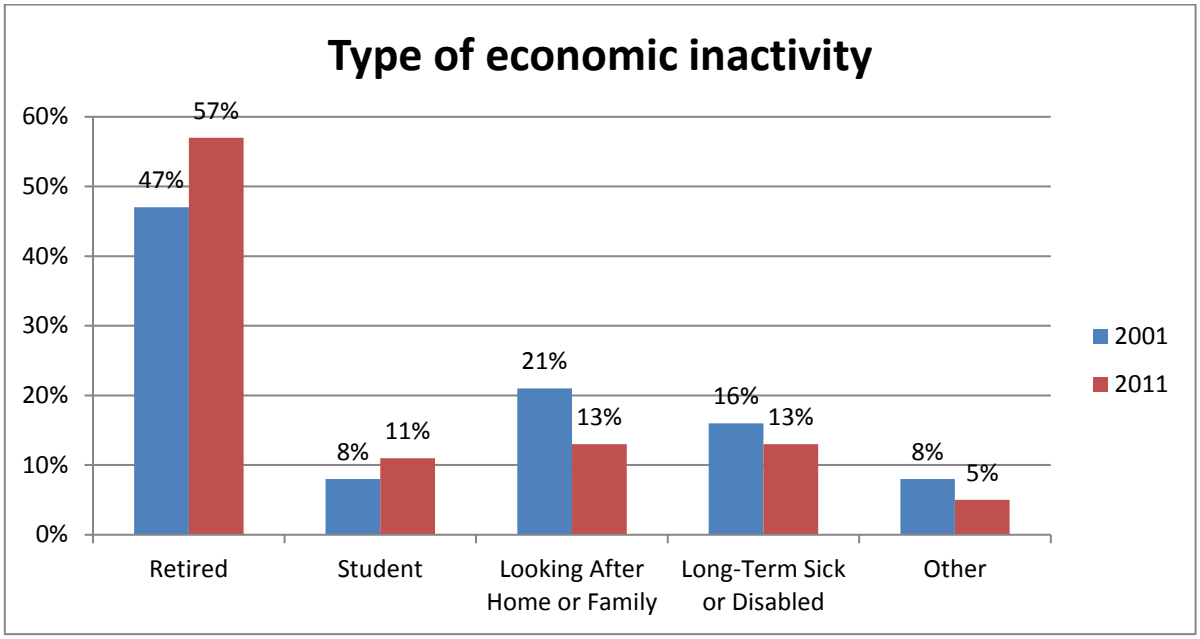


Figure 3-12: Economic inactivity in the Hundred of St Briavels, by category 2001 - 2011

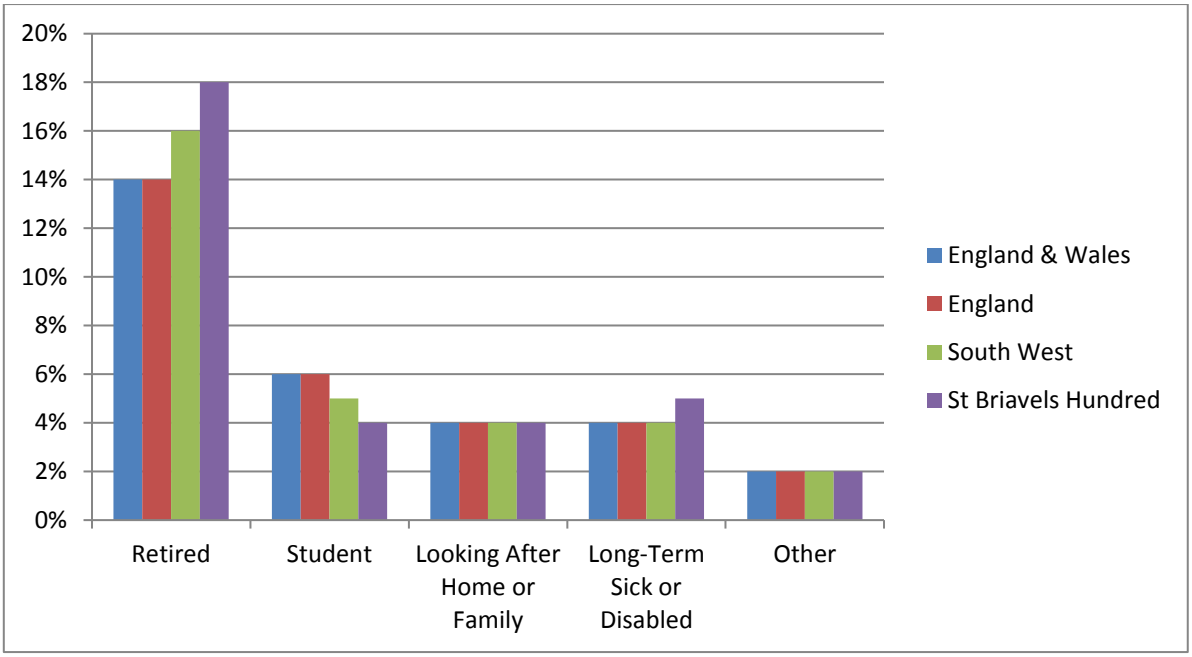


Figure 3-13: Economic inactivity: comparison of the Hundred of St Briavels with England, England & Wales, and the South-west Region (2011)

3.3 Indices of deprivation

Indices of multiple deprivation for England and Wales are based on 38 indicators assessed for 34,378 Lower Super Output Areas (these are areas with an average population of 1,500 people using Census Data from 2001)[5].

Parts of the Forest of Dean District are in the upper quintiles of wards across the county in terms of deprivation. In particular parts of Coleford and Cinderford are indicated as being among the most deprived wards of the County in terms of income, employment, health & disability, and education, skills & training[6].

In the Forest of Dean District only one LSOA, Cinderford West 1, was in the top 10% of deprived areas in Gloucestershire and ranked 29 out of 367 neighbourhoods although several are identified as being in the top 10 – 20% of deprived areas in the county:

Lower Super Output Area	County Ranking (Gloucestershire)
Lydney East 1	40
Lydney East 3	42
Cinderford East 2	44

[5] https://www.fdean.gov.uk/media/Assets/ForwardPlan/documents/Core%20Strategy%20Documents/Keynote._Indices_of_Deprivation.pdf

[6] Source: Indices of Deprivation table for Gloucestershire, 2010. http://www.gloucestershire.gov.uk/inform/index.cfm?articleid=104149

Cinderford West 3	53
Lydbrook & Ruardean 1	60
Littledean & Ruspidge 2	68
Coleford Central 2	71
Coleford East 1	73
Awre	74

Source: Forest of Dean District Council (2011) Keynote – Indices of Deprivation. https://www.fdean.gov.uk/media/Assets/ForwardPlan/documents/Core%20Strategy%20Documents/Keynote._Indices_of_Deprivation.pdf

In terms of overall deprivation in Gloucestershire as a whole in 2010, an estimated 44,122 people lived in the most deprived 20% of neighbourhoods in the country, (though none of these were in the Forest of Dean) while nearly one third of county residents lived in the least deprived 20% of areas nationally.

In the Forest of Dean an estimated 11,400 people lived in the 2nd quintile of deprived areas (i.e. the 20-40% most deprived areas in the country), while 10,197 lived in the 20% least deprived areas of the country. Just looking at income deprivation, however, the evidence suggests that in 2010 a total of 1,225 people in the Forest of Dean lived in one of the 20% most deprived areas of the country, 19,248 lived in the 2nd quintile of income deprivation (20-40% most deprived) and 10,232 lived in one of the country's least deprived areas (the 5th quintile - the 20% least deprived). There is a similar picture for employment deprivation, but for education and training deprivation the situation looks worse for the Forest of Dean with 9,195 residents living in one of the most deprived areas in the country (20% most deprived).

In terms of geographic barriers to services an estimated 46,004 people in the Forest of Dean lived in one of the country's most deprived areas (1st quintile - 20% most deprived), which is slightly more than half the population of the district[7].

Figure 3.14 illustrates changes in the index of multiple deprivation for Super Output Lower Layer areas in the Forest of Dean over the period 2004 – 15. A lower ranking indicates a higher level of deprivation; thus Figures 3.14 and 3.15 below suggest that 16 out of 32 areas[8] demonstrate an increase in overall deprivation, while 15 demonstrate a reduction in deprivation.

[7] Source: Gloucestershire's Deprived Neighbourhoods 2010. http://www.gloucestershire.gov.uk/inform/index.cfm?articleid=104149

[8] The Super Output Lower Layer area boundaries can be identified by reference to maps which can be found on-line (https://data.gov.uk/dataset/lower_layer_super_output_area_lsoa_boundaries)

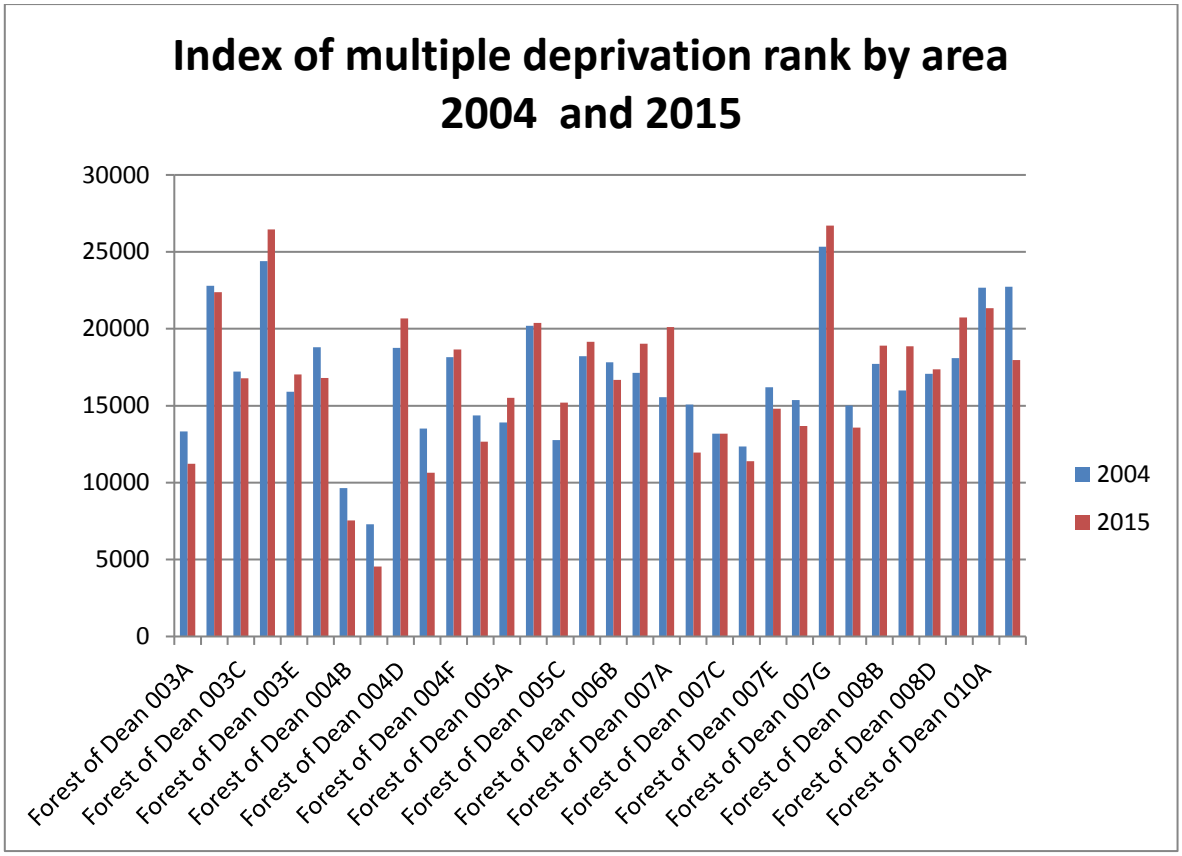


Figure 3-14: Index of multiple deprivation - rank by area in the Forest of Dean District Council, 2004 - 2015

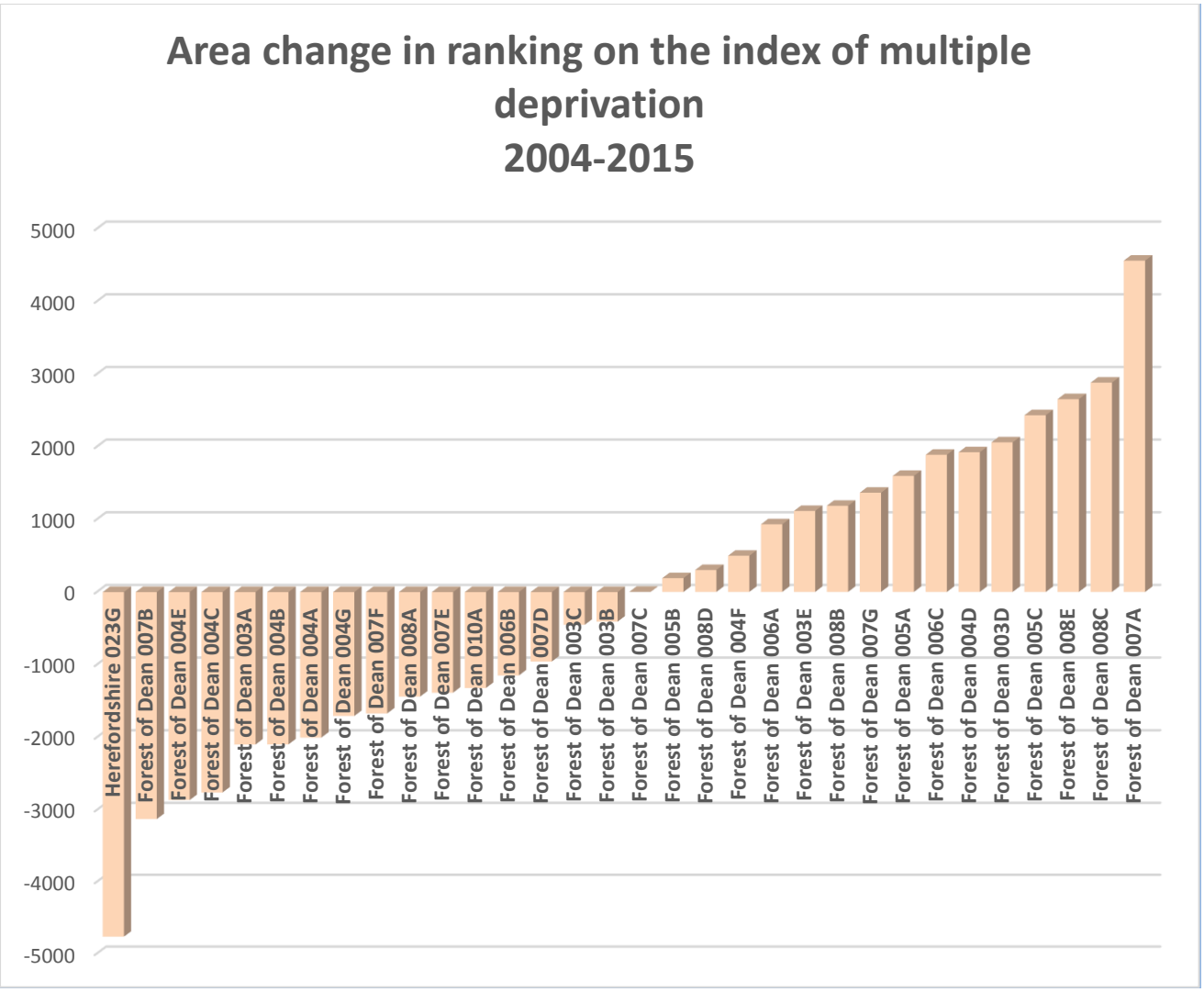


Figure 3-15: Change in the index of multiple deprivation rank by area 2004-15 in the Forest of Dean District Council

Figures 3.16 and 3.17 illustrate indications of the general health of the population, comparing the Hundred of St. Briavels with England and the south-West Region, and the trend over the period 2001-11. The data are self-reported indicators from the national census (2001 and 2011). It is interesting to note that the proportion indicating good health increases over the 2001 – 11 period while the proportion indicating poorer health decreases. In comparison with England and the South West Region the Hundred of St. Briavels indicates a slightly smaller proportion of the population indicating their health as good, and slightly larger proportions indicating their health as ‘fairly good’ or ‘not good’.

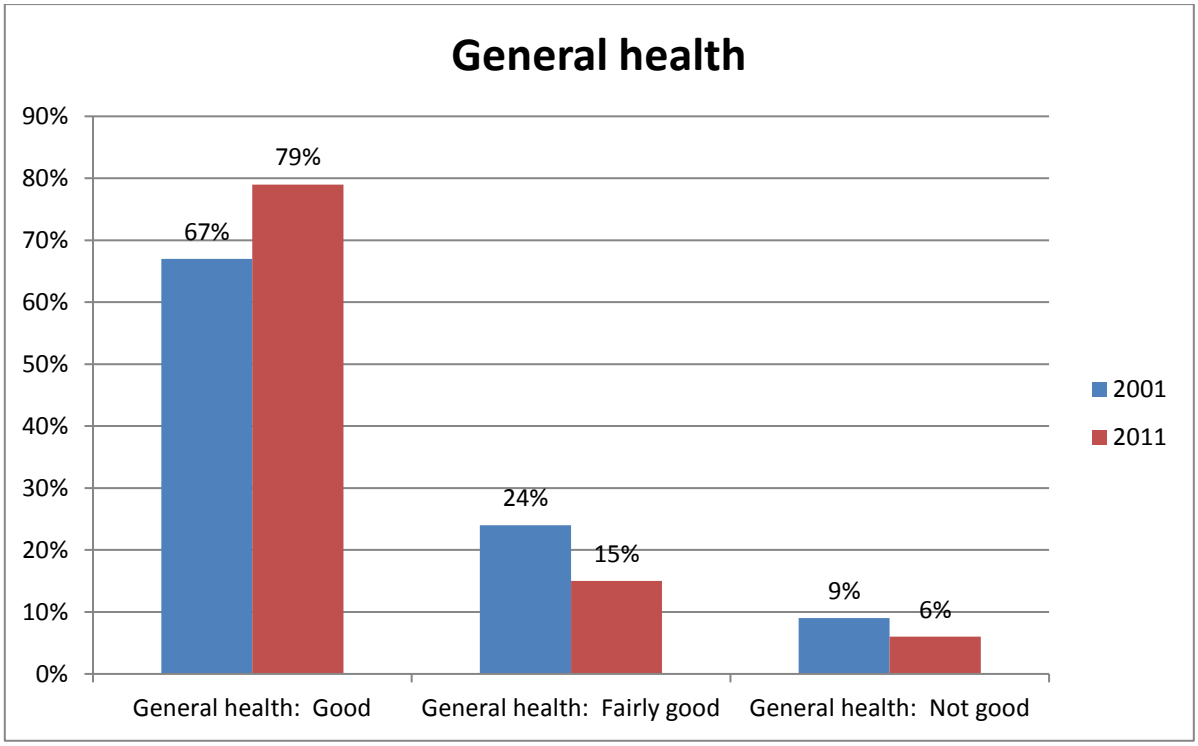


Figure 3-16: General Health in the Hundred of St Briavels, 2001 - 2011

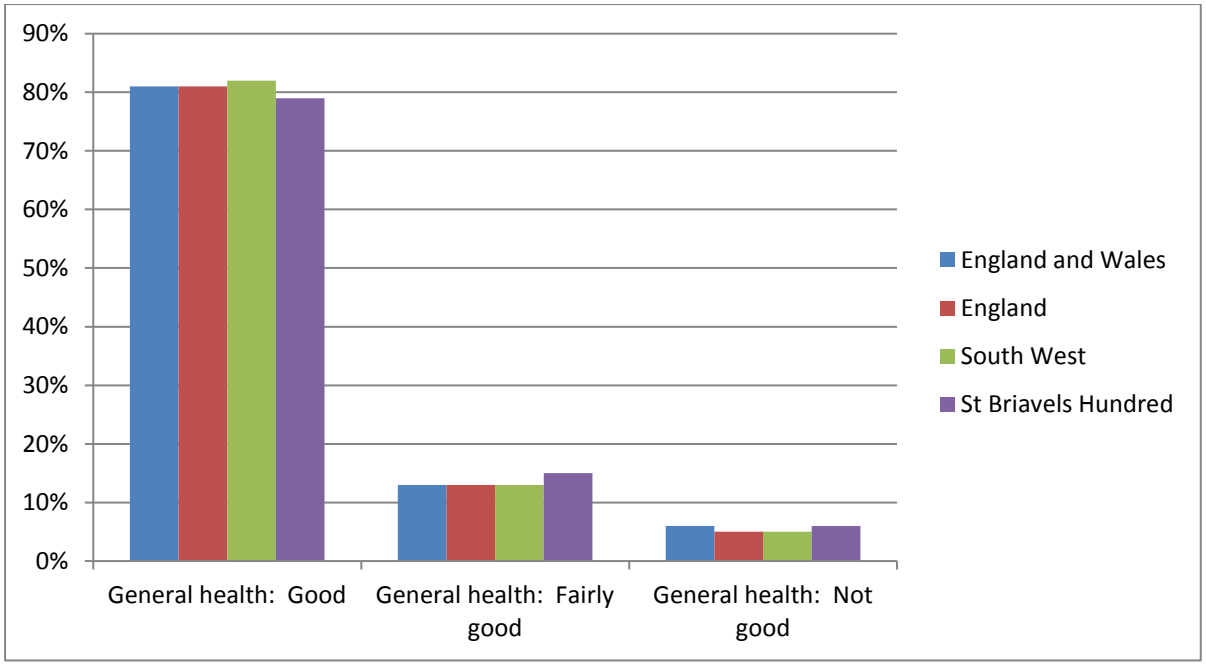


Figure 3-17: General Health: comparison of the Hundred of St Briavels with England and the South-west Region

4. Baseline Survey of Residents and Visitors

4.1 Basic characteristics of the sample

A residents and visitors survey was developed to explore perceptions and understanding about the Forest of Dean from the general population. Data were collected from face-to-face interviews at events (e.g. the Forest Festival days) and from an on-line survey. A total of 211 questionnaires were completed (although three questions were added later and as a result have a lower level of response). The questionnaire was utilised during the period April – September 2016.

The gender breakdown was 47% Males and 52% Female (1% indicated 'other') and 9% indicated they had some form of disability. The majority of the sample (70%) were residents, and 30% were visitors to the Forest. Almost half (49%) of residents indicated they had lived there more than 30 yrs (or for all of their lives) (See Table 4.2 and 4.3). Almost one third of the sample (31%) indicated they were a 'Born & Bred Forester' while slightly over half (54%) stated they had moved into the Forest to live or work. A total of 14% of visitors indicated it was their first visit and 13% said they visited less than once per year, while slightly more than one third (36%) indicated they visited 6 or more times per year (see Table 4.4). Respondents were also asked how far they had travelled on the day of the interview. For the full sample of visitors, the average distance travelled is 52.9 miles (11 respondents drove 100 miles or more) and the longest distance travelled was 450 miles (note: if the respondent driving 450 miles is removed the average distance travelled falls to 46.6 miles). Just under half of the sample (49%) drove 25 miles or less.

In terms of age the sample is weighted towards middle-aged and older age people, with only 6% of the sample aged 18 or under. The majority of the sample fell into three age groups: 29.9% were aged 26 – 44 yrs and 29.4% aged 45-59 yrs, and 32.3% aged 60 or over. The sample is thus over-representing the older age categories of the population in the area (see Table 4.1 and Figure 4.1, population breakdown by age), while the younger age groups are not well represented. A total of 59% of the sample indicated they had not heard of the Foresters Forest before taking the survey while 20% (the question was not asked in the early part of the survey thus the sample size is smaller, n=121) indicated that they had taken part in some form of activity, event or training course run by the Foresters' Forest programme.

In terms of occupation, 29% indicated they were retired (almost double that of the population of the Hundred of St. Briavels) while 43% indicated they had a full-time job and 19% were working part-time suggesting the sample has slightly fewer retired people and more part-time persons than exist in the resident population (note that the full sample the sample consists of visitors as well as residents; See Figure 4.2).

Age category (yrs)	Complete sample (%)	Residents only (%)	Visitors only (%)
Under 11	0.5	1.4	3.1
11-13	0.5	1.4	0.0
14-16	2.4	2.1	3.1
17-18	2.4	2.8	0.0
19-25	2.6	2.8	1.5
26-44	29.9	22.1	46.2
45-59	29.4	31.0	23.1
60-74	29.4	32.4	21.5
Over 75	2.9	4.1	1.5
Sample size (n)	**210**	**145**	**65**

Table 4-1: Age structure of the survey sample

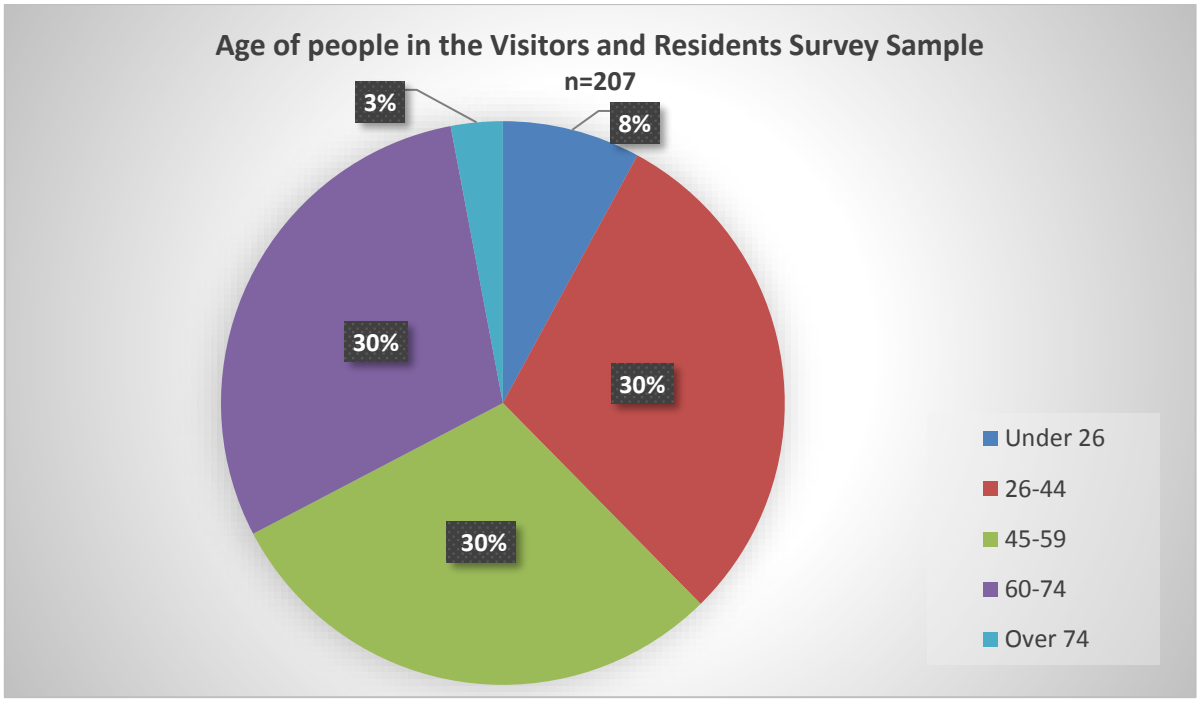


Figure 4-1: Age structure of the survey sample

(Note: proportions rounded to nearest whole number)

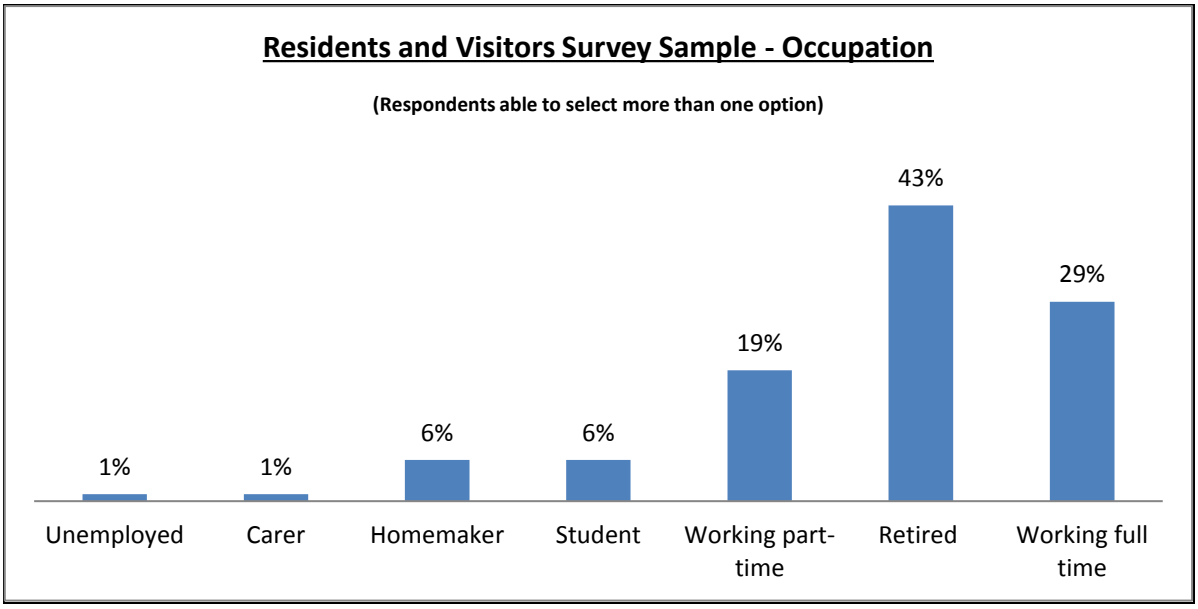


Figure 4-2: Residents and Visitors Survey Sample: Occupation characteristics

Residents	
Number of years lived in Forest	**Proportion of sample (n=145)**
< 10 years	21%
10-30 years	30%
>30 years	37%
All my life	12%
Connection to the Forest	
Born & Bred Forester	31%
Born in Gloucester and live in the Forest	15%
Moved here to live or work	54%

Table 4-2: Characteristics of Residents in the Survey sample: residence in the Forest of Dean

Residents in the Sample: Place of residence				
Location	**Number**		**Location**	**Number**
Aylburton	2		Milkwall	2
Berry hill	1		Mitcheldean	4
Birdwood	4		Newent	3
Bream	4		Newland	2
Broadwell	4		Newnham	1
Christchurch	1		Northwood green	1
Cinderford	20		Oldcroft	1
Clearwell	1		Parkend	3
Clements End	1		Pillowell	3
Coalway	5		Popes Hill	2
Coleford	16		Ruardean	6
Drybrook	3		Ruspidge	1
Ellwood	1		Sling	1
English Bicknor	1		Soudley	1
Harrow Hall	1		St Briavels	3
Hillersland	1		Symonds Yat	1
Howle Hill	1		Tidenham Chase	1
Joy's Green	1		Westbury	1
Little Drybrook	1		Whitecroft	1
Longhope	1		Wigpool	1
Langstan	2		Woolaston	1
Lydbrook	7		Worrall Hill	1
Lydney	8		Yorkley	7
Mile end	3		Illegible	4

Table 4-3: Characteristics of Residents in the Survey Sample: place of residence

Visitors	Proportion of sample (n=64)
My first visit	14%
Less than once a year	13%
Once a year	16%
2 to 5 times a year	22%
6 or more times a year	36%
Regularly - I work in the Forest but live outside	0%

Table 4-4: Characteristics of Visitors in the Survey sample

Volunteering

A total of 24% of the sample indicated they had done some volunteer work with the Foresters' Forest project, while 42% of the sample (n=211) indicated they currently undertake some form of voluntary work (not associated with the foresters' Forest) though no questions were asked regarding the regularity of the work. Note that the sample size for this question is smaller (n= 81) as the question was only asked of the later part of the sample.

There is a significant gender difference regarding volunteer work with 42.6% of Females in the sample indicating they undertake volunteer work compared to only 24.6% of Males. Comparing of these figures with an 'all England' survey is favourable. In the 'all England' survey 27% of people said they had volunteered formally at least once a month in the twelve months prior to being interviewed, and 41% of people said that they had volunteered formally at least once in the last year prior to being interviewed in 2013. (Source: Cabinet Office 2015: Community Life Survey: England, 2013–2014 Statistical Bulletin. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/446654/Community_Life_Survey_2013-14_Bulletin.pdf)

4.2 Local knowledge of the Forest of Dean

Respondents were asked about their knowledge of the local history and current activities taking place in the Forest.

Table 4.5 below provides the responses for the five areas of knowledge about which respondents were questioned. Not surprisingly a significant proportion of respondents indicated that they 'knew a little' about all of the subject areas, with half or almost half claiming to know a little about local history, industrial heritage, and natural heritage. Overall almost half the sample claimed not to know anything about 'local arts' (42%), while 29% said they knew nothing about 'forest activities' such as freemining and communing, and 23% knew nothing about 'industrial heritage'. In general people claimed to know the most about 'local history' and 'natural heritage'. Mean scores for the statements (Table 4.6) reveal that the mean score for knowledge about literature, music or art is well below the other mean values, while the mean score for knowledge about the natural environment is highest at 2.42 (note: a lower score indicates a lower level of self-perceived knowledge). The composite score is derived from the overall mean for all the statements.

	I don't know anything	I know a little	I know a fair amount	I know a lot
The local history of the Forest of Dean (n=209)	15%	48%	27%	10%
Forest activities such as commoning of sheep and freemining (n=209)	29%	36%	24%	11%
The industrial heritage of the Forest of Dean (n=209)	23%	45%	23%	10%
The natural environment of the Forest of Dean (n=209)	13%	45%	28%	13%
The local literature, music, or art of the Forest of Dean (n=209)	42%	42%	10%	6%

Table 4-5: Self-reported level of knowledge about aspects of the Forest of Dean

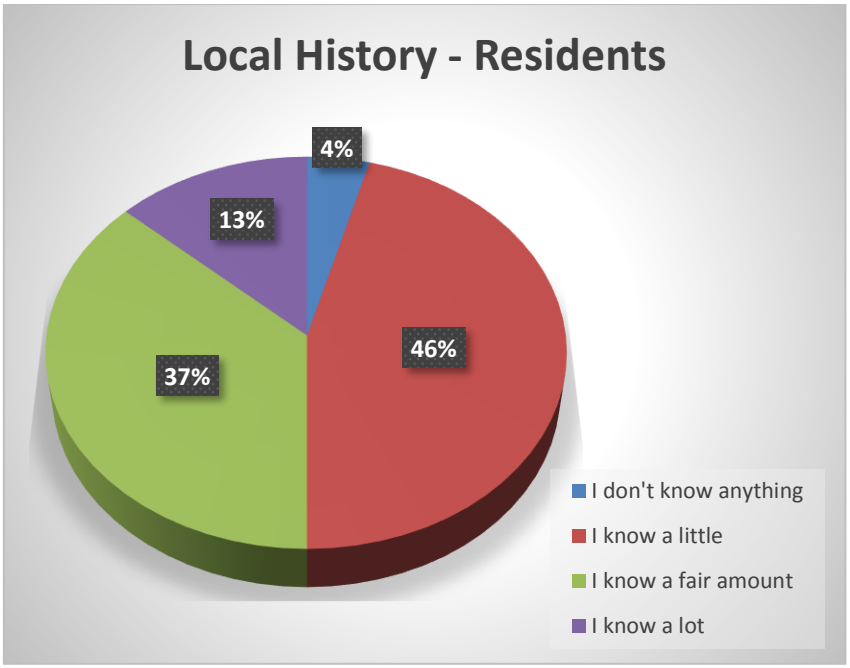
Forest of Dean Issue (n=209)	Mean Score
The local history of the Forest of Dean	2.31
Forest activities such as commoning of sheep and freemining	2.17
The industrial heritage of the Forest of Dean	2.19
The natural environment of the Forest of Dean (e.g. wildlife, plants, insects, ecology)	2.42
The local literature, music, or art of the Forest of Dean	1.79
COMPOSITE SCORE	**2.18**

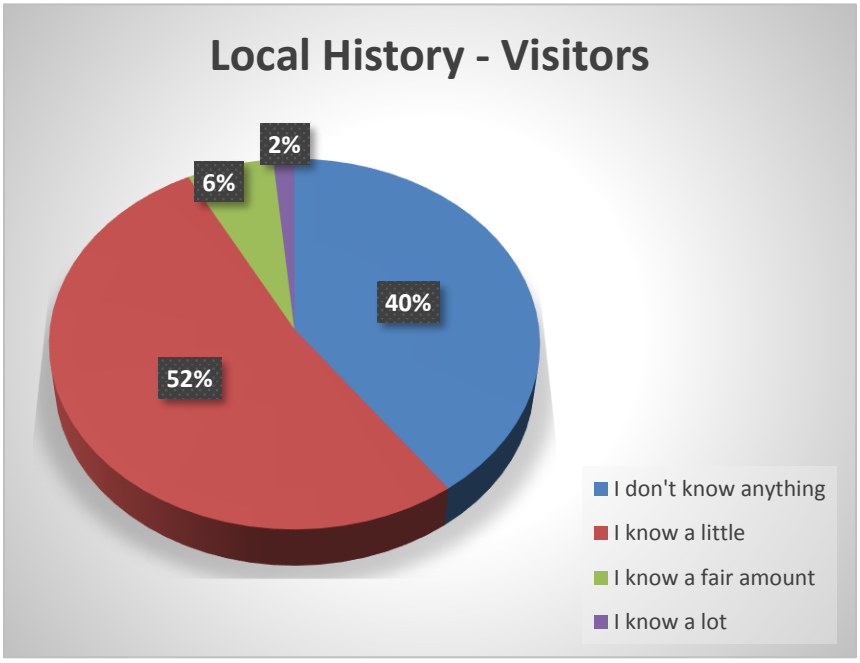
Note: 1 = I don't know anything, 2 = I know a little, 3 = I know a fair amount, 4 = I know a lot

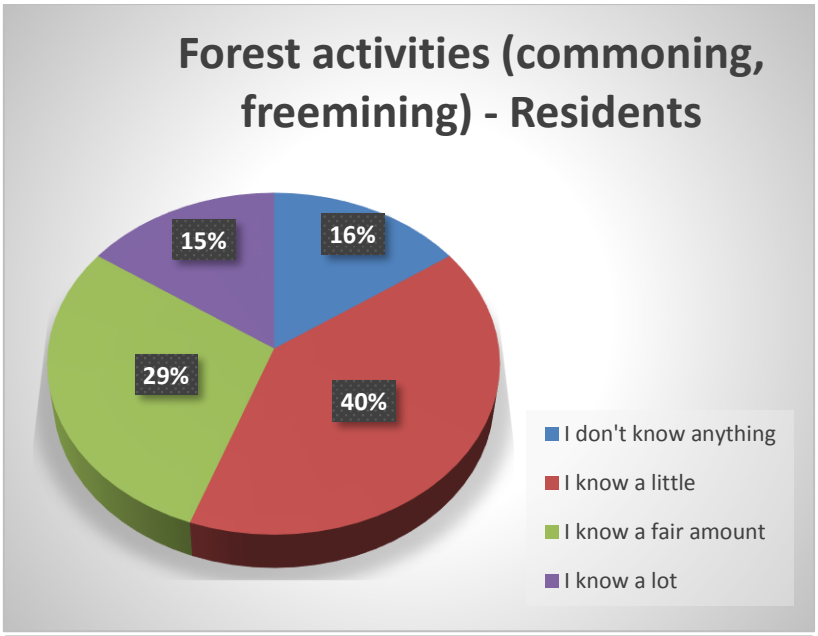
Table 4-6: Mean scores for self-reported level of knowledge about aspects of the Forest of Dean

A comparison of residents and visitors in relation to levels of knowledge about the Forest of Dean reveals some interesting contrasts. Figure 4.3 illustrates the difference using Pie-carts for each statement. In all cases, as would be expected, the proportion of visitors indicating they know nothing about the areas of knowledge in the statements is larger than for residents. The difference is largest for forests activities such as commoning and freemining (62% of visitors claim they know nothing compared to 16% of residents), and for literature, music and art (66% of visitors claim they know nothing compared to 31% of residents).

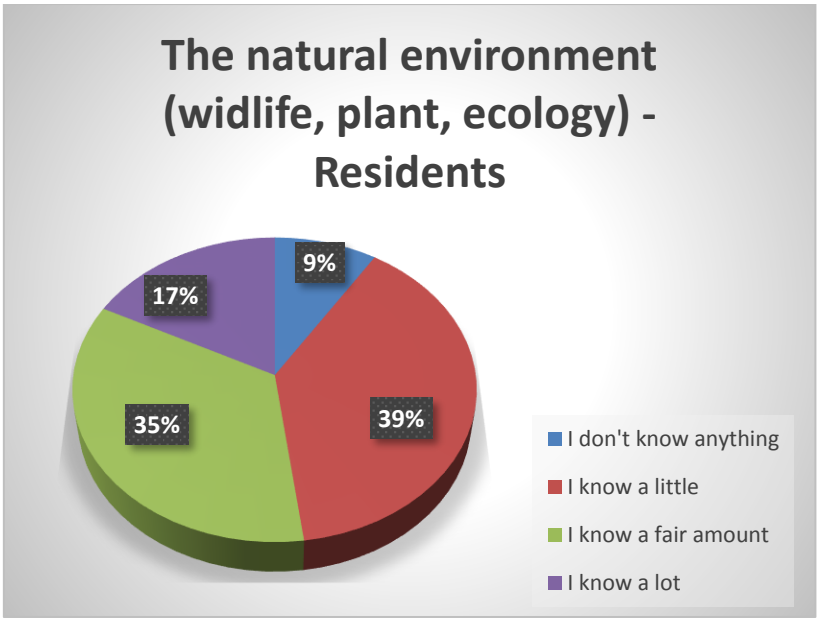
The gap is smallest for the natural environment (23% of visitors claim they no nothing compared to 9% of residents). In terms of Forest activities (communing, freemining) 44% of residents said they know a fair amount or a lot, compared to 14% of visitors. Knowledge about the natural environment was highest among both groups, and knowledge about literature, music and art was lowest: only 21% of residents claimed to know a fair amount or a lot about literature, music and art of the Forest compared to 5% of visitors.

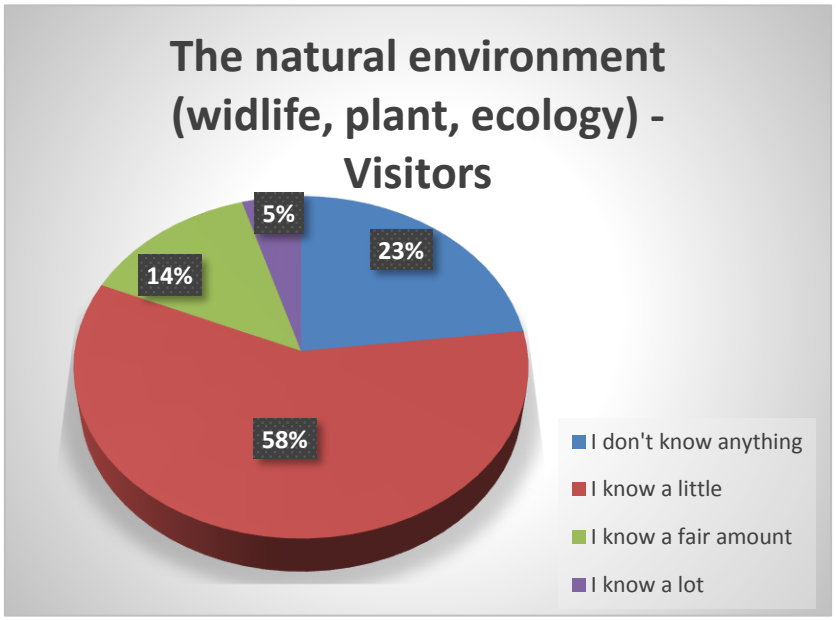

Local History - Residents
4%
46%
37%
13%
I don't know anything
I know a little
I know a fair amount
I know a lot


Local History - Visitors
2%
6%
40%
52%
I don't know anything
I know a little
I know a fair amount
I know a lot


Forest activities (commoning, freemining) - Residents
16%
40%
29%
15%
I don't know anything
I know a little
I know a fair amount
I know a lot

Forest activities (commoning, freemining) - Visitors
0%
14%
24%
62%
I don't know anything
I know a little
I know a fair amount
I know a lot


The natural environment (widlife, plant, ecology) - Residents
9%
39%
35%
17%
I don't know anything
I know a little
I know a fair amount
I know a lot


The natural environment (widlife, plant, ecology) - Visitors
5%
23%
14%
58%
I don't know anything
I know a little
I know a fair amount
I know a lot

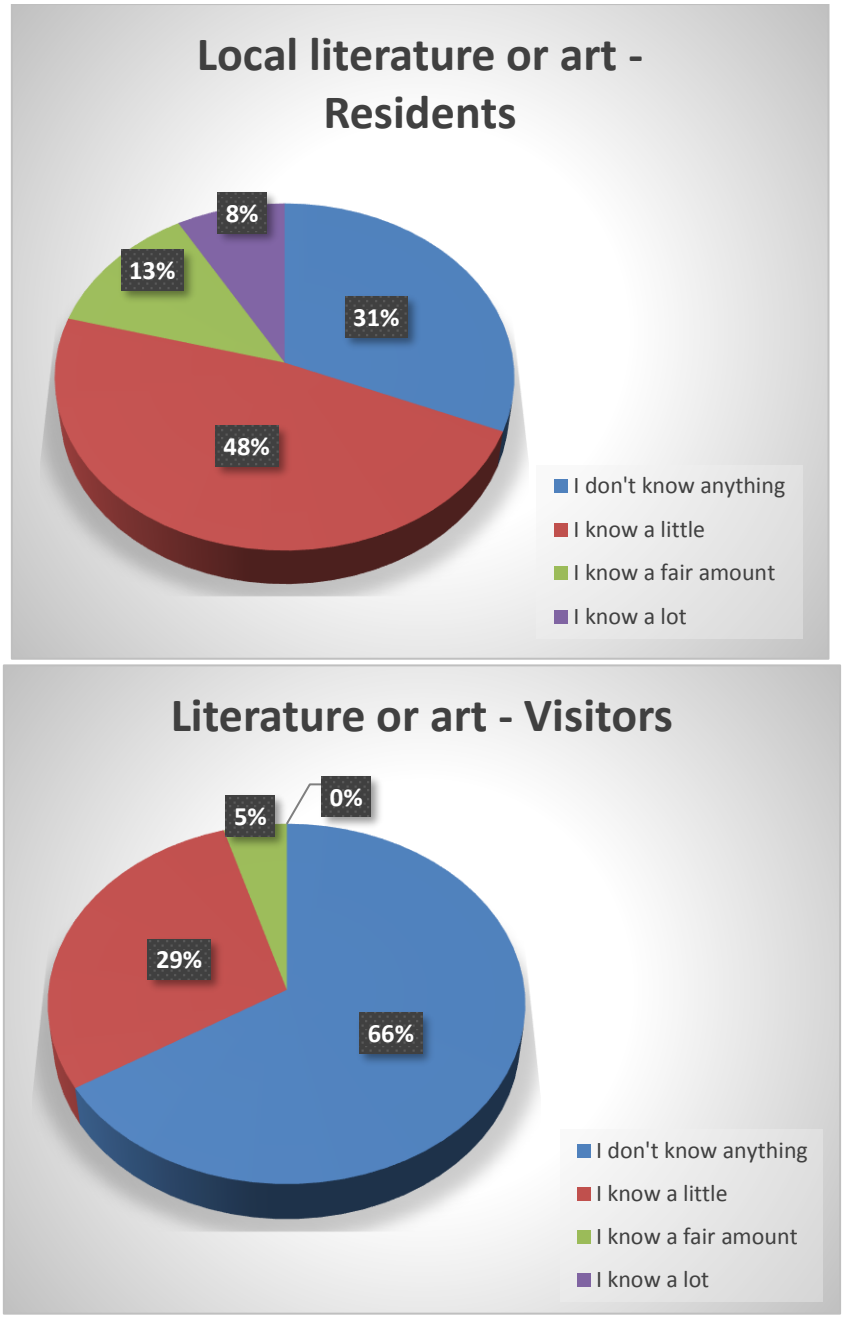


Figure 4-3: Self-reported knowledge regarding the Forest of Dean: Comparison of Residents and visitors

4.3 Opinions on Forest of Dean issues

Respondents were asked the extent to which they agreed or disagreed with seven statements regarding heritage in the Forest of Dean. They were asked to score each statement on a 1 to 5 scale. There was a strong level of agreement with the positive statements and a strong level of disagreement with the negative statements, which is not surprising as many of the statements are ones which it would be difficult not to support. What is interesting is that17% of the sample indicated they could not provide an answer (because they did not know) to the statement that '*the Forest is losing its links to the past as the memories of the older generation are not being preserved*' and 14% could not respond to the statement: '*There are very few opportunities to learn about the history and culture of the Forest of Dean*'. (Table 4.7)

Overall, the strongest scores were received for statements about need to protect the natural heritage (50% Strongly agreed), 46% strongly agreed that '*It is important to teach young people in this area about the history and local traditions of the Forest'*, and 35% strongly agreed that *'Local cultural traditions of the Forest area need to be preserved'*.

A total of 49% disagreed or strongly disagreed with the statement '*There are very few opportunities to learn about the history and culture of the Forest of Dean*' suggesting that just under half the sample felt there were adequate opportunities available while 80% disagreed or strongly disagreed with the statement *'There is no need to protect the old industrial sites as they are not an important part of the Forest Heritage*' indicating a strong level of support for protecting the industrial heritage.

Table 4.8 contains mean scores for the same set of statements. A lower score indicates a lower level of agreement. Responses of 'don't know' were excluded from this calculation. Not all statements were answered by respondents, which accounts for the variability in the sample 'n' values. Highest levels of agreement (mean = 4.40) were for the statements regarding '*The natural environment of the Forest is in need of greater protection to prevent a decline in quality*' and '*There are very few opportunities to learn about the history and culture of the Forest of Dean*'. The lowest score (1.73) for the statement '*There is no need to protect the old industrial sites as they are not an important part of the Forest Heritage*' indicates a very high level of disagreement with the statement.

	Don't know	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
The Forest is losing its links to the past as the memories of the older generation are not being preserved	17%	1%	11%	11%	44%	15%
There are lots of opportunities to learn about the nature and wildlife of the Forest of Dean	5%	1%	9%	14%	58%	13%
Local cultural traditions of the Forest area need to be preserved	3%	1%	1%	5%	56%	35%
It is important to teach young people in this area about the history and local traditions of the Forest	1%	0%	1%	4%	46%	46%
The natural environment of the Forest is in need of greater protection to prevent a decline in quality	4%	1%	2%	6%	37%	50%
There are very few opportunities to learn about the history and culture of the Forest of Dean	12%	7%	42%	16%	19%	4%
There is no need to protect the old industrial sites as they are not an important part of the Forest Heritage *(Note: n=121)	7%	45%	35%	10%	3%	2%

*Note: Values rounded to nearest whole number

Table 4-7: Level of agreement/disagreement with statements: proportion of sample responding (N=211)

Statement	Mean Score
The Forest is losing its links to the past as the memories of the older generation are not being preserved (n=175)	3.74
There are lots of opportunities to learn about the nature and wildlife of the Forest of Dean (n=199)	3.79
Local cultural traditions of the Forest area need to be preserved (n=205)	4.28
It is important to teach young people in this area about the history and local traditions of the Forest (n=208)	4.40
The natural environment of the Forest is in need of greater protection to prevent a decline in quality (n=203)	4.40
There are very few opportunities to learn about the history and culture of the Forest of Dean (n=185)	2.68
There is no need to protect the old industrial sites as they are not an important part of the Forest Heritage (n=113)	1.73

Note: Response values: 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree or disagree; 4 = Agree; 5 = Strongly agree

Table 4-8: Mean scores for the level of agreement/disagreement with statements (N=211)

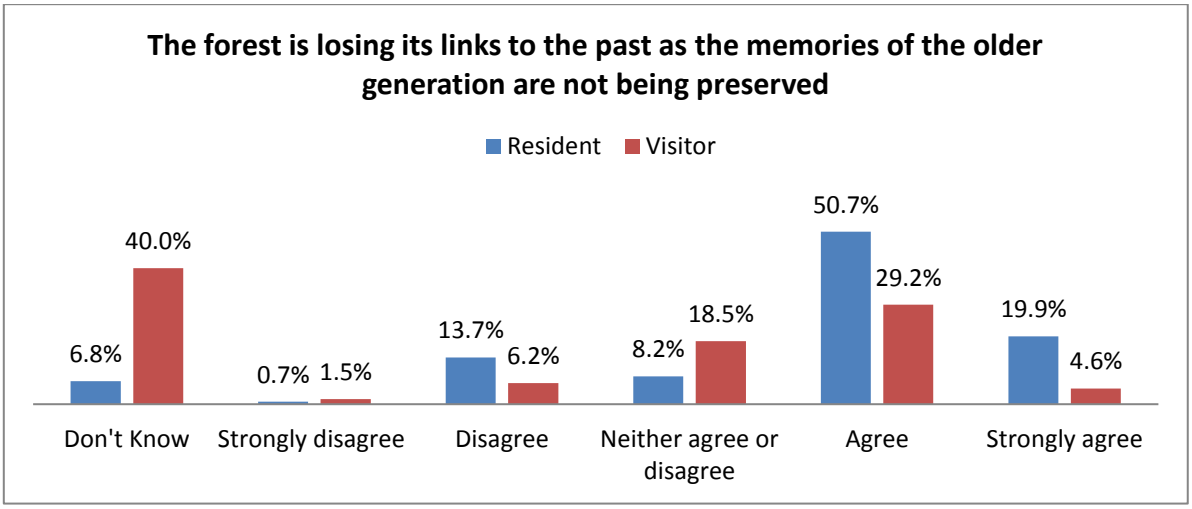
A comparison based on Gender revealed no significant differences in attitudes between Males and Females regarding the statements.

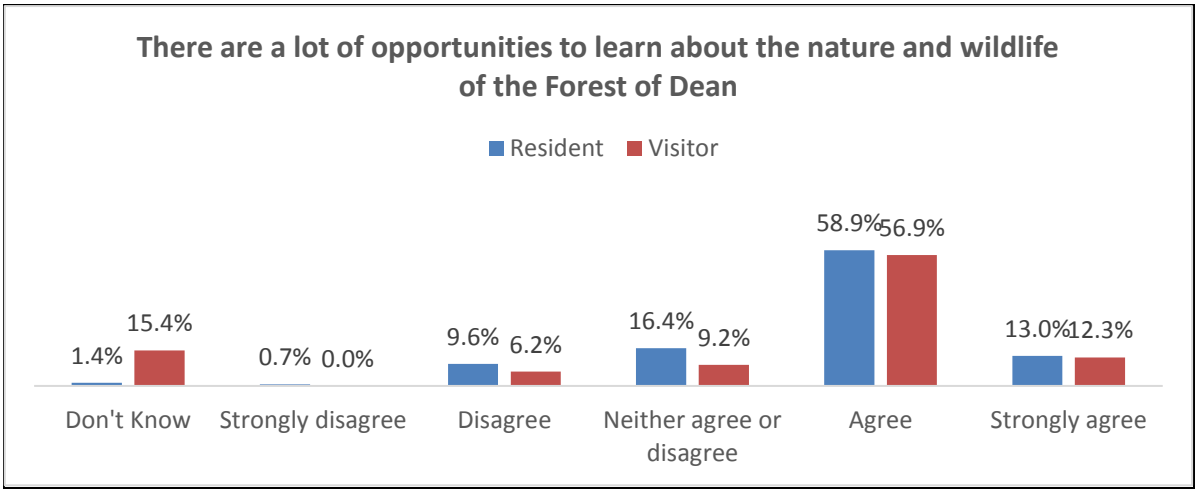
Figure 4.4 provides a comparison between residents and visitors on the set of statements. In all case there are more visitors indicating a 'don't know' response than residents, this is quite noticeable for the statements referring to '*The forest is losing its links to the past as the memories of the older generation are not being preserved' (40% of visitor responses)* and *'There are very few opportunities to learn about the history and culture of the Forest of Dean*' (35.4%). This response pattern is not surprising as these are not the kinds of activities one would expect visitors to know about.

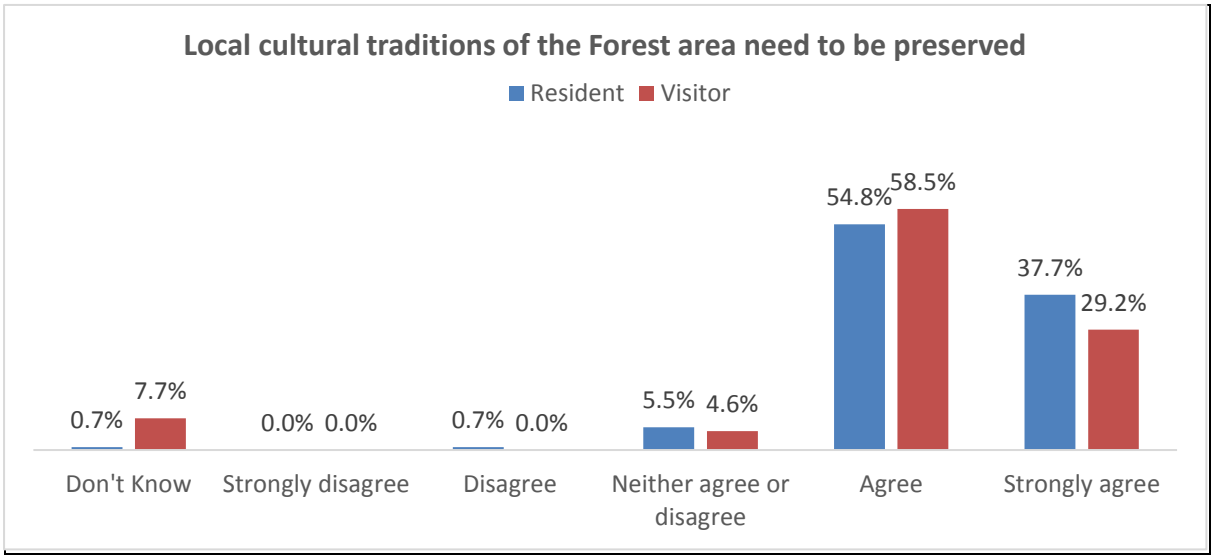
The pattern of scoring is very similar between residents and visitors for the following statements regarding:

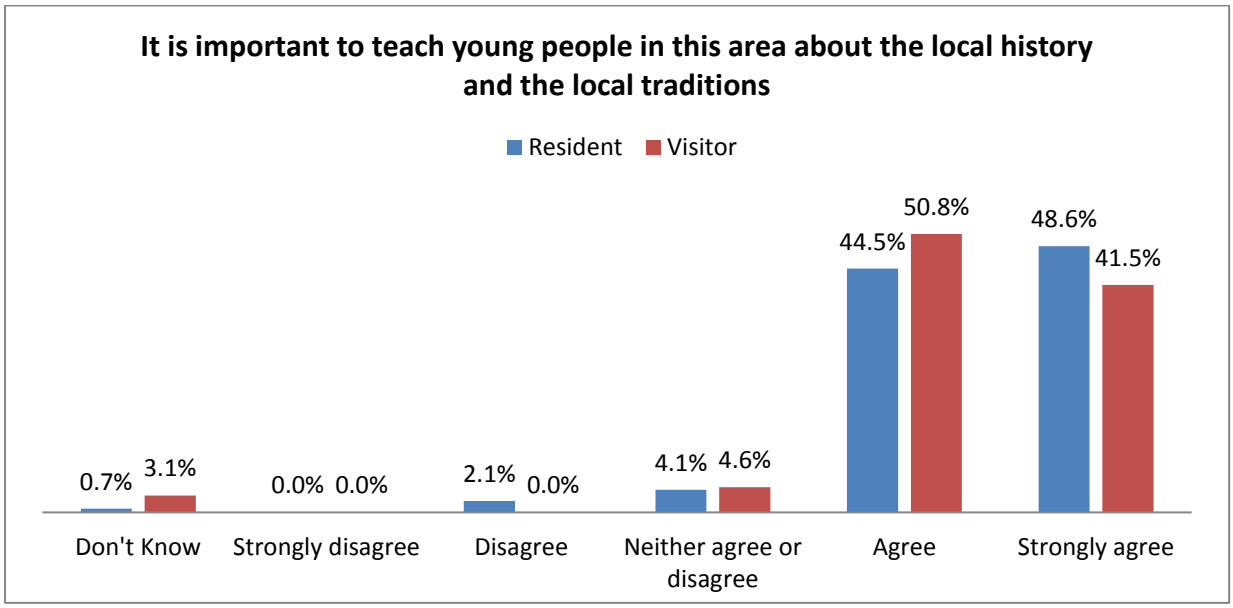
- Opportunities to learn about the nature and wildlife of the Forest of Dean
- Local cultural traditions of the Forest area need to be preserved
- It is important to teach young people in this area about the history and local traditions of the Forest
- The natural environment of the Forest is in need of greater protection to prevent a decline in quality

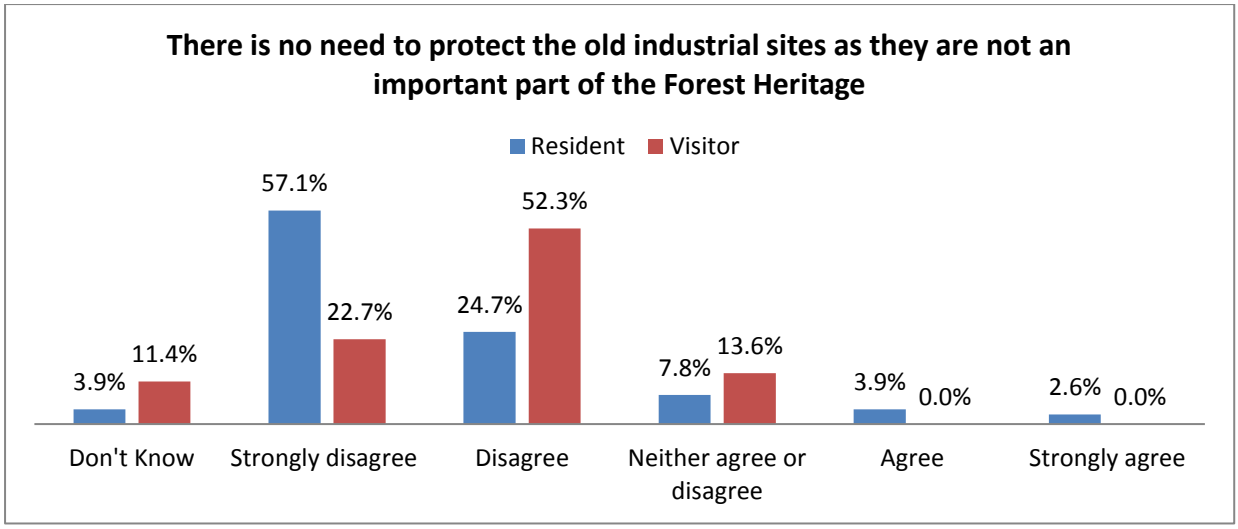
The largest area of difference is for the statement on industrial heritage where a much larger proportion of residents disagrees strongly compared to visitors, suggesting a higher level of concern among Residents than Visitors for the built heritage of the Forest.

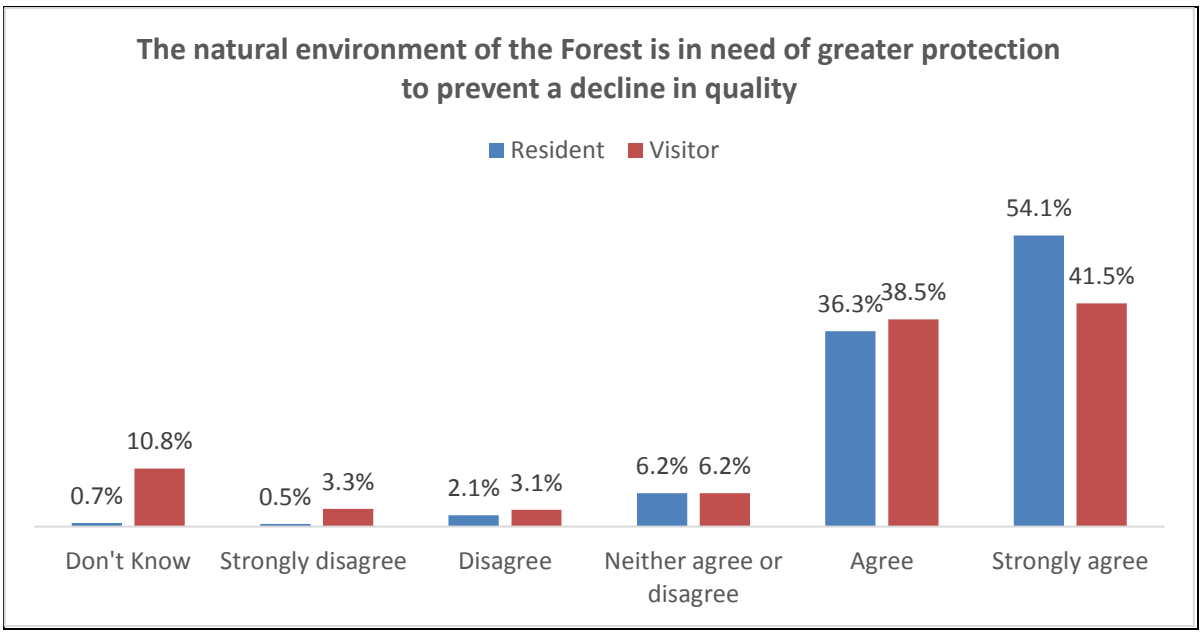



There are a lot of opportunities to learn about the nature and wildlife of the Forest of Dean
Resident
Visitor
1.4%
15.4%
0.7%
0.0%
9.6%
6.2%
16.4%
9.2%
58.9%
56.9%
13.0%
12.3%
Don't Know
Strongly disagree
Disagree
Neither agree or disagree
Agree
Strongly agree


Local cultural traditions of the Forest area need to be preserved
Resident
Visitor
0.7%
7.7%
0.0%
0.0%
0.7%
0.0%
5.5%
4.6%
54.8%
58.5%
37.7%
29.2%
Don't Know
Strongly disagree
Disagree
Neither agree or disagree
Agree
Strongly agree


It is important to teach young people in this area about the local history and the local traditions
Resident
Visitor
0.7%
3.1%
0.0%
0.0%
2.1%
0.0%
4.1%
4.6%
44.5%
50.8%
48.6%
41.5%
Don't Know
Strongly disagree
Disagree
Neither agree or disagree
Agree
Strongly agree





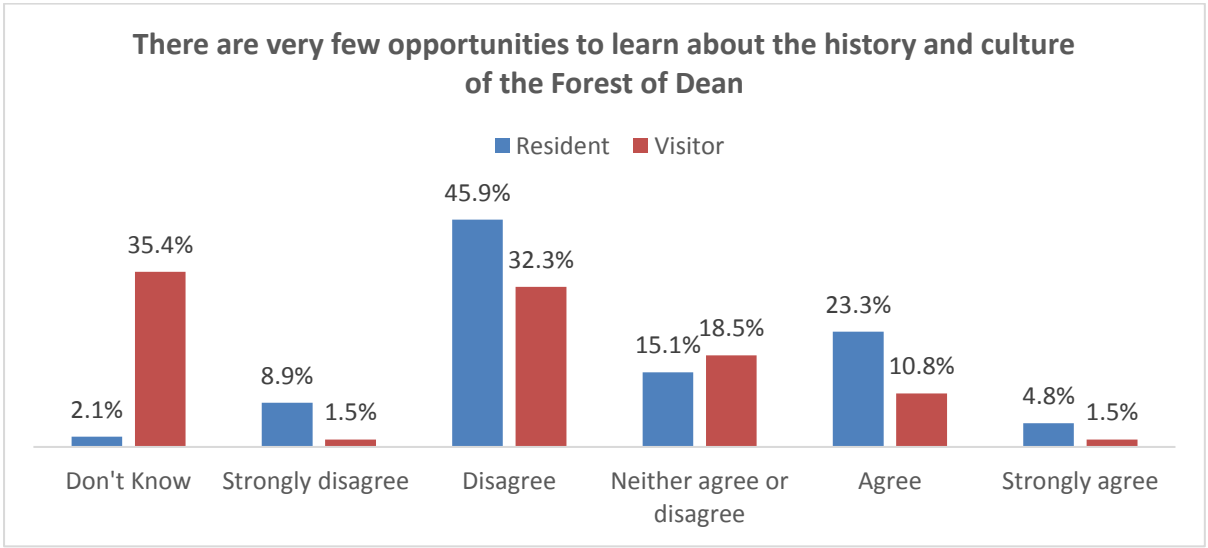


Figure 4-4: Opinions on Forest of Dean issues: comparison of residents and visitors

4.4 Satisfaction with heritage conditions in the Forest of Dean

Tables 4.9 and 4.10 contain the proportions of the overall sample, and mean scores, indicating the level of satisfaction with specific local conditions in the Forest of Dean. The data illustrate that the majority of the sample are either satisfied or very satisfied with current condition of the landscape and natural environment (or at least its superficial appearance). A total of 77% are satisfied/very satisfied with the condition of the natural environment and 85% with the condition of the landscape, with 10% dissatisfied or very dissatisfied. A higher proportion of the sample are dissatisfied/very dissatisfied with the current condition of historical site protection and preservation of local culture (25% in each case) while only 40% are satisfied/very satisfied with the condition of historical sites and 29% with local culture. In both of these latter cases approximately 10 – 11% of the sample indicated a 'don't know enough to answer' response.

Mean scores in Table 4.10 reflect the pattern of responses in Table 4.9 for the overall sample. A lower score indicates a lower level of satisfaction. Responses of 'don't know' were excluded from this calculation. Not all statements were answered by respondents, hence variability in 'n' values. The composite mean score includes mean values for respondents who did not respond to all statements and is calculated based upon responses given. Highest mean scores are for landscape (4.10) and the condition of the natural environment (3.84) indicating high levels of satisfaction. The lowest mean scores are for preservation of local culture and traditions (3.03), and protection of historical sites (3.18), both of which are below the mean score for the set of attributes suggesting a higher level of dissatisfaction.

Figure 4.5 includes a set of column graphs that illustrate differences between residents and visitors in regard to proportion of each group that responded to each statement. The graphs illustrate that for the condition of landscape and the natural environment, a larger proportion of the visitors are very satisfied compared to residents, and more residents indicate dissatisfaction compared to visitors. In the case of the preservation of historical sites and local culture in both cases almost one third of visitors indicate a 'don't know' response, and it is the residents that have a higher level of dissatisfaction with current conditions (i.e. a higher proportion of residents are dissatisfied).

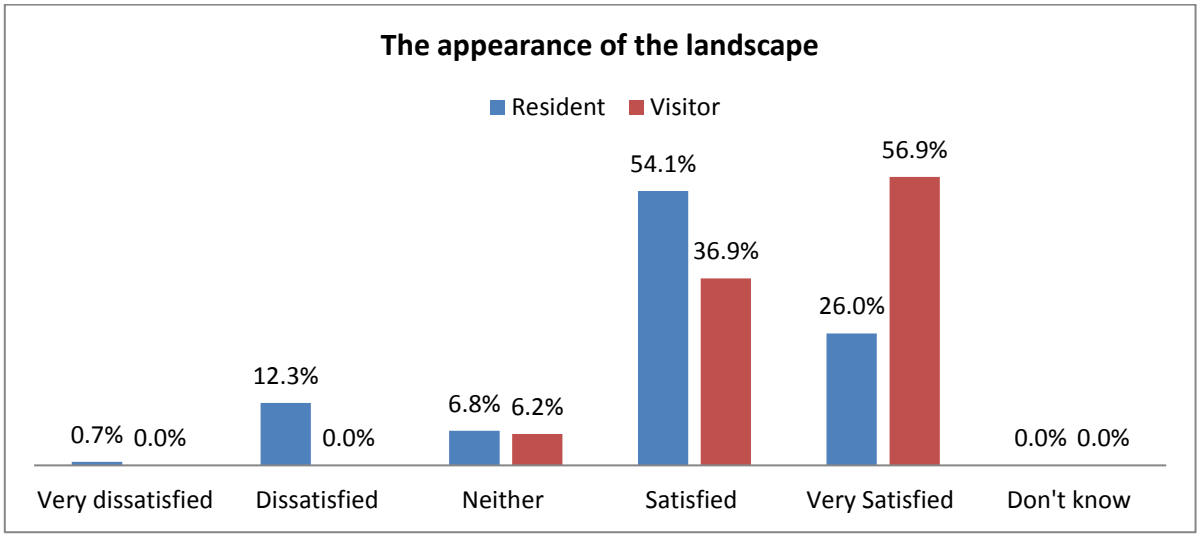
	Very dissatisfied	Dissatisfied	Neither	Satisfied	Very satisfied	Don't know
The appearance of the landscape	1%	9%	7%	49%	36%	0%
The condition of the natural environment (wildlife, water quality, etc.)	1%	9%	10%	60%	17%	3%
Protection of historical places and sites	2%	23%	25%	35%	5%	10%
Preservation of local culture and traditions	2%	23%	34%	28%	1%	11%

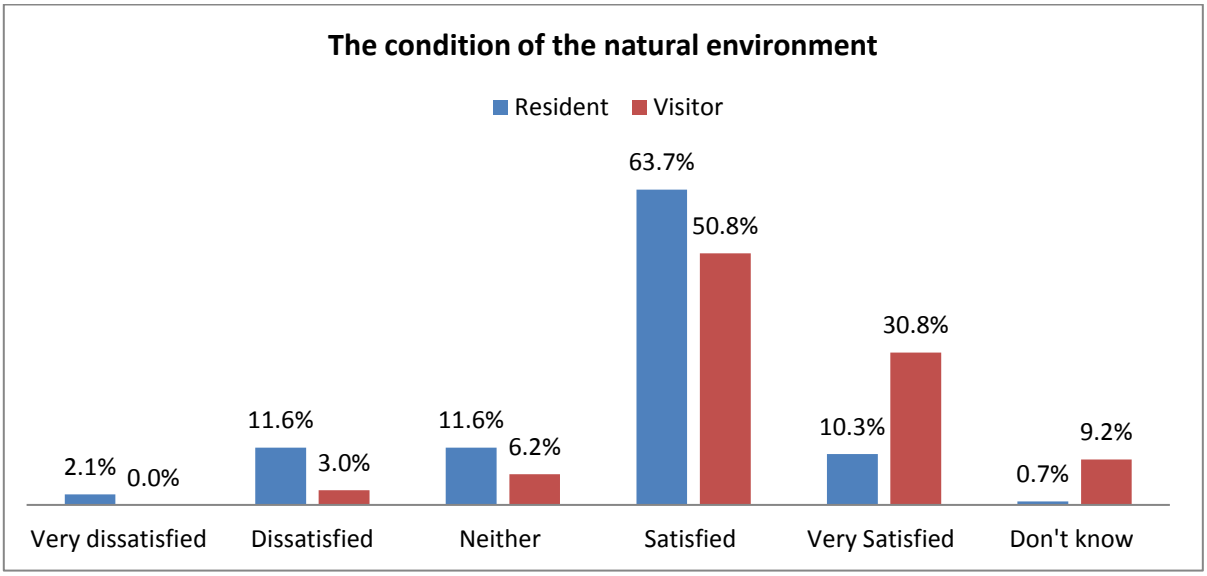
Table 4-9: Responses to the question: 'Overall, how satisfied are you with the following in the Forest of Dean?' ***(n=211)***

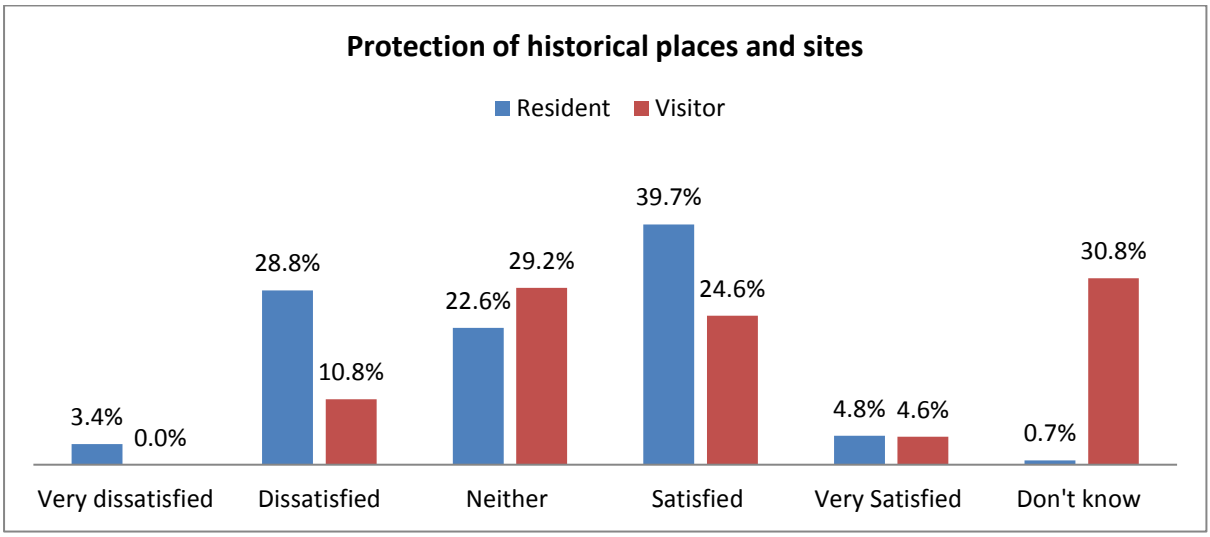
Forest of Dean Attribute	Mean Score
The appearance of the landscape (n=211)	4.10
The condition of the natural environment (wildlife, water quality, etc.) (n=204)	3.84
Protection of historical places and sites (n=190)	3.18
Preservation of local culture and traditions (n=187)	3.03
COMPOSITE MEAN SCORE (n=208)	**3.60**

Note - Response values: 1 = Very dissatisfied, 2 = Dissatisfied, 3 = Neither, 4 = Satisfied
5 = Very satisfied

Table 4-10: Mean scores for the question: 'Overall, how satisfied are you with the following in the Forest of Dean?' ***(n=211)***


The appearance of the landscape
Resident
Visitor
0.7%
0.0%
12.3%
0.0%
6.8%
6.2%
54.1%
36.9%
26.0%
56.9%
0.0%
0.0%
Very dissatisfied
Dissatisfied
Neither
Satisfied
Very Satisfied
Don't know


The condition of the natural environment
Resident
Visitor
2.1%
0.0%
11.6%
3.0%
11.6%
6.2%
63.7%
50.8%
10.3%
30.8%
0.7%
9.2%
Very dissatisfied
Dissatisfied
Neither
Satisfied
Very Satisfied
Don't know


Protection of historical places and sites
Resident
Visitor
3.4%
0.0%
28.8%
10.8%
22.6%
29.2%
39.7%
24.6%
4.8%
4.6%
0.7%
30.8%
Very dissatisfied
Dissatisfied
Neither
Satisfied
Very Satisfied
Don't know

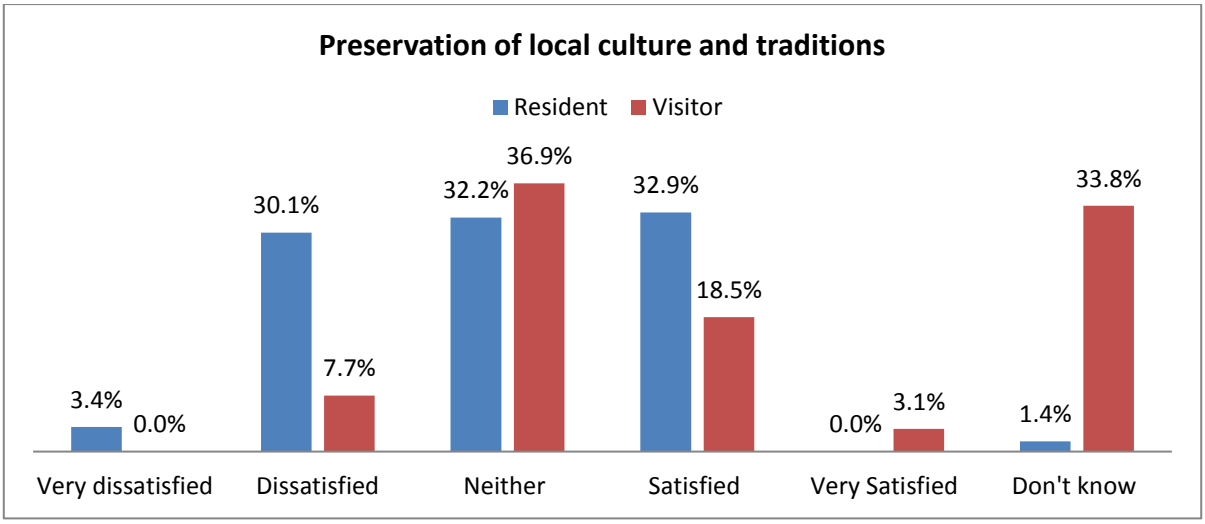


Figure 4-5: Satisfaction with heritage conditions in the Forest of Dean: Comparison of residents and visitors

Heritage preference

When asked which type of heritage (natural, built, cultural) they felt was most important for the Forest of Dean a total of 34% either did not know or had no preference, while 56% indicated natural heritage as most important for the Forest (Figure 4.6). Only 7% indicated cultural heritage and only 3% the built heritage. We must be careful not to read too much into the response to this question as the sample responding to this question is small (n=121). In addition, part of this response might be explained by lack of clear understanding of the nature of built and cultural heritage, and this is something future surveys might explore in more depth.

It is worth noting that a higher proportion of residents (more than a quarter of the sample or 27%) indicated no preference between the types of heritage.

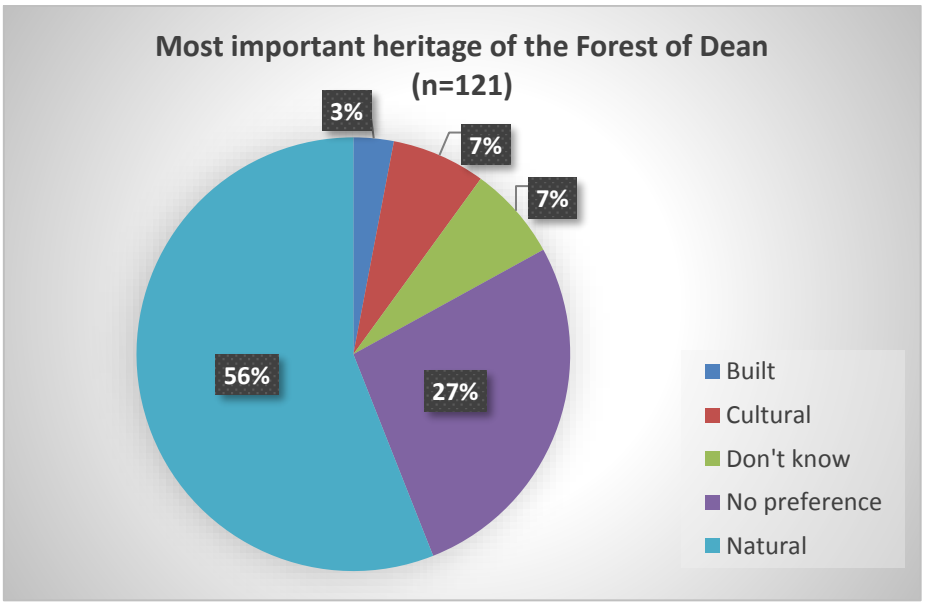


Figure 4-6: Most important aspect of the Forest of Dean heritage (n=121)

What is special and what is the worst thing about the Forest of Dean

Respondents were asked two qualitative questions to explore what they felt were the most important aspects of the Forest of Dean – what made it special to them; and, what they felt was the worst thing about the Forest. Respondents were able to make multiple comments. Figures 4.7 and 4.8 illustrate the results and Table 4.11 summarises the data from across the sample by grouping responses into a number of categories. In terms of what makes the Forest special the largest number of comments fall into three categories:

- Beauty and landscape (mentioned by 24% of the sample)
- History and cultural heritage (20.1% of the sample)
- Natural environment (18.6% of the sample)

Other categories of response relate to environmental quality, the access to outdoor activities and the quality of life (particularly in relation to the area being good for raising children)

In terms of the worst thing about the Forest the two categories with the highest levels of concern are:

- Environmental destruction (building, litter, fly-tipping) (19.1% of the sample)
- Accessibility and transport facilities (18.1% of the sample)

Litter, new development that does not take into consideration the environmental quality of the area, and loss of the built heritage are all incorporated under the first category. Access to services and lack of transport facilities were also of clear concern. A wide range of other categories of response was identified though it is worth noting that 7.8% of the sample indicated 'nothing' as a response to this question.

What is special about the Forest of Dean?	Proportion of Statements (%)		What is the worst thing about the Forest of Dean?	Proportion of Statements (%)
Beauty and landscape	24.0%		Environmental destruction (building, litter, flytipping)	19.1%
History and cultural heritage	20.1%		Accessibility and transport facilities	18.1%
Natural environment	18.6%		No control of animals (sheep and boar)	8.3%
Outdoor activities	13.7%		Lack of shops and cultural activities	6.4%
Pace of life, good place for children	8.8%		Lack of communication facilities (phone and WIFI)	4.4%
Friendly people	7.4%		Isolation	4.4%
Environmental quality	3.9%		Nothing	7.8%
Rural area	2.9%		Not applicable	6.4%
Convenient access	2.5%		Other	5.9%
Other	5.4%		Don't know	2.5%

Table 4-11: Views on what makes the Forest of Dean special, and worst things about the Forest of Dean

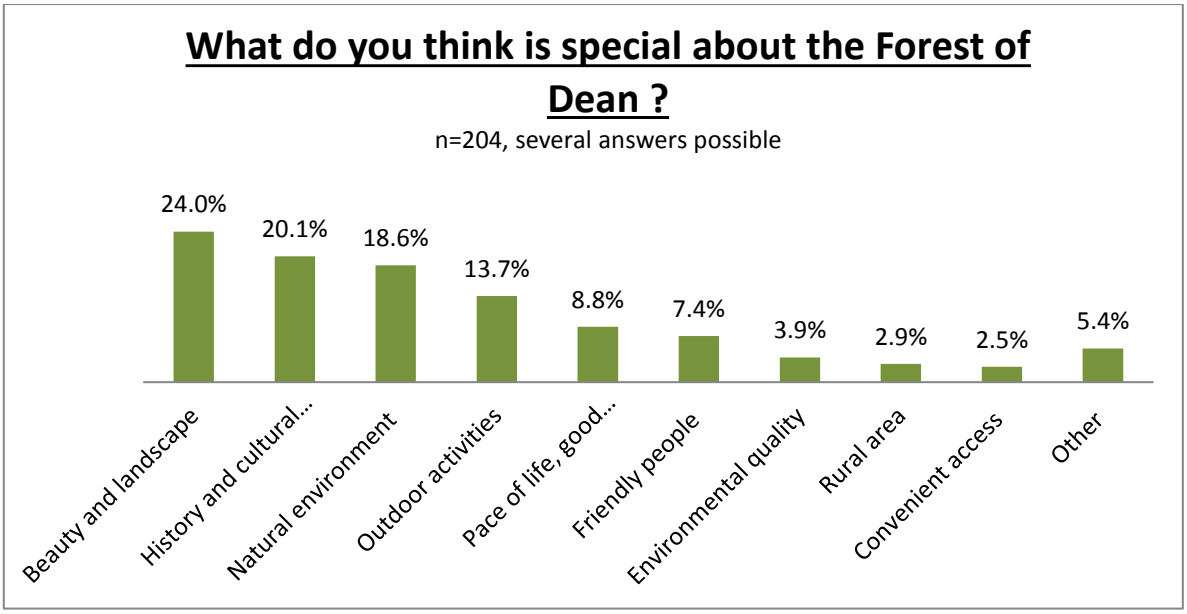


Figure 4-7: What is special about the Forest of Dean?

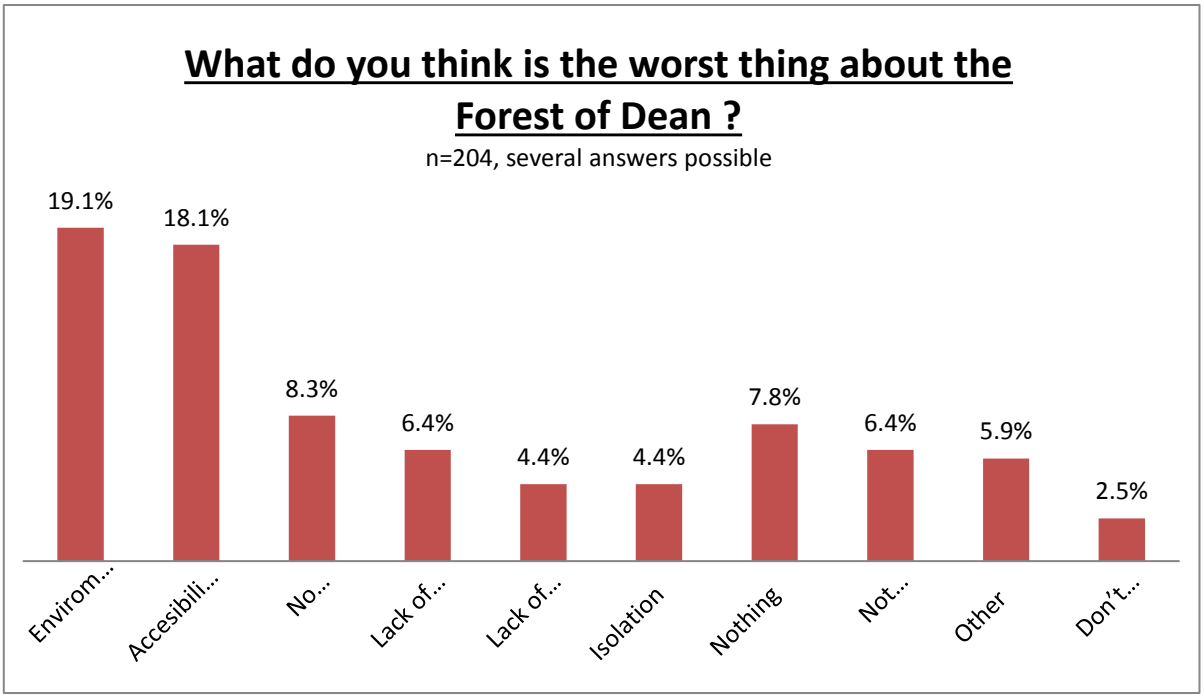


Figure 4-8: What is the worst thing about the Forest of Dean?

4.5 Summary of Training feedback forms

Participants in training courses linked to the Foresters' Forest were asked to complete an evaluation form at the end of their training programme. A total of 171 usable forms were collected during 2016 and the results are summarised below in Table 4.12. The course types were grouped into four categories presented in Figure 4.9 illustrating that approximately one third of those engaged in training were undertaking some form of survey training and just under one third were doing some form of craft training.

Name of training course	Number participating	Proportion of the sample (%)
Archaeology	15	8.8%
Bat Survey Training	13	7.6%
Blacksmithing	5	2.9%
Butterfly ID	9	5.3%
FC Volunteer Supervisor Training	1	0.6%
First Aid at Work	10	5.8%
Fish skin tanning	6	3.5%
Foraging	8	4.7%
Forest Garden Design	10	5.8%
Green woodworking	6	3.5%
Pole lathe	8	4.7%
Pond Survey	6	3.5%
Project Planning	14	8.2%
Propagation	4	2.3%
Pruning Fruit Trees	9	5.3%
Spinning	6	3.5%
Steam Bent Tongs	7	4.1%
Tree Planting	5	2.9%
Volunteer Management	7	4.1%
Waterways Survey	7	4.1%
Whittling	7	4.1%
Woodland Flora	8	4.7%
Total	**171**	**100.0%**

Table 4-12: Breakdown of participants by course delivered

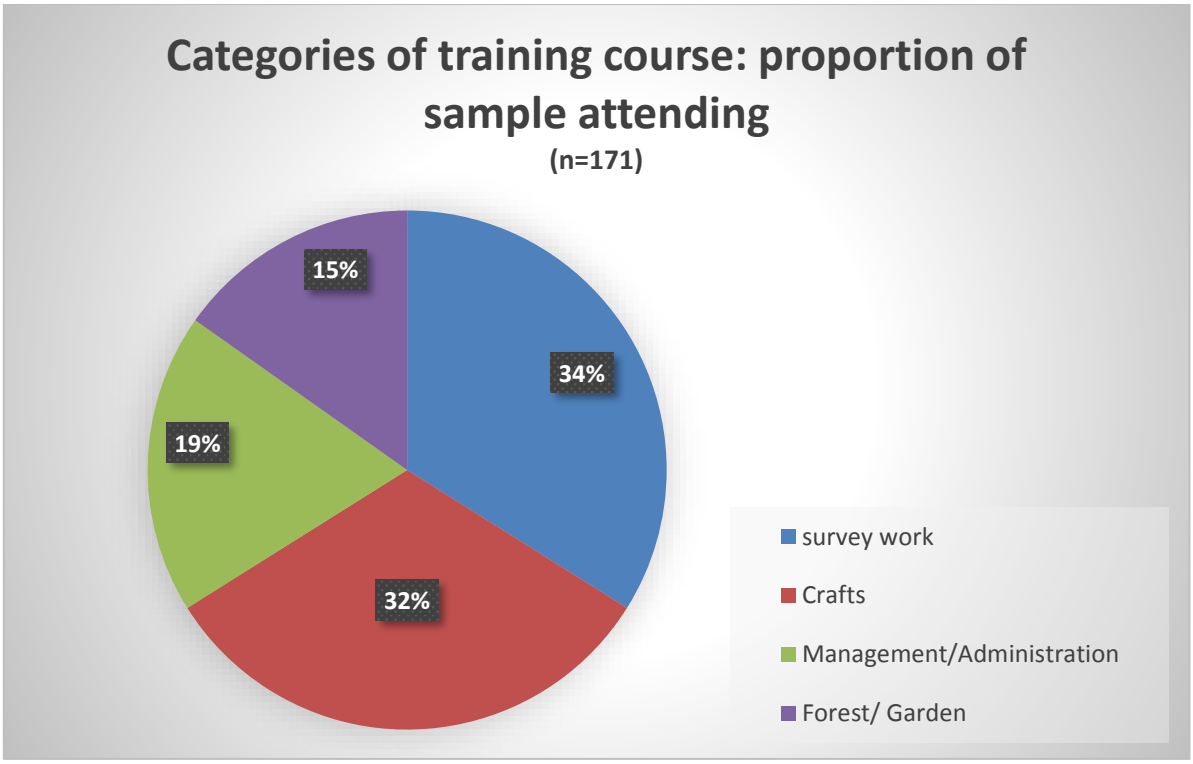


Figure 4-9: Categories of training course – proportion of sample participating

Figure 4.10 summarises the rationale for taking the training course. The largest response (83% of comments) indicate people undertook courses to develop skills, and a further 53% of responses relate to 'gaining experience'. Approximately one third of the responses (34%) related to the participant wanting to 'do something useful in the community' and 30% of responses related to 'learning about the forest' and 'to improve the forest'. In terms of the age profile of course participants (see Figure 4.11) there were very few under the age of 26 yrs (only 6%) while the largest proportion were in the 60 – 74 yrs age group.

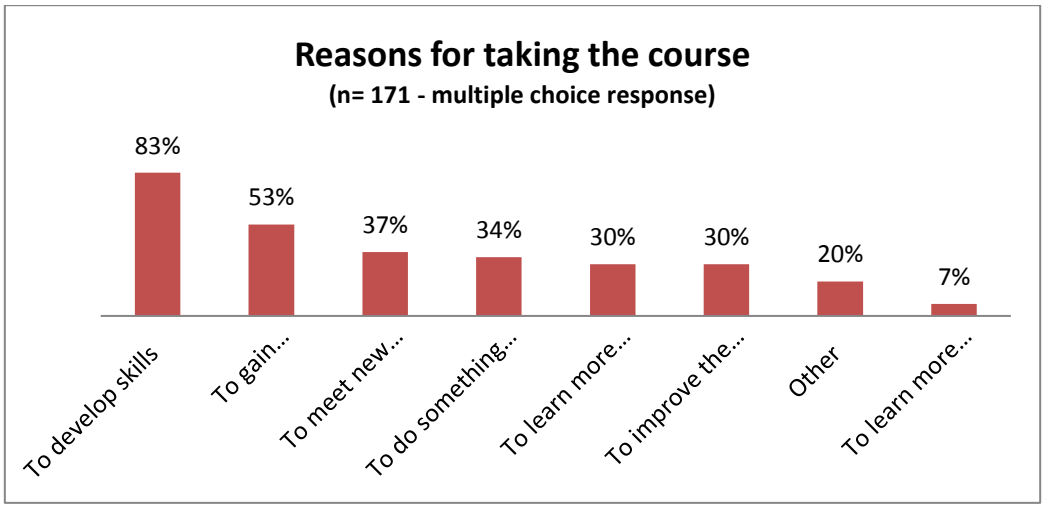


Figure 4-10: Reason for taking the course

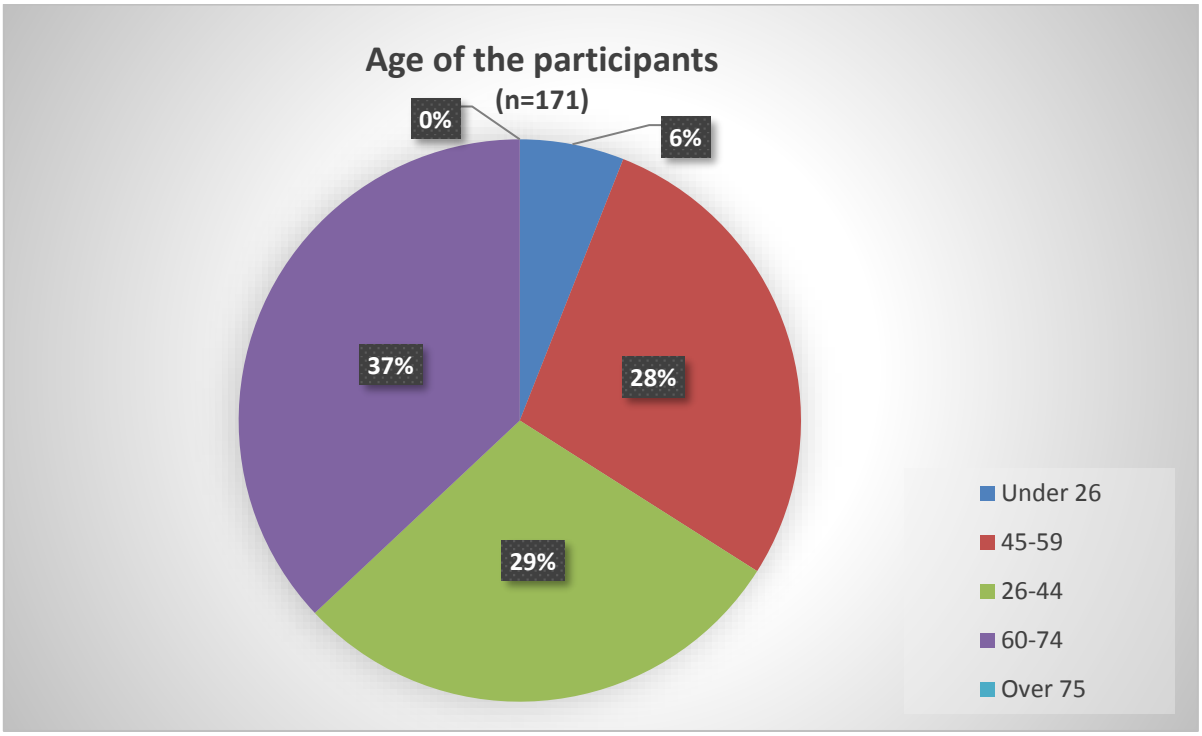


Figure 4-11: Age profile of training course participants

4.6 Summary of Volunteer Survey

A survey of those engaged in voluntary work connected to the Foresters' Forest projects was undertaken in the Summer of 2016. The sample consists of 67 responses from volunteers. Figure 4.12 illustrates the breakdown of volunteers by project category. The majority of volunteers were involved in survey type work (see Figure 4.13) on different aspects of the natural environment (e.g. birds, pond, waterways, trees), although the largest proportion (31%) were involved in archaeology work.

Figure 4.14 presents information on the average number of days worked as a volunteer on Foresters' Forest projects. It is interesting to note that almost one fifth of volunteers in the sample (19.4%) work more than 21 days on a project suggesting a high level of commitment. The age profile of the volunteers, however, suggests that large numbers of are retired people able to commit significant amounts of time. Around 30% of the sample spent a week volunteering and another 35% worked anywhere from 4 – 15 days.

Figure 4.15 summarises participant reasons for engaging in voluntary work for the Foresters' Forest. Volunteers allocated the highest levels of importance to the following reasons:

- 'help protect the natural environment' (76%)
- 'help conserve the culture and traditions of the forest' (68%)
- I feel it is important to contribute to the community' (66%)

In addition, the reasons relating to the following reasons: wanting the work experience (79%), and wanting do voluntary work because it was required by some external body (84%), were identified by large proportions of the sample as 'not at all important'. Only 6% of the sample for example, indicated that wanting the work experience was a highly important reason for volunteering. It should be noted that slightly more than one third of respondents (36%) did indicate that 'I wanted to occupy my free time either a 'high level of importance', or 'somewhat important' as a reason for volunteering; and only one third of the sample (33%) indicated that it was 'not at all important'. The results suggest people volunteer because they are passionate about some aspect of the Forest, want to contribute to the community, want to learn something new (rated highly important for 53% of the sample), or for a certain proportion of the volunteers perhaps, they have too much time on their hands.

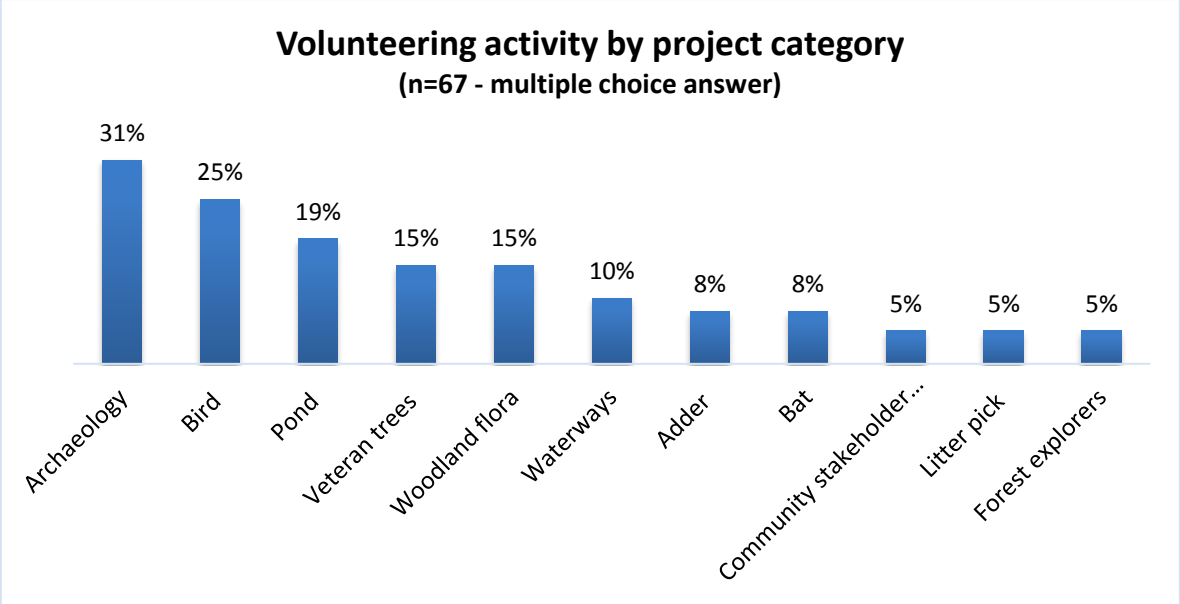


Figure 4-12: Volunteering activity by project category (n=67; multiple response answer)

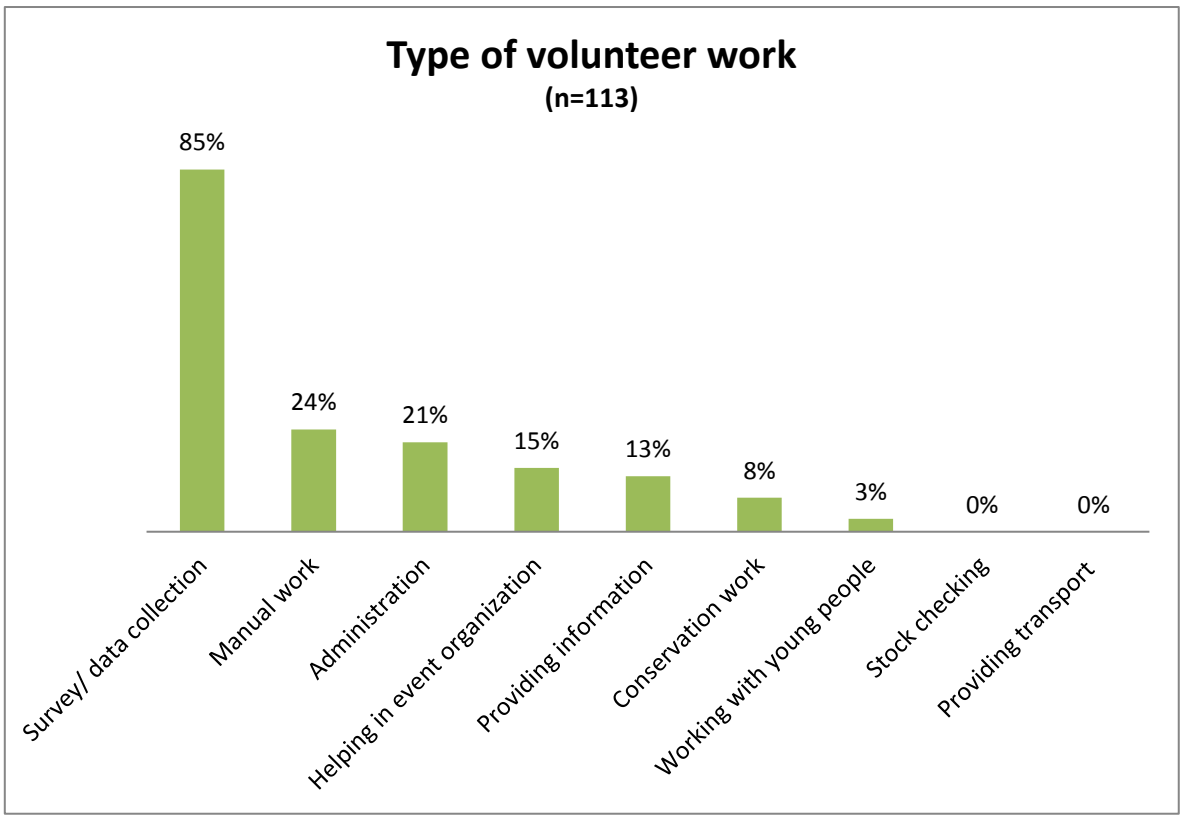


Figure 4-13: Volunteering activity by project category (n=67; multiple response answer)

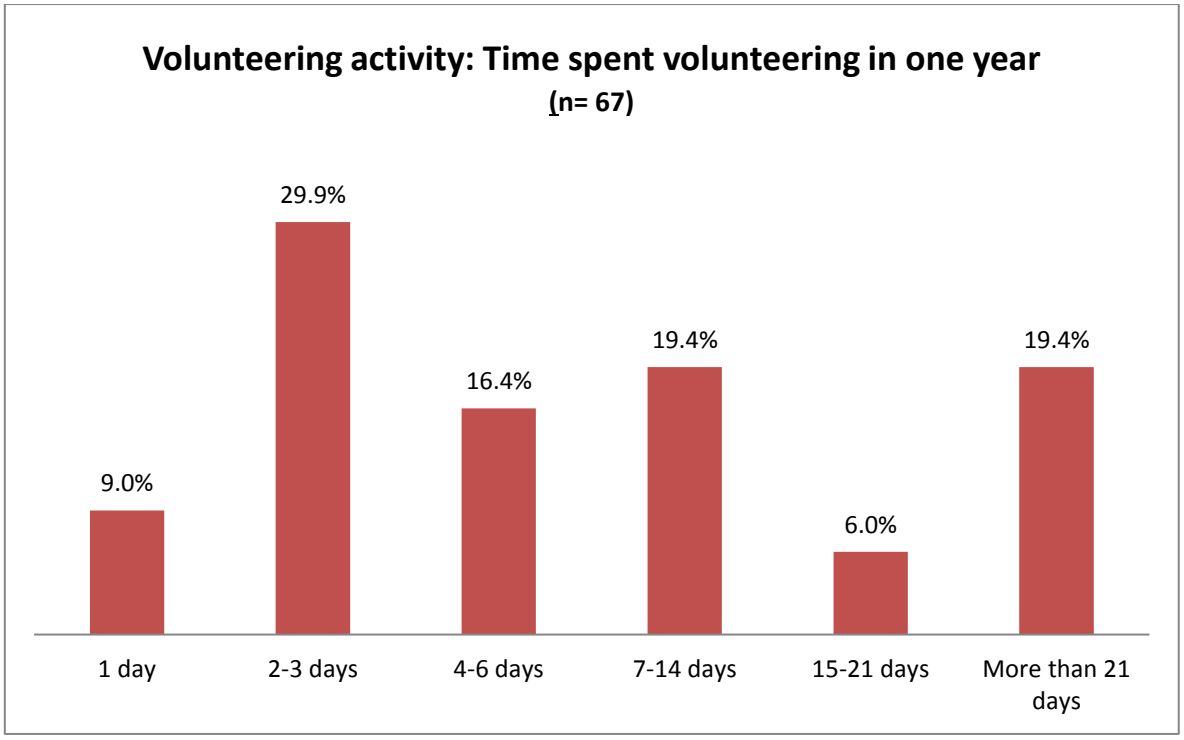


Figure 4-14: Volunteering activity: Time spent volunteering in one year (n=67)

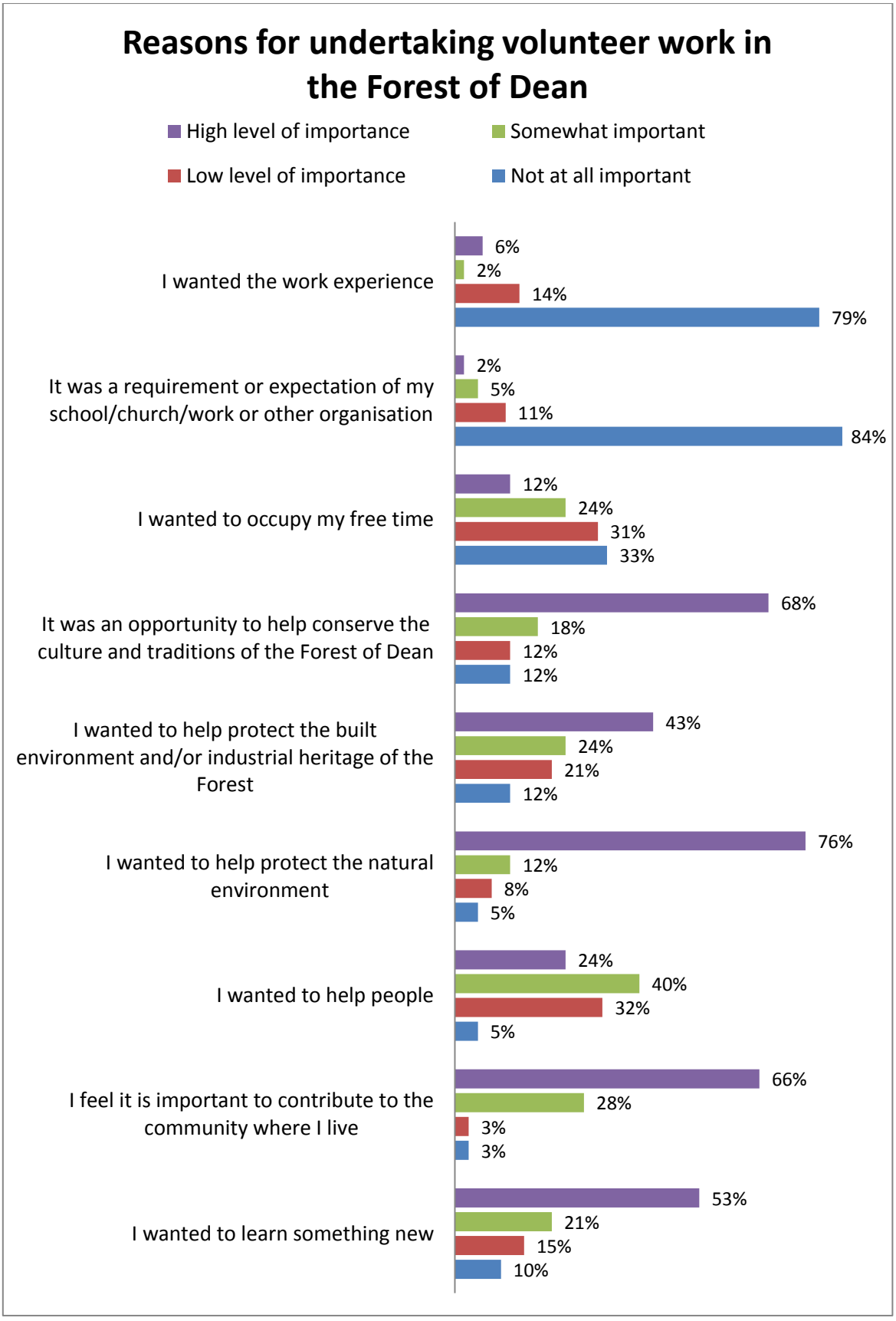


Figure 4-15: Reasons for engaging in voluntary work

Figures 4.16 and 4.17 illustrate responses to questions about the voluntary experience and benefits that volunteers receive for getting involved. The vast majority (83%) disagreed with the statement that they were taken for granted in their voluntary work or that they were gaining experience for use in their career (a large proportion of volunteers are aged 60 – 74 yrs, i.e. retirement age). Almost three-quarters of the sample (73%) indicated that they felt they were a valued member of the organisation with which they were volunteering, a total of 88% felt they were making a meaningful contribution, and the majority indicated they received training to help them in their volunteer work, and received adequate guidance and supervision.

Figure 4.17 indicates that volunteers gained significant benefits. Two thirds of the sample (66%) indicated the voluntary work increased their awareness and importance of the Forest of Dean, and 76% indicated that it raised their awareness of the natural environment. Three-quarters of the sample (76%) indicated that the voluntary work made them want to 'look after the Forest more in the future', and 52% agreed that the work had raised their awareness of local culture and traditions.

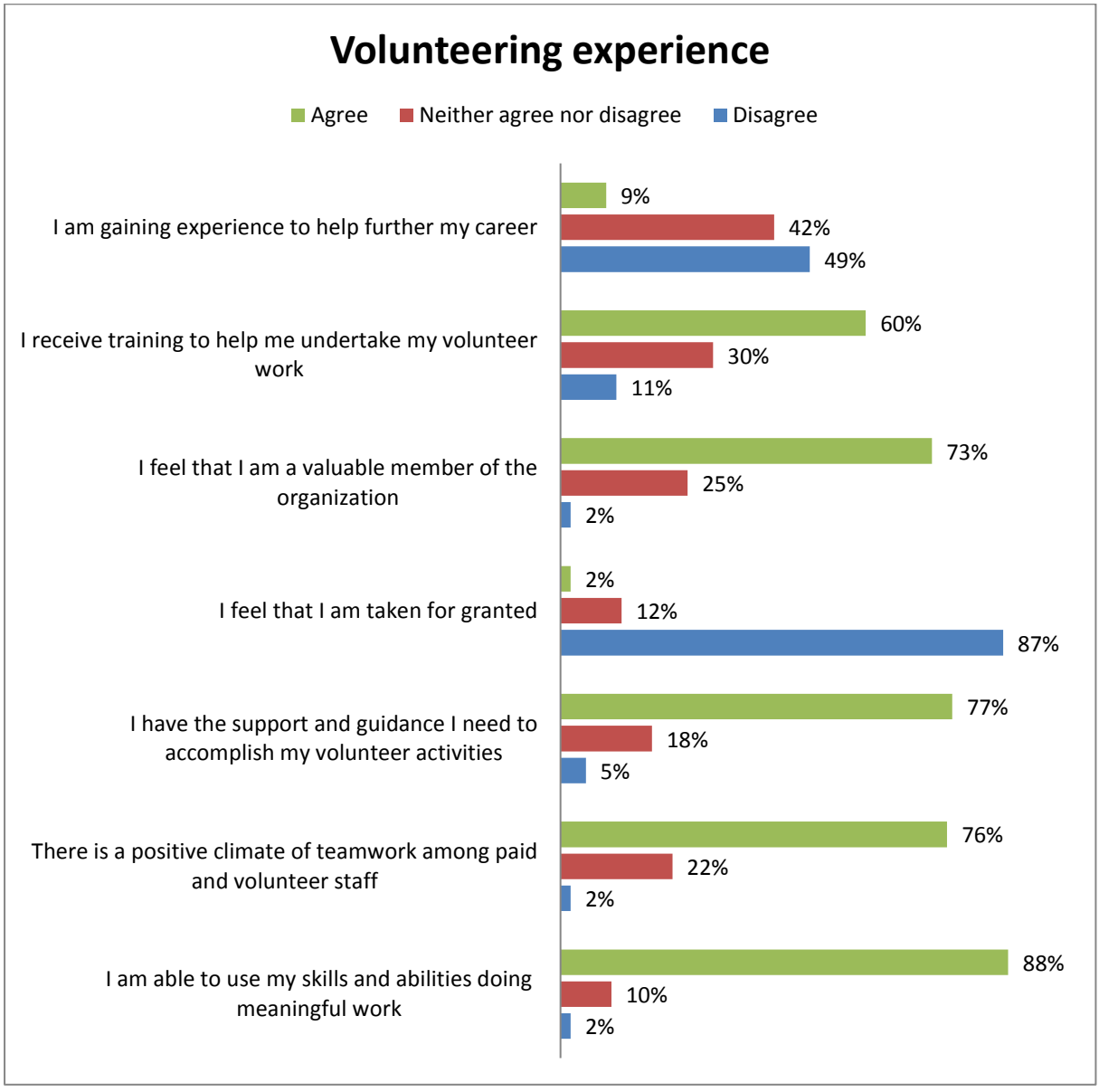


Figure 4-16: Volunteering experience

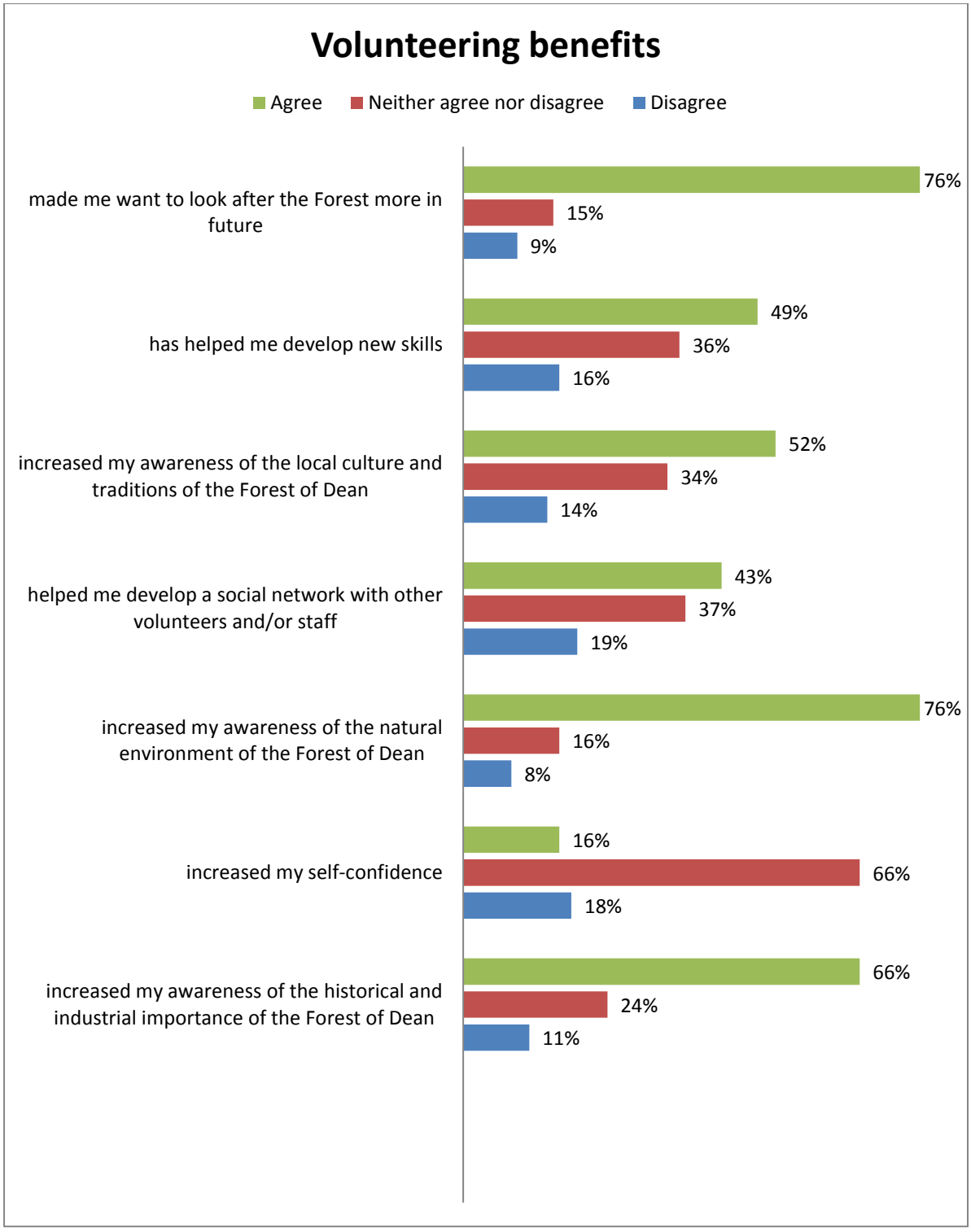


Figure 4-17: Volunteering benefits

5. The current situation in relation to programme and project implementation

5.1 Introduction

During the development phase a total of 49 projects were initially identified within the Foresters' Forest programme, though not all of these are currently operating, and the status of some of the others is uncertain. Project leads for a total of 32 projects were interviewed during the period April – July 2016 as part of the baseline survey. Interviews addressed issues relating to:

- Project aims and objectives & current activities
- Reasons for becoming involved in the programme
- Anticipated outcomes
- The role of volunteers
- Data requirements
- Legacy issues
- The Foresters' Forest process

The following sections summarise the responses from the project leads interviewed.

5.2 Project aims and objectives & current activities

Most activity has occurred in terms of natural environment, in particular wildlife and habitat surveys. Survey work was reported on the following projects:

- Birds
- Bats
- Butterflies
- Ponds
- Veteran trees
- Waterways

The purpose of the ecological survey work is to establish a baseline so that future surveys following work on habitats will provide the evidence of improvement for particular species or habitat. Some of the work conducted in the development phase has been extensive as it underpins the programme goals for the delivery stage. Pond surveys, for example, have involved training of 36 volunteers in pond surveying techniques and mapping of 152 ponds within the Forest; this is essential work in order to achieve the project objectives in the delivery phase of extending habitat for Great Crested Newts (and other species) and improve the quality of existing ponds. The intention is that by training local people a more effective data base can be constructed which will support decisions on pond restoration and creation within the programme area.

In a similar manner volunteers have been trained in bird identification to support protection of specific species, and in tree identification and survey techniques in order to underpin development of a best practice guide in the delivery phase. Waterways projects are aimed at increasing connectivity and removing obstructions along waterways and enhancing biodiversity. Bat surveys have trained 30 – 40 volunteers in using bat detectors and another

10 in how to improve linear features and roosts. The bat surveys undertaken in the summer of 2016 used volunteers to identify flight lines of the Lesser Horseshoe Bat in order to inform future development and management of land areas around key roosting sites.

A project on Conservation grazing, focused on restoration of heathland, has trained volunteers to cut scrub, apply herbicides, and more recently to check on Exmoor ponies brought in to graze a small area of land in restoration. The project is attracting a lot of attention from local residents, and current activity in the development phase is essentially a pilot study for an expanded programme of conservation grazing in the delivery phase.

Unearthing our Heritage used LIDAR validation surveys to identify earthworks and other built heritage remains. Forty-two volunteers learnt about archaeological surveys, concentrating on validating the Lidar data in 4 pilot areas and culminating in a community dig where they learnt other archaeological skills., This project led to the evolution of a Built Heritage strategy, drawing on a range of sources of information, and consulting the opinions of both local residents and archaeological experts to derive a prioritised list of built heritage sites that warrant conservation works.

Projects focused on cultural heritage have been more diverse in their activities and achievements in the development phase. Two projects focused on freemining have developed ideas on what is needed to enhance and preserve their cultural heritage. One project planned to pass on experience and knowledge of Ochre mining, while a second focused on coal mining. Whilst the owner of Clearwell Caves is now withdrawing from the programme due to ill health, the site can still be included in the interpretation story about the iron industry. The Future for Freemining project aims to increase general awareness of freemining, but more importantly to create opportunities for the continuation of freemining through passing on the accumulated knowledge of current miners through intensive training of one or more persons, who will in turn train others. The project leaders recognise the importance of enhancing the value of the products mined in order to attract people who will continue the activity into the future. In the case of coal, the intention is to add value to coal dust through the purchase of a briquetting machine, and progress has been made in identifying and testing a suitable machine.

Oral histories are another important area of activity with two projects one of which is focused on digitising a series of tapes from interviews conducted in the 1980s and ‘90s. These will then underpin studies of the local dialect and provide a resource at the Dean Heritage Centre for raising awareness and interest in the local history of the area.

Projects focused on history, literature and language provide potential capacity for being more widely integrated into other projects, for example, the Hidden Heritage App (designing an app for use by visitors and residents illustrating overlaying historical information and images on top of current maps/images). The project potentially has widespread links with other projects (for example, the LIDAR mapping might provide additional and new information, the app itself could be linked to the Walking with Wheels project for those with physical access problems). The Local History Society provides support and historical input into other projects, and ‘Heritage Open Days’ aims to raise awareness of work by local authors and other aspects of Forest heritage.

A number of projects are targeted at specific sectors of society including Mindscape (people with Dementia and their carers); Walking with Wheels (those with physical disabilities); Youth Rangers and Forest Explorers (young people); Dean Meadows Group (landowners). Youth

Rangers has been running for 5 years targeting 14 – 17 year olds within the Wye Valley AONB and the aim is to broaden the uptake as part of the Foresters' Forest programme, while Forest Explorers is targeting a younger (4 – 13 yrs) age group. Forest Explorers have been meeting every two months during the development phase as a pilot exercise and are trying to recruit and train volunteers. The aim during the delivery phase is to run a more extensive programme of activities.

The Literary Landscape project (Reading the Forest) has completed a series of three evening events at local libraries celebrating the work of local authors. The Musical Landscape project has developed links with a number of brass bands, some of which have performed concerts linked to historical events such as the commemoration of the Union Pit disaster at Newland Church, and the celebration of the work of Dennis Potter.

5.3 Reasons for becoming involved in the programme

Project leads were asked to explain their reasons for involvement in the FF Programme, and unsurprisingly there was a wide range of responses. Some interviewees perceived a real opportunity to make lasting or significant changes to the heritage of the Forest. For example, the Butterfly project saw a chance to increase the butterfly population, and through habitat management improve the scope for other species. In a similar manner the GCER project identified a need for facilitating information access to enable project leads to improve management and make better decisions, as well as evaluate their own projects. The Woodland Network project identified an opportunity to implement a project that is fundamental to achieving the organisation's aims for bats, while the Birds project recognised the need to 're-invigorate scrub habitats' following the decline in sheep grazing. Others saw both a means of helping to achieve their objectives or commercial opportunities (Unearthing Our Heritage), or a means to secure more economic sustainability to ensure part of the Forest's heritage could continue (Freemining coal). For Walking with Wheels the Foresters' Forest programme was viewed as an opportunity to implement a project that had failed ten years earlier due to lack of funding. The conservation grazing project benefited from being able to fund fencing for a project that had been under consideration for some time and is now considered as providing a 'great leap forward' that will have significant knock-on impacts on habitat and biodiversity in the area, as well as raise awareness among residents about natural heritage of the Forest. Some (e.g. Bixslade Trail) simply saw an opportunity to achieve existing objectives, either through added financial support or engaging with a wider set of projects.

Many interviewees have a deep and personal interest in the projects with which they are involved (Veteran Trees; Waterways; Freemining of iron; Hidden Heritage app), a wealth of expertise and knowledge to share, and/or excitement and enthusiasm for making a difference (Forest Explorers). For some (e.g. Oral Histories) it was an opportunity to achieve objectives that they had been unable to attain previously (for example, preserving oral histories; provision of resources for wider access and use), or to accomplish goals to preserve cultural heritage before it is too late (Linguistic Landscape) and disappears forever. Some project leads also indicated goals of raising awareness and changing attitudes and thinking about the Forest in order to create a stronger sense of identity (Reading the Forest; Soundwork).

5.4 Anticipated outcomes

Heritage

Anticipated heritage outcomes as a result of the Foresters' Forest projects are summarised under broad headings of natural, industrial/built, and cultural. Table 5.1 below summarises the key outcomes identified and/or anticipated by project leads that were interviewed, and their perceptions of the most significant impacts of their projects. The first point of interest to note is the focus on the natural and cultural aspects of heritage with relatively little focus on industrial/built heritage. This is partly due to the limited level of activity on the built heritage in the development phase, but also partly due to the belief of some of those on the Programme Board and community stakeholder group (CSG) that the industrial heritage itself is not that unique, there are plenty of other old mining areas in the UK with similar histories. There is also a feeling that although industrial/built heritage might be in need of preservation and restoration, the situation is not critical and it will last for some time, whereas the cultural and natural heritage of the area are both in need of more immediate action.

There is strong recognition, however, among many stakeholders that the different aspects of heritage cannot and should not be separated, as it is the interaction of cultural, natural and built heritage that make up the uniqueness of the Forest of Dean. Each aspect has a role to play and requires action in terms of identification, recording, interpretation, and in some cases conservation and enhancement in order to contribute to the wellbeing of the communities in the Forest. Although one person alluded to the difficulties (or even danger) of trying to separate and prioritise different aspects of heritage, others noted the need to focus attention on certain aspects that were more urgently in need of support and action, in particular the cultural heritage. The uniqueness of the area was identified as being strongly dependent on the cultural heritage, in particular the language and continuation of traditional activities (such as the Verderers, Freemining, and Commoning).

In terms of the natural heritage the outcomes are largely focused on better recording and access to information that in turn will enable improved management, restoration and increasing understanding and awareness among local people. The most significant outcomes are perceived to be improvements to biodiversity, creating the conditions for better management, creating greater awareness and understanding of the natural environment and providing opportunities for local residents to get more involved in managing their own environment.

Those interviewed recognised the importance of the industrial heritage/built environment in contributing to the sense of place and understanding among local people. However, relatively few projects are engaged directly with the built environment. In general stakeholders perceived that the immediate needs of the built environment were not as great as for natural and cultural heritage. As one stakeholder put it: "...the industrial heritage may need restoration but it is not in immediate danger of disappearing". In addition, some sites are relatively well known and recorded. Stakeholders suggested that the main task for these aspects of heritage is to make the information more accessible to people so that they become more aware of their surroundings, which in turn would lead to improved protection of heritage sites from development.

The aims for cultural heritage were perceived in similar manner. The focus is on identifying, recording, raising awareness and making information more accessible. There was, however,

more of a sense of urgency of the need to take action now, in order not to lose the memories, experience, knowledge, and understanding of local people which enable traditions and cultural activities to continue. This is summarised eloquently by a Freeminer:

"I'm the last person to do Ochre mining. If I don't show anyone it will never be picked up again."

The preservation of local knowledge, and increasing access to that knowledge were seen as two of the most significant outcomes from the projects that would ensure the cultural heritage was not lost and will continue to underpin traditional activities.

Heritage category	Outcomes			Most Significant
	Better managed	Better condition	Identified & recorded	
Natural	Improved knowledge and understanding of conservation grazing to improve biodiversity	Increased grazing which will enhance biodiversity and habitat		New habitat creation Improved biodiversity
	Recording to enable improved management		Better recorded and identified	Improved management
	Linear features around roosts better managed for Bats	Roosts improved	Roosts better recorded	Improved management
	Woodland edges better managed to encourage wider range of bird species	Increased bird numbers; new habitat creation	Better recorded	New habitat
	Enable people managing projects to evaluate their impact and identify areas for improvement.		Data made more accessible to wide range of projects	Facilitate collection of useful information to support decision making and evaluation
	Local volunteers will help with management	Restoration of water ways		Re-connect people to their waterways and raise awareness of its uniqueness
	Heathland restoration Reverse loss in biodiversity Increase number of people engaging with the natural environment	Improved biodiversity More ground nesting birds		Create conditions that enable local people to come in and manage the environment

	Improved understanding will enable management of the landscape to benefit wildlife	Improved understanding will lead to better species protection	Natural heritage identified and mapped more accurately Improve understanding of habitat in old industrial areas	Linking man-made habitat with wider landscape features Improve local residents understanding of their environment
	Enhance understanding of the environment among young people – potential for better future management	Dry stone wall improvement		Impacts on the way the next generation will interact with the environment
	Improved management of a 'stronghold for nature' Improved management to benefit Greater and Lesser Horseshoe Bats			

Heritage Category	Outcomes			Most Significant
	Better managed	Better condition	Identified & recorded	
Industrial/built		Ensure heritage is in better condition	Archaeology is well recorded but needs to be made more accessible	Establish greater awareness among local community Information is locked away – will be made more accessible
	Improved management of sites		Identification and preserving of old industrial sites	Protection from future development
		Industrial heritage is crumbling but will last a bit longer	Industrial heritage has a significant role to play as part of the story.	Industrial heritage needs to be exposed and made more accessible to people

			App enables people to see old pictures of 30 sites and compare to present day App will provide easy means to access information on industrial heritage and local history	The history of the community will be retained, with no physical impact on the landscape
	Better managed trail to encompass colliery and built environment features	Clearing a trail/make more accessible	Information more available	Engage young people and volunteers in clearing a trail

Heritage Category	Outcomes			Most Significant
	Better managed	**Better condition**	**Identified & recorded**	
Cultural	Continuation of traditional activities			Transfer of knowledge & experience to enable future mining
	Preservation of oral history Greater level of accessibility	Preservation /storing /documenting oral histories for future research	Digital recordings of oral histories and a supplementary history pack with photos	Potential to increase understanding among residents and other users
	Improved capabilities to take action		Identification of aspects of heritage that need improvement, or support	Deeper understanding of local history
	Involvement of local people in looking after the heritage		Improved understanding and awareness of mines	Enhanced sense of cultural significance for residents

			Provision of access to enable people to get out and interpret what they see	Increased access for people with mobility handicaps – will enable them to experience the Forest (natural and built heritage)
	Enable us to adapt to changing conditions so we can continue traditional activities	Ensure continuation of older traditions		Elements of heritage are all intertwined – cannot be separated
	Support for ecology, industrial heritage, and traditional activities FF Programme is an umbrella for all aspects of heritage, they cannot be separated	Enable continuation of cultural activities (freemining, commoners, Verderers)		Enabling all aspects of heritage to be supported
			All aspects of heritage are valuable - trying to separate and prioritise them is dangerous	Accessing the heritage in the minds of local people (freeminers, commoners, poets, authors, musicians, local residents)

Table 5-1: Summary of project outcomes: Heritage

People

Project leads interviewed were asked about their views on the anticipated outcomes for people as a result of their project delivery (see Table 5.2). Some outcomes had already been achieved where projects have been active in the development phase, particularly those projects associated with setting the baseline for natural heritage. The main outcomes during the development phase relate to training of volunteers in surveying skills and volunteer learning more about heritage, whereas more widespread learning about heritage is anticipated to take place during the delivery phase of projects.

Interviewees reported that people (volunteers) had been trained in surveying skills (e.g. bat, bird, butterfly, pond and other surveys). Learning had also taken place, again largely in terms of those volunteers working on surveys, who had gained in terms of greater understanding of natural heritage related to each individual project focus. Project leads also suggested that there would be opportunities for enhanced learning in the wider community as a result of delivery phases of the projects, through the availability of information and interpretation of activities being undertaken by the projects, and also through volunteers spreading information to friends and families, and potentially also through taking their families/friends out into the environment to show the areas where they had contributed.

In some instances, project leads noted that significant numbers of volunteers have already been involved in assisting with projects, training had taken place, and large numbers of volunteer days had been contributed. One example is the conservation grazing using Exmoor ponies which had resulted in a number of volunteer stock checkers trained in order to undertake regular checks on the ponies and a high level of interest which brought local people out from the adjacent communities to visit the area. For some this was the first time they had visited the area since they were children and the increased interest provided opportunities for increasing understanding of the need for grazing.

Fewer projects are concerned with the industrial/built heritage, although one project, (Unearthing our Heritage) had led to significant numbers of volunteers acquiring archaeological survey skills and learned more about the industrial heritage. As a result of improved mapping and interpretation, more information will be available through the delivery phase with the potential opportunity to lead to enhanced awareness and learning for the wider community. Also, the Bixslade Trail project aims at encouraging engagement with a younger audience through a wider range of activities such as ‘geocaching’, and not just standard voluntary activities such as trail clearance (although this project is yet to start and has not had a development stage).

Projects focused on cultural heritage are more varied and to date have involved fewer volunteers. Discussions with project leads suggest that although significant levels of training may take place with volunteers during the delivery phase of projects, numbers of volunteers are likely to be smaller than those found involved with natural heritage projects. Several projects will only utilise very small numbers of volunteers (for example, Walking with Wheels will only have 4 ‘trampers’ (wheelchairs), each of which might require one or two volunteers to help manage), and the number required for Oral histories is likely to be small. Freemining (where those involved are likely to be fewer than 10 people) is slightly different in that what is sought are not ‘volunteers’ but people who will commit a large portion of their future lives to learning and carrying out the activity. Forest Explorers and Youth Rangers are unlikely to require large numbers of volunteers but those that do get involved will have to undergo significant levels of training. For volunteers engaging with these projects training will be a

significant element, requiring a high level of interest and dedication to carrying out the activity. Volunteer numbers are thus likely to be smaller though once people do get engaged they are more likely to make long-term commitments.

Some of the projects, which are more targeted, offer the opportunity to enhance learning within specific sectors of the community. 'Mindscape' for example, which is focused on those with dementia and their carers, may only address small numbers of people, but these are often those parts of the community left out of projects aimed at enhancing awareness and learning (and there is also scope for making people more aware of dementia). In a similar way, 'Walking with Wheels' which is targeted at those with restricted mobility offers scope for enhanced learning through direct experience.

Projects targeting young people (in particular, Forest Explorers and Youth Rangers) offer scope for reaching a wide audience through interacting not only with children but also their families, and the potential for creating deeper awareness and understanding that will last a lifetime, and may be passed on to the next generation.

In terms of the wider population learning about heritage, the extent to which awareness and understanding will be enhanced will depend on a number of factors, including:

- The aim of the project and the extent to which information is made accessible
- Interest of people in the area of heritage (not everyone is interested in local history, or literature for example)
- Involvement of schools
- The number and role of volunteers (likely to change during the delivery phase)
- Ways in which information builds on people's interests and is communicated
- The nature of the information a project wants to communicate
- The existence of tangible outcomes that people can utilise/see/visit

Some projects, for example, the conservation grazing using Exmoor ponies, already attract large numbers of volunteers and people, but this level of interest does not necessarily enhance understanding without some means of communicating relevant information. Other projects, such as Freemining of coal, will only ever be able to manage very small numbers of volunteers, and will face different challenges in raising awareness and understanding among the wider population. Maximising outcomes to people will thus be project dependent and also require clear strategic decisions on what sectors of the population to target, what message to get across, and how to reach them.

Heritage Category	Outcomes			
	Skills	**Learning about heritage**	**Volunteering**	**Other**
Natural	Training courses – volunteers trained in doing butterfly surveys	People will be able to walk around areas considered to be 'forest waste' and learn about the wildlife even where trees don't grow	Those doing surveys are volunteers	
	Volunteers trained in Pond survey skills	Local residents will have increased appreciation of the importance of ponds in their community	Those doing surveys are volunteers	
	Volunteers trained in Tree survey skills	Greater interaction of residents and visitors with veteran trees. Potential for greater involvement in management of local trees Improved understanding of history of the area	Those doing surveys are volunteers Benefits of social interaction	
	Improved awareness and understanding of what 'healthy water' looks like among volunteers. Better able to recognise what is important.	Improved understanding of water impacts on the built heritage. Improved understanding of what is important to look after		More opportunities for events – makes it a more interesting place to live
	Volunteers learn about different species and habitat needs	Greater awareness of habitat needed for birds	Attracted people to learn more about birds; two people have become 'apprentices' to project leads	Number of visiting bird watchers has increased
	Training courses for volunteers in woodland and bat habitat surveys, and in using equipment	Wider range of information around importance of bats and need for landscape management	Most volunteers are residents, spread the word about work being done	Visitors benefit from enhanced environment Improved environment on 6 key sites
	Landowners gain: grazing management skills Volunteers gain: Pony management skills Livestock management skills Plant and tree recognition Woodland management skills	Landowners have opportunity to learn about management of meadows and wildflower conservation. Those visiting grazing animals learn more about importance of grazing on the natural environment	Volunteers from local communities to clear brush, apply herbicides, undertake regular checking of ponies	Improved biodiversity will enhance visitor experience

Industrial/built	Surveying, excavation and research skills Trail development & management skills	Greater understanding of archaeology of the area among volunteers and residents Mapping will enhance future management of the forest	Residents come along to events and/or volunteer Local residents and young people as volunteers for trail clearance	A school's day for local primary school – developing appreciation in the next generation. Geo-caching activities will engage a younger audience
		Young people will have more awareness of old industry in FoD		Heritage will be better appreciated and more robust. People who come to use the mountain bike trails will hopefully use it to tell more people, who could come back for longer stays in the area.
Cultural	Train someone in mine safety and freemining Those who want to come into mining gain: Team work Problem solving Independent thinking Finding and extracting minerals	Better understanding and appreciation of mining in the forest among residents and visitors. Raise awareness of mining among local residents. Those who want to engage in mining will learn more about traditions, history and geology of the area		
	Critical evaluation skills Technical skills in recording and editing Management of audio archives	Those doing interviews get feedback from re-playing of interview Increased opportunities for visitors and residents to learn through listening to the oral histories of local people.	Local residents volunteer to record oral histories Learning by listening to the interviews	Personal and emotional impact of listening to audio recordings
		Residents gain more understanding of their heritage through learning about local dialect.		

	Those involved gain: Interviewing skills Storytelling skills Leading walks	Opportunities for residents to learn more about their local area	Volunteers gain skills Benefits of social interaction within communities	Enable contacts to be made through raised profile of local history information that exists
	May encourage people to write	Those living in the Forest will have a broader sense of place (beyond mining).		Greater feelings of belonging and relationship to place of residence
	Volunteers gain organisational skills	Learning opportunities on local heritage for recent incomers and retirees	Lot of volunteering needed for events and organisational work	
	Training people in using 'trampers' (off-road wheelchairs) Volunteers gain: Heritage interpretation skills Administration skills (taking bookings; membership; taking payments)	Disadvantaged residents and visitors; those with limited mobility will have opportunity to access heritage and learn through direct experience	Accompany people into forest as part of risk management and to act as interpreters. Training people in use of 'trampers' Administration of project	May enable physically impaired to take part/get involved in activities such as wildlife surveys
	Those involved and volunteers gain: Leadership First aid Safeguarding Working with children and adolescents Older children/adolescents gain: specific skills such as drystone walling, coppicing, filming	People (parents/children) attending sessions will learn about natural and cultural heritage. Activities aimed at providing learning for children. Older children/adolescents learn outdoor recreational activities and how to ask questions about the landscape	Opportunities for volunteers to work with children. Volunteers will also learn about cultural and natural heritage	Partner organisations benefit from involvement in training
	Residents and care staff gain art skills and care-home resident well-being skills Volunteers gain skills in delivery of outdoor art sessions	Residents of care homes learn about heritage through range of delivered activities	Volunteers learn art skills and care home resident well-being skills	

Table 5-2: Summary of project outcomes: People

Communities

Interviewees found it difficult to identify outcomes for communities more generally. It was difficult to separate impacts on people and target sectors of the population from broad impacts on communities. Table 5.3 below illustrates the outcomes identified which again focus on the natural and cultural heritage rather than the built heritage. In addition, it is worth noting that those interviewed focused on the effects on people within communities and likely outcomes on those places over time; relatively few outcomes relating to reduced environmental impacts were identified (though outcomes might be indirect as a result of improved management and planning).

In terms of the natural environment the interviews revealed a wide range of outcomes arising from activities of individual projects targeting specific places or species (bats, butterflies, ponds, veteran trees). Environmental impacts are predicted to be reduced largely through improved understanding of the habitat management requirements for target species, which in turn will lead to improved and/or more sensitive management of specific areas. In terms of engaging people, the aim is clearly to raise awareness and understanding of the general population within the Forest with some targeting of groups in communities (e.g. young people, children, incomers, those with dementia and their carers). There is clear recognition that greater awareness and understanding will contribute to multiple outcomes, not just now but in the future. Outcomes include increased respect for the environment, better management and planning for conserving heritage, increased sense of place and improved well-being through having more interesting places to live and work. For the natural heritage it is recognised that some outcomes might be limited to defined areas within the vicinity of where actions (such as conservation grazing) are taking place, and some actions may not benefit large numbers of people due to their location (e.g. ponds located away from centres of population), even though they might provide significant environmental benefits.

In terms of cultural heritage, the table illustrates a similar mix of projects with strong recognition of the importance of raising understanding and awareness more generally, while some projects target specific sectors of the community (e.g. those with dementia and care-home residents). Improved awareness and understanding are perceived to have indirect benefits through leading to greater respect for heritage, greater sense of place and 'community self-worth', and improved management. No outcomes in terms of reduced environmental impacts were identified in these interviews, but they will be addressed in for example the Forest Pride project.

Heritage Category	Outcomes		
	Reduced environmental impacts	**More people/wider range of people engaged with heritage**	**Better places to live/work/visit**
Natural	Certain locations become better places for butterflies	Aim is to enthuse and get more people interested	Open space is more usable by communities
	Improved management procedures	Nature improvement areas are in centre of the Forest, people tend to visit/live on outer edges. Improved understanding by more people in the communities	Water is a significant natural resource – some waterways will be improved but not necessarily where people live/work
		The challenge is to make people aware and understand the impact of the work. Volunteers will develop technical skills	Visitors experience will be enhanced Increased bird numbers will make it a better place to live and work
	Work with Forestry commission to improve woodland management in certain areas to preserve habitat for birds	Raise awareness of habitat requirements for birds. Volunteers learning more about species and habitat needs.	Improved understanding will support better planning in communities
	Improved environment for bats. Get bats out of people's houses and into specially constructed bat houses - so they can be protected more easily Enhanced understanding of why bats are important.	Wider community engaged through survey and infra-red filming which will be put on-line	Better habitat for bats will improve the 'look and feel of the place' where management is taking place
	Improved meadows (enhanced biodiversity) through training land owners		Areas where meadow conservation taking place will benefit from living in an area with more wildflowers and pollinating insects
		People in immediate vicinity around heathlands and conservation grazing areas will benefit most. Volunteers come from all over the forest. Wide range of people getting involved – people with different interests (including horses, wildlife, photography, being outdoors, history).	Grazing animals make the area more interesting – especially for families who come to see the animals.

Heritage Category	Outcomes		
	Reduced environmental impacts	**More people/wider range of people engaged with heritage**	**Better places to live/work/visit**
Industrial /built			Raised awareness of archaeological sites will enable better protection.
	Adjust the fence line on a trail to reduce impact of mountain biking on plant species	Engage wider range of people in their local history of mining	More activities for visitors and residents
		A positive affect; children are more likely to use it and those are the ones that need targeting as they probably have the least awareness of what the place was like 50,60,70 years ago.	
Cultural		Aim is to increase awareness/understanding of mining. Currently Freemining is a hidden activity yet will be of interest to wide range of communities in the Forest. Raising awareness among communities has already led to some people expressing interest in coal mining. Did not involve FF Programme directly but was influenced by FF which raised interest and started people talking.	More mines and Freeminers will continue traditional activities in the Forest – providing a wider range of options and activities for people living in the area. Can only take on small number due to safety issues. Serious risks – you cannot take just anyone down a mine to work. Need to get to know the person – it's a long-drawn-out process.
		Communities affected through improved understanding of environment and working lives of people who lived here. If resources can be put online will be accessible to a wider audience. Otherwise will only benefit those visiting Dean Heritage Centre	Raise awareness of residents about their local community. Likely to lead to improved understanding and management of place of local significance
		Focus on 'reclaiming communities' through local events – will enhance awareness. Exhibition of diaries will be part of heritage open days	Open days and other events will make communities more interesting places to live/visit.
		Literature gives another route into local identity. Potential to lead to more confident community 'sense of self'. Target younger people to engage next generation	Enhanced sense of value of where people live.

		People engage more with their environment if they understand it better. Forest incomers are a prime target.	Greater understanding of environment leads to greater respect.
		Aim is to identify and connect with children who have not had the opportunity to be involved with environment and heritage activities before.	Young people will have a better understanding of the impact on their communities of choices they make (e.g. recycling). Investing in people's knowledge and understanding will yield future benefits.
		Care home staff, residents and their families most likely to benefit.	Positive promotion of living with dementia makes communities better places.

Table 5-3: Summary of project outcomes: Communities

The role of volunteers

Volunteers play a critical role in many of the projects making up the Foresters' Forest Programme of activities and in a large number of cases entire projects are operated and delivered through volunteer activities. Without volunteers the aims and objectives of the programme cannot be delivered, which makes their recruitment, training, management and retention an essential aspect of the Programme. The monitoring of volunteer hours indicates that targets have been exceeded and a total of 238 people have been involved in voluntary activities during the period 2015-16. One or two projects utilise large numbers of volunteers (e.g. Unearthing our Heritage), and Conservation Grazing utilising a wide range of individuals, volunteer wardens and corporate groups (including at least 20 volunteers for stock checking), but the majority rely on relatively small numbers of volunteers (less than 10).

Table 5.4 below identifies some of the activities and issues identified by project leads. Many of the natural heritage focused projects have undertaken survey work (for example, Batscape, Butterflies, Ponds, Veteran Trees, Waterways) during the development stage, in order to provide baseline information that will underpin future work. Volunteer numbers vary significantly (numbers range from 1 – 50) but also in terms of number of volunteer days. The type of people volunteering for survey work seems to focus more on older, retired, and professional people although several projects noted a wide age range including students (Waterways) and children (Ponds). One or two projects were more specific noting that people with particular skills would be required to volunteer (e.g. artistic skills for Mindscape, teachers and those with capabilities of working with young people for Youth Rangers). One respondent suggested that in some cases volunteers were already undertaking similar activities as a hobby or personal interest and volunteering was a way of continuing with the activity, and another noted that the FF projects were 'tapping into peoples' passions and enthusiasms'.

In terms of activities and development of skills among those volunteering, respondents noted a wide range of skills development including the use of equipment, specific survey skills, administrative skills, training in species identification, habitat survey, editing and archiving audio files, recording interviews. One or two projects indicated less emphasis on skills

development and potential difficulties around skills development. For example, the Dean Meadows Group suggested people learned informally, and Forest Explorers indicated any learning was ‘difficult to quantify’. The Youth Rangers project indicated some difficulties associated with training of volunteers as people were more reluctant.

Several projects indicated the key role played by volunteers in making the project successful. At one end of the spectrum are some of the natural heritage focused projects utilising large numbers of people. These include, for example, Veteran Trees, Oral Histories, Dean Meadows Group, and Unearthing Our Heritage projects, which all indicated volunteers were critical, and the Pond project noted that ‘the whole project is volunteer run and led’. Other projects (Soundwork, Heritage Open Days, Conservation Grazing) noted the importance of volunteers in achieving their goals. At the other end of the spectrum are projects that do not or will not have a large role for volunteers, such as Freemining where only very few people are likely to get involved but the commitment will need to be of a higher order.

Heritage Category	Volunteers			
	Volunteers (number)	**Type of person**	**Overall importance of volunteers**	**Skills development**
Natural	1	Professional people mostly		Training day where volunteers are taught species identification & how to survey.
	37 Volunteers. 500+ hours/year of voluntary time.	All ages, from children to retired folks	The whole project is volunteer run and led. Locals harder to engage than incomers.	Pond survey skills; species identification, water quality etc.
		A range of people attended the pilot days	Critical	Tree identification, understanding of local history/archaeology etc.
	10	student, retired	Very - people have become empowered through their knowledge of waterways.	1 day of training in survey skills - river habitat survey.
	2			Taught two people basic identification a survey skills
	20 - 30	Wide range, usually people with interest and some experience in bird surveys.	Very important; cannot survey the entire FoD without them. Each Km^2 takes 2 hours, some volunteers did many.	Many volunteers have some experience already' some skills transferable to other projects.
	11-12 over lifetime of project – brought in as needed	Students between jobs; people looking for a career change	Hugely important, reliant on their help.	Mapping, survey collation, data entry, digitising old maps. Use of GIS.
	50 for bats (10 per year) 20+ for woodland.	Mix of people - older people tend to have more time. Some young ecological consultants. Those with an interest in bats	Crucial – bat survey work relies on volunteers	Develop a new interest or develop an existing one and develop skills in using bat detector. Mandatory training for bat survey; pair up experienced and inexperienced volunteers

	More than 50 in an average year	Volunteers either come for the social element or they like to get sweaty and graft. They have the mentality of wanting to put something back.	Difficult to manage all these people - we've got at least 20 volunteers for stock checking -	Practical conservation work over the winter - across 5 heathlands. Corporate groups come out, got volunteer wardens - trained in herbicide use, brush cutting.
Industrial/built	45-50	Generally middle aged and older	Critical	Learned how to survey and record what they see. Excavating skills.
	1		Will only be a place for one or at most two people. Will need to be right kind of people- capable of continuing mining.	learning mine safety, how to find and process ochre.
	2	Does not matter	minimal - not much scope for volunteers	None to date - extensive training will be required
	Up to 80	Broad range - ex offenders, older people. One aim is to work with special needs people.	Very important	Survey work, vegetation clearing, path surfacing, using tools. Up to 80
	4		Couldn't have been done without them	Research history of the area' source old photos; digitising photos; archiving.
Cultural		People interested in heritage	Difficult to say but needs people to help with gatekeeping to participants and interviewing	Technical skills, knowledge of oral history resources.
	1 volunteer working a few hours/week	Retired. There is also some interest in getting placement students to help.	Critical - without the volunteer/future volunteers the project would be unviable.	Learning about oral/audio archives, how to edit, present, & catalogue audio files.
	12	mix - retired, family	Local connection of volunteers is hugely important.	Interviews and recording interviews.

	10	Retired, history group	Pretty important	
	4	Retired people	The volunteers are vital. What attracts volunteers is the autonomy they have.	Not much skills development but I am happy to guide people in what needs to be done.
	Over 5 years we would need 2000 - 4000 hours unskilled, and up to 8000 hours skilled volunteer input.	We would envisage involving as many people as possible who have a disadvantage	None at present but they will be essential for the project success.	There will also be an admin role - someone to take bookings, and enrol members.
	8 volunteering about 3 hours per week/per volunteer. But this is highly seasonal.	Retired	Critical	Management of meadowland, plant identification skills (skills acquisition/knowledge sharing happens informally and in the field)
	5	Retired people, parents, unemployed	Couldn't run sessions without them	learning new skills around conservation, working with children, difficult to quantify.
	NA	Will attract a variety of different volunteers	Critical	Teaching skills, Administrative skills
	3 volunteers plus organisations that give their time.	Professionals with skills e.g. scouts, maths teacher. All done first aid and risk assessment.		We wanted to train the volunteers but they weren't keen because they just wanted to do what they like doing.
	3	Mix - professional, artist, retired - once every fortnight		Practical creative skills - willow weaving, painting - environment skills - identifying trees and flowers.

Table 5-4: Project leader views on issues surrounding the use of volunteers

Data requirements

Limited information was provided by respondents regarding data requirements. Many of the natural heritage projects were collecting information from a range of ecological surveys, while some of the projects that had not yet been initiated had clearly not yet thought about the type of information that might be useful to measure their outcomes. A small number of projects indicated what type of information might be useful but overall the majority had not yet considered the issue.

This is an area that will require attention at the start of the delivery phase, to ensure projects have the capacity and tools to collect relevant monitoring data that can be used to assess outcomes for evaluation purposes.

Legacy issues

Project leaders were asked about anticipated long-term outcomes for their projects and whether they had any plans for continuing work beyond 2022 when the HLF funding would end (see Table 5.5). The majority (but not all) project leaders were able to identify long-term outcomes for their projects. These tended to fall into four broad groups:

- Actual changes/improvements
- Increased knowledge, understanding and awareness
- Impacts on volunteers
- Production of particular resources or materials

Projects focused on natural heritage were clear that there would be long-term outcomes both in terms of improved habitat and enhanced biodiversity, and in improved management regimes. There was also some recognition that this would provide benefits to local communities and to tourism through making the Forest a more interesting place to live and visit. There was also a significant level of awareness that the training of volunteers could have longer-term impacts in terms of making people more aware of ecological issues and supporting management.

There were fewer comments regarding long-term impacts from work focusing on industrial/built heritage (partly because there are fewer projects in this category). One stakeholder noted that there was limited funding for this area in relation to need, so outcomes would also be limited. The main outcomes identified were an increased awareness and understanding, scope for continuation of freemining, and more interestingly, an aim to get a positive message to the younger generation about the value of manual work. Another respondent indicated that once the app was up and running it would be available for downloading and would not require further investment or support.

Long-term outcomes for cultural heritage were more varied, which is not surprising given the range of projects. There was still a focus, however, on increased awareness and understanding, of both current and future generations. In addition, a range of specific resources or materials were identified (e.g. a carer's toolkit) that would be available for continued use. There was less recognition of the impact that might arise from involvement of volunteers, and only one project respondent identified this as a potential long-term outcome.

When questioned about plans for the future fewer respondents were able to comment, indicating that many had not yet considered the long-term sustainability of their projects. Partly

this might be due to the nature of some of the projects (e.g. some of the ecological projects focused on surveying), partly a lack of clarity of where some projects might lead, and partly a lack of foresight. In some cases, references to future plans were discussed in terms of 'hopes' for what might happen in the future rather than actual plans that had been made. In terms of the natural environment there was recognition that the environment would be improved, but few concerns over how future management might operate. Only the Gloucestershire Wildlife Trust and Forestry Commission actually identified a responsibility for a continued role in management. Under cultural heritage a range of resources were identified that would continue into the future (e.g. websites, archives of material) although there was less certainty about how long these resources might be available, and how they might be financially supported. In terms of continued funding a wider range of suggestions was put forward including: creation of a trust fund based on income generation from project outputs; charging for services; and, confidence in applying to other sources of funding. Only one person acknowledged any potential difficulty in accessing future funding.

Stakeholders with a broader view of the FF programme (i.e. CSG and Programme Board Members) were also asked for their views on longer-term outcomes and future plans. The Forestry Commission noted a responsibility for maintenance of natural heritage but noted they had no funds for supporting the industrial/built heritage and lacked resource to engage extensively with the wider community.

Representatives on the CSG suggested that the legacy issue had not been fully addressed and suggested a need to establish a sub-committee to explore the issues in more detail. There was also mention of the creation of a 'custodian' to look after what had been achieved. Representatives of the CSG also noted that the required 'legacy mind-set' needed to be created if the benefits of projects were to be maintained into the future. When asked about funding stakeholders were less sure, with some suggesting that local authorities held pots of accessible money, and others that funding would have to come through generation of jobs and income streams. The majority of stakeholders recognised the importance of volunteers in continuing the legacy or in some cases 'groups of people who will do it as a hobby' but there was also a realisation that 'if you only involve those who already have interests then it will not have a legacy'. There was some recognition of the need to get more people involved, particularly young people, and a need to create new leaders as voluntary organisations would bear the burden of carrying the legacy. Overall there are a wide range of views on legacy, some clearly have not thought about it at all, while others have concerns that not enough is being done to secure the legacy, along with recognition that it requires much wider engagement with the community.

"The legacy will only be as good as the value people see in the heritage. If people don't value the heritage there will be no legacy. Need to encourage people to make it as part of living here - their belonging, their future." (CSG member)

"No-one knows what legacy means. I would like to see many more people who know something about the place they live in. I would like to see people better educated, including District Councillors and Planning Officers." (Programme Board Member)

Long-term outcomes, future planning, and the nature of the legacy from the FF programme are clearly an area of confusion and differing levels of awareness and concern, where no clear vision has yet been established. While there is realisation of some of the long-term benefits (volunteers, habitat, care provision, increased understanding and awareness), this is not the case across all projects and there is a definite lack of awareness about what might be required

in order to maintain the legacy of the FF programme. What is required is leadership from the Programme Board and CSG to develop understanding and awareness about the range of outcomes from the FF projects. In the first place this will require some effort to encourage project leads to think about and identify all potential outcomes (not just the immediate or obvious), and the time period over which they should be sustained; and secondly, it will require development of a set of procedures to encourage project leads to go through a process of identifying resource needs to ensure the legacy from their projects can be maintained into the future. The importance of volunteers, the need for leaders, and engaging with young people and the wider community have been recognised but this all needs to be brought together in order to integrate legacy planning and preparation into the activities of every project.

Heritage Category	Outcomes	
	Long-term impacts	**Plans after funding ends**
Natural	• Better management • Consistency of approach to habitat management • Long-term habitat improvement • More joined-up thinking to enable habitat management at landscape level • Enhanced roosts and enhanced linear features on flyways. • Enhanced woodland edge habitats will encourage local bird populations. • Improving ecological network so that in 50 years time there will be species present which otherwise might not have been	• It is hoped that the veteran trees research can be used in other ancient woodland sites around the country • We will have a legacy of improved environment. • FC role - managing the habitat created • GWT trust will have tenancy on FC land to help preserve habitats that projects have improved. • Record Centres need funding, and this may help raise our profile and lead to future work opportunities.
	• For the community, there is an added biodiversity value. • For the environment - wildflower density and insect community health • Creation of hotspots, increase in biodiversity through more heathland and increase in ground nesting birds. • Ecological change – a step change in the sustainability of open spaces • Infographics showing changes that have resulted. • Boosting environmental groups' profile and membership, and transferable evidence-gathering skills.	• It is hoped that the money will be directed to projects that have lasting impacts (i.e. projects that can act as corridors or help constitute larger runs of land). • GWT is involved so when the money runs out we will be obliged by our moral position to continue • If we can get grazing accepted, then we will be self-sustaining - especially if we work with commoners. The legacy is sustainable light grazing in open spaces but we need the local graziers/commoners. • Radio-tracking data will help identify flyways and places for

		new artificial roosts which will be funded by GWT.
	• Better utilisation for tourism • More wild areas in the forest to enjoy • Will be pleasing because so rich in wildlife • More interesting things to do • More widespread understanding of the FoD •	
	• Volunteers get a sense of ownership • A team of volunteers with skills and motivation to help with management • An enhanced interest and expertise and improved management skills among landowners and volunteers • Enhanced volunteer skill and experience in ecological surveys.	• I would hope volunteers will continue to monitor and collate date to identify maintenance tasks • Use some of funding to attract new members, which is very important because of the age of the current membership.
Industrial/built	• Building understanding skills and awareness of environment • Continuation of Ochre mining in the Forest • Continuation of free mining. • Getting the message across to children that it is not a bad thing to do a manual job.	• I would hope that the Dean archaeology group are more robust and know more. • The heritage is mapped, understood and appreciated including stuff online. • I hope that there is a generation of children who have accessed and understood archaeology. • Will only be a legacy if there is someone to continue mining. That person must be open to introducing others to mining in the future.
	• Giving local people a sense of pride and understanding of local mining heritage. A better managed trail for plants and insects. •	• GPS Geocaching will be in place for the long-term..
	• Cannot see what the outcome will be because not enough money to do much – possibly some interventions to secure/slow the decline in built structures.	
	• Brings more people to area. Enables people to understand what is here and have more of a sense of the past.	• The app, once up and running, requires no further investment.

Cultural	• An accessible archive, history of each group's (e.g. quarry men) contribution to the forest through a publication.	• Planning to make the archive an online and accessible resource • Ongoing research collaborations.
	• preservation of data and understanding of forest dialects and the local history	• Most important are issues relating to posterity and the ongoing survival of an understanding of the forest dialect and history.
	• Respect for the Forest and a growing awareness of how special it is. • Better/greater understanding of Forest • Improved understanding of forest literature • Passing on of knowledge and stories to wider community • The next generation's education will include a dimension of environmental responsibility and ecological understanding.	• Difficult as have to get funding. • Not dependent on HLF funds, we can apply for other funding as done previously. • Create a separate Trust or not-for-profit company to absorb some of money generated by the briquetting machine - use it to support training and investment for new people coming into freemining. • Programme itself will be self-supporting - there will be a charge for use. Costs will have to cover leasing arrangements so it will be self-sustaining after 5 yrs. • We will look for sponsorship, and local support (e.g. Round Table).
	• Development of carer resource toolkit • The more volunteers we have the more likely they are to stay involved after 5 yrs.	• Potential for work to be volunteer led, keeping record of activities now so these can be reused, develop model where parents pay; a network of people and other projects. • Care home staff are empowered to do all the activities after we have been involved.
	• No-one knows what legacy means. • Many more people who know something about the place they live in. • People better educated, including District Councillors and Planning Officers.	• Website will be maintained as part of my academic interest. • Archive of material that is actively added and used. • Information on Forest authors will be on the website and in the curriculum.

Table 5-5: Summary of project outcomes: Legacy

5.5 The Foresters' Forest process

Project leads were asked for their overall perception of the Foresters' Forest programme and what they felt it was trying to accomplish. A wide range of responses was received (see Table 5.6) reflecting a range of perceptions. Those engaged in projects with a natural heritage focus suggested the FF Programme was about raising awareness, enhancing the environment and getting people to understand what they have. One project lead also indicated the aim of the programme was not just to improve the current condition of the natural heritage, but to get the local people to the point where they could be involved in taking care of it themselves. This implies a need for increased awareness and understanding, also highlighted for the Industrial/built heritage aspects.

Awareness, getting people involved, and improving understanding are all concepts that crop up from project leads involved in cultural heritage projects. In addition, interviewees indicated identification and recording of heritage were key aspects of the FF Programme and the need to make current activities sustainable. It is also worth noting interviewees mentioned an overall aim was to create a sense of belonging, and the need to get people excited so they would get involved.

Interviews were also conducted with those sitting on the Programme Board and on the Community Stakeholder Group. These respondents tended to have a broader view of the FF Programme. Members of the Programme Board were keen to stress the Programme had to be community led:

"we want to find out what the community wants to see delivered...we have questions on delivery and long-term resourcing (usually on issues of detail) so we need to engage with stakeholders".

Members of the Community Stakeholder Group (CSG) viewed the Programme as having both top-down and bottom-up elements as the Forestry Commission is felt to play a key role as dominant landowner in the area. However, the process was felt to be more of a joint enterprise than a top-down process, where the FC and the community are working together to achieve a set of agreed goals:

"It's an opportunity to resource it and be inclusive of community and bring lots of things together. It's bottom up as well as top down. Forest Enterprise (i.e. FC) is very embedded in this community and they generally care, they are not remote. Top down is perhaps the wrong word - the FC were given the lead and is articulating and giving coherence to community desires - it's not imposing, perhaps 'marriage' is a better word to use."

The CSG members also remarked on the potential opportunity provided by the HLF bid, although it was realised that some of the projects currently included within the programme would find the process difficult, and there was acceptance that not all of the projects had the capacity to actually achieve their ambitions.

"I see it as a wonderful opportunity in terms of this area to preserve what is unique and special about so many aspects of the Forest - it's an opportunity - I don't see it being available any other way. Some of the projects will struggle because of the requirement to formalise everything they are doing."

Respondents identified a wide range of heritage aspects that needed to be protected or preserved, and 'made safer'; this includes the 'industrial bits' and the old traditions such as freeminers and sheep grazing. Members of the CSG also recognised the need to raise

awareness more widely, to make people realise they had to do something and get involved, and in particular to get young people involved if the programme was to be successful in the long term.

"I sit on the CSG – I don't have a project. Aims of the FF programme: we want to preserve what we can, make it sustainable, get young people involved. We see ourselves as custodians, it's about getting people in and them realising they need to do something."

Heritage category	Perceptions of Foresters' Forest
Natural	• Enhance community environment for future. • Key aim is to get Foresters to understand what they have here in terms of human and nature heritage. • To raise awareness of the FoD heritage, especially as working forest of important natural value • Not enough time, feels like this has been put on top of job, this has been stressful. • The project has raised the level of awareness of bats. • We are trying to initiate a self-repair process - a launch pad so foresters can then take care of it themselves. We are providing opportunities for them to be involved in the management of their own forest. • To preserve heritage and wildlife of the FoD, promote collaborative projects, and to promote the FoD to the public (both residents and visitors). • To understand built and natural heritage and take action to improve it, involving as many people as possible. • A collection of diverse projects that either aim to increase areas of conservation grazing, revitalise the Freeminers group, or record oral history • Fulfilling the potential for ecological networks and increasing local appreciation / profile of natural heritage. • Resourcing staff time amongst partner organisations is difficult as salary costs not included in project budget • Helps me feel like I'm doing something useful. • I wasn't fully aware of the process but I have so much on its as much as I can cope with • Fractured, and frayed with poor lines of communication • Managed to steer some of the money into right direction but it wouldn't have been how we wanted to spend the money
Industrial /built	• Community engagement and awareness. • Aim is to get people to understand their area a bit more. • To enhance local knowledge and understanding of heritage. • I still feel that it's individually led, from each project, not getting mums and the grannies and the people that live on my street involved. • Difficult to find time to do this work on top of job. • We want to being able to get on with it

Cultural	• People valuing and informing others about their cultural heritage. • To identify and preserve heritage and make available to people who are most likely to benefit from it - local people. • Celebrate and record and develop a sense of belonging. • Slow process of drawing projects together. • Ways of finding Freemining sustainable and making sure the government can't sell the Forest. • Awareness of Forest, special nature and preserve some of the unique features. • Aim is to conserve, maintain, manage and have a lasting legacy in the Forest of Dean. • Raising awareness of what's going on, getting more people involved. • Primarily about the heritage of the dean - to better manage it, to get it better known about and better cared about. • Safeguard some historical social and unique features of FoD, build local understanding. • Engage people with their heritage and get them excited about it and to share with their community. • Heritage being identified and recorded within the community. • It's going to be a challenge keeping people's interest over the 5 years. • I don't feel social media has been well used by the project overall, things are done on a voluntary basis and I think you need a professional hub which would make it easier for the different strands to talk to each other. • A clearer funding structure would be useful for planning the project • I felt there was a massive problem that has really hindered what I've been able to do, at the initial stages, in terms of how they decided who got what. When they submitted the bid they would have had all the costings from all of the projects, but they did not communicate, early enough, that some projects would not be getting what they bid for. It was unclear what the rationale was as to who got what. • They didn't seem to understand which projects worked with which areas so they parcelled them up and allocated block funding so projects within that still had to fight for the funding. That has put a barrier against collaboration between projects because projects are competing. • There is a lot of excitement about the potential of this project but it needs more connections between projects, at the moment it's being done informally. • Engaging and supporting volunteers will be a big challenge because we will get volunteers who may not be self-sufficient. • I've been involved right from the start and it's better now…there was a lack of communication about funding and administration when bid first got started but we're over that now. • It's in our DNA to work with other organisations so it hasn't been a challenge for us to pick up the phone and talk to other projects. • Quite a while to wait between now and delivery stage.

Table 5-6: Project Lead overall perceptions of the Foresters' Forest Programme

5.6 Perceived benefits from involvement in the FF Programme

Project leads were also asked to identify perceived benefits from the FF programme (see Table 5.7). This created mixed responses as some projects had received funding and are currently carrying out work, while other projects have not had funding and were only at the stage of working out how they would achieve their aims and objectives. For those projects involved with natural heritage, benefits were identified at both personal and organisational levels. For some there were clear gains in terms of being able to accomplish something they were passionate about, for others the FF Programme was viewed as a major opportunity to help achieve long-held objectives, and suggestions that being able to make progress might open doors to other sources of funding.

Project Leads involved with cultural heritage noted a wide range of benefits. For one respondent involvement in the FF Programme had triggered action in relation to succession (in terms of continuation of the activity), another noted that students had benefitted from undertaking work linked to an FF project. One aspect, not mentioned by those involved in natural heritage projects, was the potential benefits arising from networking:

"It's been very positive to gather organisations around the table because that's a first. That's helped get better understanding between groups."

On the other hand, there was certainly evidence to suggest that for some projects no benefits had yet been identified:

"Don't know yet, it's been so late in the day that things have been resolved."

"Not really any for us so far..."

One respondent expressed concern over communication between different parts of the FF programme and project groups suggesting if she had not been part of the CSG she would not know what was going on.

Programme Board and CSG respondents had a more overarching view of the benefits (actual and potential) of the FF programme than project leads. For the Forestry Commission the benefits relate to an improved relationship with the local community as a result of supporting a 'community based programme' rather than one imposed or led by the FC. For some of the CSG and Programme Board members the FF programme is clearly seen as a major opportunity for the area with both personal and wider community benefits:

"I find it rewarding - I think it's working well. I'm optimistic - it's a big, big, thing…it's massive! It's part of the richness of the Forest, and the joy of living here, being part of this community and wanting to serve." (Programme Board member)

"It's a learning curve - I benefit from the opportunity to learn - and also I have developed an increasing interest in history/heritage of the place I live in which has supported my sense of place. I feel much more of a sense of belonging here - I am part of the living landscape - the relationship is a dynamic one - the more I learn from the landscape the better it is." (CSG Member)

"Satisfaction from seeing projects like this go forward. I enjoy helping people - I enjoy helping people to develop". (CSG Member)

Others mentioned benefits to the organisations they represented, in terms of provision of funding, or in helping them to achieve their organisational goals.

Heritage category	Benefits experienced
Natural	• Enthusiastic about wildlife, now more aware of where we're going. • A lot of work! Great to see volunteers engaged. • Personal interest; pleased to be able to 'operationalise' this sort of unfunded/unfundable research project. • Gaining knowledge of environment that's on my doorstep. • FC will have benefited by gaining knowledge which can then inform where they fell trees. • Personal benefit of seeing something I am passionate about actually happening. I get to do the stuff I love. • Managed to move us to the final stage of our desired outcomes to manage these wild spaces. We always knew what needed to be done but we didn't have the resources • The FF programme has forced the FoD to become a bigger element (in the organisation) - having this level of funding means we have to prioritise the work. Benefits of the delivery phase will be incredible. • It has enabled us to apply for grants from elsewhere - it's a snowball effect. • Has helped us gain more records which we need. Improved my data mining skills. • Helped develop new partnerships • Good experience for me personally as first time I've developed this type of project. • Helped raise RSPB's profile in the Forest • Will assist council with planning policy. • Gives me joy to share knowledge with volunteers.
Industrial /built	• I've learnt a lot - I didn't realise how good the archaeology of the Forest was. It's been very rewarding in that sense. • Significant impact on built heritage and landscape • Financial help has shortened the life of the project • As a community ranger FF fits with my work • First time I've put a heritage lottery bid together.

Cultural	• Big benefit - made me think about these things - made me start to look for a replacement. Made me more aware of the succession issue and the need to find a way forward - had real value in that sense. Would not have done anything about succession without the push from FF project. • Don't know yet, it's been so late in the day that things have been resolved. • Already raised profile of heritage and environmental issues. • Students are doing project work linked to an FoD project. • Interviewee is a member of the community stakeholder group so she has a direct access point, but suggests that without this point of access, she would have had a much less clear understanding of what the programme aims were and how it functioned. • Networking opportunities, see what others are doing, work collaboratively together. • None yet because it's not started. We stay in the background - prefer to work with other groups. There will be benefits - e.g. Getting logo on HLF bid and on FF work. Personally I'm really excited as we have a chance to reincarnate a project from years ago that we could not get funded. • The promise of funding to carry out capital improvements, which can hopefully be used as a lever to improve the profile and visibility of the project. • Opportunities to work with GWT on the ground, open organisation up to a bigger audience. Fun. • Good to link up with partners that I didn't have a chance to meet before e.g. mining project, will get Youth Rangers down the mines. • Networking, strengthen relationship with care homes. • Not really any for us so far - I was pretty active in the community beforehand. • It's been very positive to gather organisations around the table because that's a first. That's helped get better understanding between groups.

Table 5-7: Project Lead perceptions of benefits experienced from involvement with the Foresters' Forest Programme

5.7 Challenges and problems experienced

Respondents were specifically asked about challenges or problems they had experienced as part of their involvement in the programme (see Table 5.8 below). Problems identified can be grouped into the following categories:

- Understanding
- Communications
- Volunteers
- Money/funding
- Time requirements /Level of work
- Other issues

Understanding

Some respondents indicated a lack of understanding in two main areas: the 'bigger picture' and the actual process of application for funding itself. There was some sense that respondents did not have a good feel for the range of projects being undertaken and how they fit together as an integrated programme, it was considered 'complex' and to a certain extent overwhelming. In relation to the paperwork and application processes it was clear that some respondents (Project leads) were very capable and had significant experience in this type of activity, but others were struggling and not used to paperwork.

Communications

Some respondents indicated a number of communication problems arising in terms of communications between projects themselves, due to the variety of project groups involved, and communications between the FF programme and projects. There was some suggestion that opportunities were potentially being missed due to a lack of communication between projects themselves, which resulted in projects not fully understanding what each was doing. This may stem from the number of projects involved and the different stage at which projects are operating.

In terms of communication between the FF programme and project groups the issue might be linked to language used and issues associated with lack of capacity for dealing with paperwork among some of the project leads. It is also possible that in some cases project leads are not engaging with the existing channels of communication, or with materials produced and distributed to project groups. The comments suggest there may be a need to explore alternative approaches to engagement with some of the more isolated projects, and/or those with limited experience of engagement with large scale programmes and funding requirements.

Volunteers

There were few comments regarding volunteers though some suggestion that perhaps one or two of the projects are struggling to manage volunteers.

Money / funding

A number of issues around money were identified by a small number of respondents, and in some cases this may also be underpinning a wider range of concerns. One respondent indicated some individuals were undertaking activities they felt were important even though they were not getting funding, and one person indicated he had purchased essential materials as he found the funding process difficult and too long. Most of the comments, however, related to a lack of clarity (or understanding) over how funding had been allocated, with comments using terms such as 'opaque', 'unclear', and arbitrary'.

Time requirements / Level of work

A small number of respondents indicated difficulties with finding time to undertake the work required for applications, or to keep informed, or to engage with the wider FF programme. This seemed to be the case particularly for those in full-time employment (particularly self-employed) and a limited ability to draw on support from others associated with their project. Other issues mentioned were the duration of the FF programme, maintaining momentum, and lack of support from employers.

Other issues

A number of other issues were identified by a variety of project leads as creating particular challenges; these ranged from the insularity of individuals (e.g. Freeminers) to staff reductions, and from local politics to delays caused by waiting for information from another group. One respondent did make reference to the long time period before the Delivery Phase starts and implications that might have for funding and keeping people involved.

Nature of the problem	Comment
Understanding	• There's a problem with not understanding the wider/holistic objectives and aims of the FFP. Too many irrelevant 'round robin' emails, and there's a potential problem arising from the number of different sorts of project. • Filling out forms - language on forms has been very formal. It's huge and slow process of engaging, more investment needs to be done in engagement and ownership. • Understanding the process been a major challenge, 2nd submission took me by surprise, and dealing with the documentation - some of the matrixes are very complicated. • The need to explain things in ways that are understandable to the FF. Dealing with paperwork - having to get your head around how you get grant money. • No real challenges in terms of application - only had to do a draft project plan - we do them all the time and also help others to do them • There has been a lack of transparency, originally bid was written very quickly. • Filling out forms - language on forms has been very formal. It's huge and slow process of engaging, more investment needs to be done in engagement and ownership. • Very complex project with a wide range of partners.
Communications	• Slightly frayed lines of communication with the FFP. • Major problem has been current communications between projects - it's difficult as there is such a varied group of projects. • Communications at all levels might be an issue - need clear links between us and other projects like hidden Heritage App - so we could work out how to use their product in our project. • Don't know what other partners are doing. • Needs more of a guide/list as to who the other project partners are. Also health of participants will affect our ability to collect stories and finish artwork and dementia progresses so quickly. • Challenge is in interpreting all the information we receive, lots of jargon. We recognise that there are good bits but there is just too much information in all the spreadsheets that Programme Manager sends out. I just need an email that summarises what's new. • Overall, a fractured programme with too many objectives, too many actors and too poor a level of communication. • Communicating to diverse stakeholders during a lengthy development stage. • Some very strong community groups who haven't talked to each other before.

Volunteers	• Hard to know how to deal with the volunteers (i.e. when to plan survey days, how to keep them up to date with the FFP to keep them interested). • I don't have time to keep all volunteers fully engaged and motivated. • Keeping logs of volunteer time • Knowing how to access FF pool of volunteers.
Money/funding	• (Name) 'A' and (name) 'B' are doing work even though they are not receiving funding. They just want the knowledge to go into FC and Glos Wildlife Trust so people are educated about how to manage their land. • It's unclear why some projects got the level of funding they did. • Time and money. Because of delays in the funding and changes to the funding amount/timings, it has been hard to keep the members interested, and it has been impossible to advertise the availability of the money. For the organisation however, the challenges have been limited because they just ignore the programme's existence and carry on as normal. • A potential concern with knowing how to set the criteria for the capital grants available, and how to choose which projects to invest in and how to advertise the availability of the money. • Long drawn out process - lot of difficulties. I couldn't wait for the grant so had to go and buy the stainless steel pots. • Developed in an organic way but difficult to know what money is available. Felt that most of the time has been spent fighting over money. • Funding seems to be arbitrary, there is a lack of transparency. • Time and Money. Funding structure has been opaque. Unsure when we will get the money, and how much we will get - makes it hard to plan ahead with respect to developing the project, engaging volunteers, etc.

Time requirements /Level of work	• The initial bid, the first application was not successful so there was a lot of work to put in another application. It has been stressful because of the amount of work this has created. • Finding time to do this - originally just waterways, now seems to have increased to 'wetscape'. • Difficult to keep informed of overall project. Difficult to find time for project in working week. • I could have engaged more with the process but found it very difficult to fit in with work and running a business. • We've been involved from the start but cannot keep putting time in - in case it fails. There have been long periods when nothing has happened. • Lot of investment in terms of forms to fill in, meetings to go to, so lot of time commitment. • Finding time to do the work is difficult. • Fit in with existing job, keep momentum going, working out where organisation can fit in and add value. • Trying to find time to dedicate to the project. My employer might not see the value in it but I can see the payback will be tenfold. We will get more from my time on the FF project than on other things. • Find the time to do all the paper work. • Less paperwork. • FF meetings need to be simplified • Timing - a lot of projects don't start when they plan to, which means we can get a sudden swamp of data which means workload is unpredictable. A lot more work than anticipated. • Problem is time - many partner organisations have signed up but have busy jobs. • Partner organisations find it difficult to allocate staff time

Other issues	• We were not integrated initially - came in late - but now it's OK. • Attaining the delivery phase will be a challenge. Proving the viability of the project is difficult because it can take 5 years to show changes but people will need to know this year whether or not it is viable. • Frustrating at hold-up with database from FHT. • Environment should be more involved, should be more pro-active, not wait to be asked to be involved. • Local politics - one local group pulled out - but otherwise it's been good. • The built heritage strand has not gone as well as the other two strands - it hasn't come into focus until quite late. • The project has to remain well funded and I'm concerned about the time gap between now and when the delivery phase starts, it's going to be a challenge keeping it fresh. • A challenge has been the staff reduction/changes at Dean Heritage centre so level of collaboration is limited. • Very contentious - Freeminers are a very insular group - this is very alien to them (the whole idea of project planning and application forms, etc.). Trying to bring a disparate group of people together is hardest thing - people are harshly independent. To take everyone with you is the challenge. Getting fiercely independent people to work together. • Keeping the momentum going, needs support network for all the projects and to get all the schools involved on an ongoing basis. • Need to keep heritage lottery branding, not to be seen as just a FC programme. • Understanding colleagues are on board with FF aims. Staff redundancies have increased workload and so FF may be seen as just extra work.

Table 5-8: Perceived problems

6. Conclusions

The Development Phase of the Foresters' Forest programme has overall been successful in achieving its aims and objectives. The programme has initiated a bottom-up process through engaging stakeholders and providing guidance through a Programme Board that integrates a range of expertise with community and stakeholder representation.

A wide range of projects have been established, some of which have engaged in significant amounts of baseline work to underpin the activities envisaged for the Delivery Phase of the Foresters' Forest Programme. Projects that have been operational, particularly those engaged in provision of underlying survey work, have engaged a large number of volunteers, who clearly display the benefits of involvement in voluntary action. There is also evidence that some of the more visible activities (such as the Exmoor ponies brought in as part of heathland restoration) have captured the interest of local communities. Along with a number of community focused events this has raised awareness of both residents and visitors of the heritage issues in the Forest of Dean.

The Development Phase has been very much a process of developing the knowledge and understanding not only of those already interested in heritage issues, but of those who have not considered, or been involved in such activities previously. The process has not been without its problems, one of the most significant of which is the difficulties in getting those with common rights to engage with the process. Although commoners are not formerly part of the current programme the door is open to enable them to join in at some future date as they are widely viewed as upholding some of the oldest traditional activities in the Forest, and can play a significant role in ecological management. Other concerns relate to funding and communications. Some project leads have suggested the allocation of funding has not been transparent and communication has been limited, and some have not engaged due to the perceived level of 'bureaucracy'. This may be partly an issue over the need to engage in a multitude of ways with a very diverse population, some of whom are hard to reach, and harder to get engaged in a programme involving the wider community. But it does suggest some new communication strategies might be needed at the start of the Delivery phase.

The residents and visitors survey carried out as part of the evaluation indicates a relatively high level of (self-reported) awareness about the natural heritage, though for the most part this is likely to be at a very general level, but lower levels of awareness and understanding regarding the industrial and cultural heritage of the Forest. The survey sample is not fully representative as it tends to have a higher proportion of older people, and fewer young people compared to the local population. It does, however, indicate the generally high level of concern over the Forest and the potential for reduced quality of heritage. It also illustrates the need to engage more widely, particularly with younger age groups, an issue that is well recognised by the Community Stakeholder Group that have commented on the importance of engaging with the younger generation if the heritage values of the Forest are to be sustained in the long-term.

In terms of Heritage Lotter Fund outcomes, the Foresters' Forest programme is already on the path of delivering the nine key outcomes across the range of activities. These are briefly summarised below.

Outcomes for heritage with HLF investment, heritage will be:

- *better managed*
- *in better condition*

- *identified/recorded*

Much of the ecological work has demonstrated improvements in provision of information on the current state of the environment and biodiversity. Survey work has been carried out on ponds, trees, waterways and particular species (e.g. bats, butterflies) recording current conditions. Some restoration work has already been undertaken (e.g. heathland) and management has improved. Survey work has also been carried out on archaeological sites, and work carried out on literature and capturing

Outcomes for people – with HLF investment, people will have:

- *developed skills*
- *learnt about heritage*
- *volunteered time*

The concern over heritage reported in the Resident & Visitor survey is supported by the level of voluntary engagement, which has been high, including a significant proportion of volunteers working 21 days or more per year on Foresters' Forest projects. The survey data reveal that the majority of volunteers are from older age groups and the young are possibly under-represented. The survey also reveals high levels of commitment and a wide range of personal and social benefits experienced by volunteers, some of whom have undertaken training as part of their activities and learned about heritage and new skills. The main areas of voluntary activity have been survey work on ecological projects, and excavating an archaeological site. There is also recognition among the Community Stakeholder Group that a wide range of types of volunteer are required for the projects being planned and currently operated. During the Development phase there has been a focus on ecological survey work, requiring large numbers of people for relatively short periods of time. That will change as the projects move more into implementation of management plans, which is likely to require people to commit for longer periods for work that might be more physically demanding. In addition, some projects will require only small numbers of volunteers (e.g. Walking with Wheels; Forest Explorers) but levels of commitment will need to be high and more extensive training may be required. At the furthest end of the spectrum, for carry on the traditions of freemining for example, commitment may be required over a lifetime, and will only be possible for very small numbers of people.

Outcomes for communities – with HLF investment:

- *environmental impacts will be reduced*
- *more people and a wider range of people will have engaged with heritage*
- *your local area/community will be a better place to live, work or visit*

Some of the Foresters' Forest events have drawn in a wider range of people from local communities, as well as visitors. However, overall awareness is still relatively low regarding the Foresters' Forest programme. The Community Stakeholder Group has discussed the difficulties of reaching the general population, particularly young people and this requires a long-term strategy to be developed and implemented during the Delivery phase. The Forest of Dean has a significant proportion of the population that see a virtue in being independent and not reliant on others. It will take time and a range of strategies to reach and engage certain sectors of the population (e.g. commoners, freeminers). There is also recognition at Programme Board and Community Stakeholder Group level of the need to engage more widely with the different communities to raise understanding and awareness of the cultural values in the Forest if there is to be a long-last legacy from the Foresters' Forest programme.

7. Design of a monitoring and evaluation framework

Figure 7.1 below illustrates the overall programme design and the linkages between development and delivery phases. The development phase is crucial in terms of designing the overall monitoring and evaluation framework capable of providing data over a six-year period and robust enough to withstand changes in personnel, and the wide range of external forces that may affect the 26 different organisations and the communities in the Forest of Dean. The techniques and methods developed in the development phase for the baseline survey will also have to be applied over the succeeding five years, for both monitoring and evaluation, to enable valid comparisons to be made about the impacts and effectiveness of the Forester's Forest programme over its lifetime.

As Figure 7.1 illustrates the Development Phase incorporates a baseline data collection and analysis phase for 2016. The Baseline data collection is likely to identify weaknesses in the design, which will be rectified and lead to an improved evaluation approach that will be applied in the Delivery Phase. Running alongside both Development and Delivery phases is a process evaluation that will assess the effectiveness of implementation of the Forester's Forest programme across the time period.

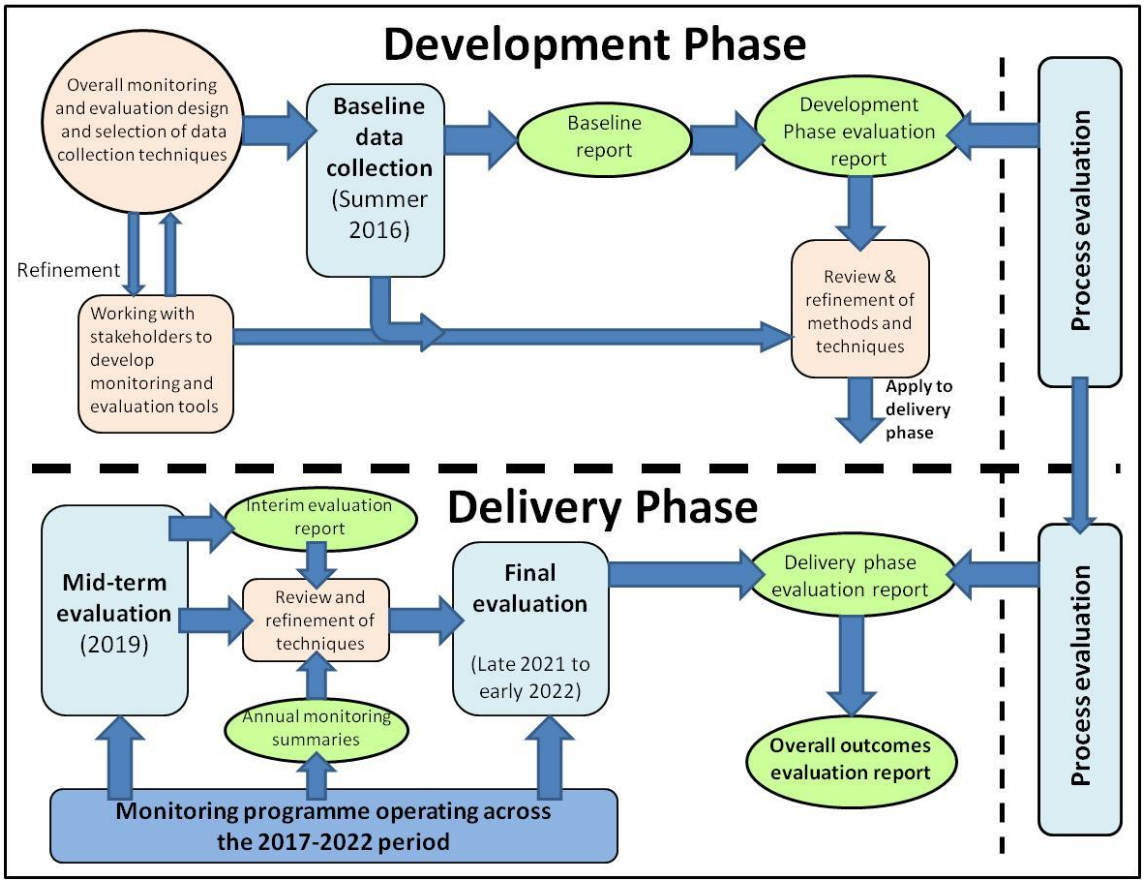


Figure 7-1: Foresters' Forest Monitoring and Evaluation framework 2016-22

Creation of an evaluation toolkit of suitable methods that can be applied to a range of projects

During the Development Phase the evaluation team explored the forms of information that would need to be collected in order to effectively evaluate the impact of projects over the Delivery Phase. Interviews with project leads explored existing approaches to collecting information and its relevance for evaluation. A key aspect of work for the evaluation team at the start of the Delivery Phase will be to design the techniques for data collection within organisations involved in project implementation – in support of monitoring and for evaluative aspects of the programme. Due to resource limitations the monitoring data will have to be collected by the organisations receiving funding from the FF Programme. The project lead interviews conducted April-July 2016 have identified large gaps in thinking and consideration regarding monitoring, but have identified what type of information is required by different projects, and where good practice is occurring. At the beginning of the Delivery phase, when the number of projects and their aims and objectives are clear the following tasks will need to be undertaken:

- determine the data that needs to be collected by each organisation, and the format for collection
- identify the target populations of interest
- determine a sampling regime for each target population tailored to each organisation
- design the techniques that will enable data capture tailored to each organisation
- create a set of templates for data capture and submission to a central database
- train relevant personnel within organisations in utilisation of the templates and submission of data

The focus on monitoring will be to collate and provide regular data on outputs from the projects. Outputs and outcomes will be identified at the start of each project (taken from the Forester's Forest Landscape Conservation Action Plan – the LCAP), and may include additional targets of interest to the organisations themselves (i.e. additional to those in the LCAP).

Identification of organisational monitoring requirements

Monitoring needs will be designed and tailored to each of the projects. This will be a participatory process undertaken between the evaluators and the organisation or group of organisations delivering each project. This approach will ensure that the relevant target populations are identified, and that relevant outputs and outcomes are captured in ways that are most suited to each project.

A key issue to consider will be sampling of different target populations. In some cases, it may be relevant to capture all outputs of the entire population with which an organisation is dealing (e.g. volunteers, attendance at events, number of visitors), especially where output data is essential for programme implementation. In other cases, for example, where impacts are more indirect across a wider population or community, a sampling regime will be designed, in conjunction with the relevant organisation, to ensure valid and reliable data can be captured. This may involve random sampling or aim to achieve representative sampling from specific target populations.

Designing the evaluation framework

The design of the evaluation framework will be a participatory process involving each of the organisations involved in project delivery (it will run in conjunction with the design of the monitoring approach). Figure 7-2 illustrates the data collection and analytical approaches linked to the evaluation, which will take place at three points in time:

- baseline data collection (Development stage)
- mid-term review 2.5 years into Delivery)
- final evaluation (shortly before the end of the programme in late 2021/early 2022).

The baseline survey will enable the evaluators to measure the 'distance travelled' and scale of effects, while the mid-term review will be important to indicate the extent to which outcomes are being realised. The mid-term review will provide indications of programme and project 'reach', and the extent to which target groups are affected while there is time to implement change and provide additional support where required. The final evaluation will assess the extent to which the nine HLF outcomes have been achieved, develop the rationale for causal relationships leading to change, and provide evidence to support the rationale. As Figure 7.2 illustrates, monitoring data will feed into the evaluation, and some of the same techniques used in capturing monitoring information will also be applied during the evaluations. Evaluations will focus on achievement of outcomes across the projects making up the programme, drawing on a wide range of information and empirical data.

The nature of the data to be collected at the three evaluation points will vary across projects but will include:

- Environmental change information (including changes in local neighbourhoods)

- Economic data (in particular where projects provide opportunities for increased employment opportunities, business development, or increasing visitor numbers)

- Social change can be extensive and encompass the following:
    - changes in health and wellbeing
    - knowledge and understanding
    - Social cohesion, networks and connections
    - Social inclusion
    - Volunteering opportunities
    - Autonomy
    - Community empowerment
    - Improved skills and confidence
    - Increase in sense of place (encompassing cohesion)
    - Building stronger communities and fostering a common cause

For the most part, change resulting from project outcomes will be captured through tailored and customised questions (both qualitative and quantitative, and from direct observation methods). Where appropriate existing standardised scales will be utilised to capture change and enable comparison across projects and with other locations (e.g. existing social and psychological well-being scales, measures of confidence, and sense of place). In-depth interviews/discussions with key stakeholders will be designed to also pick up on issues such as the barriers and opportunities experienced during implementation.

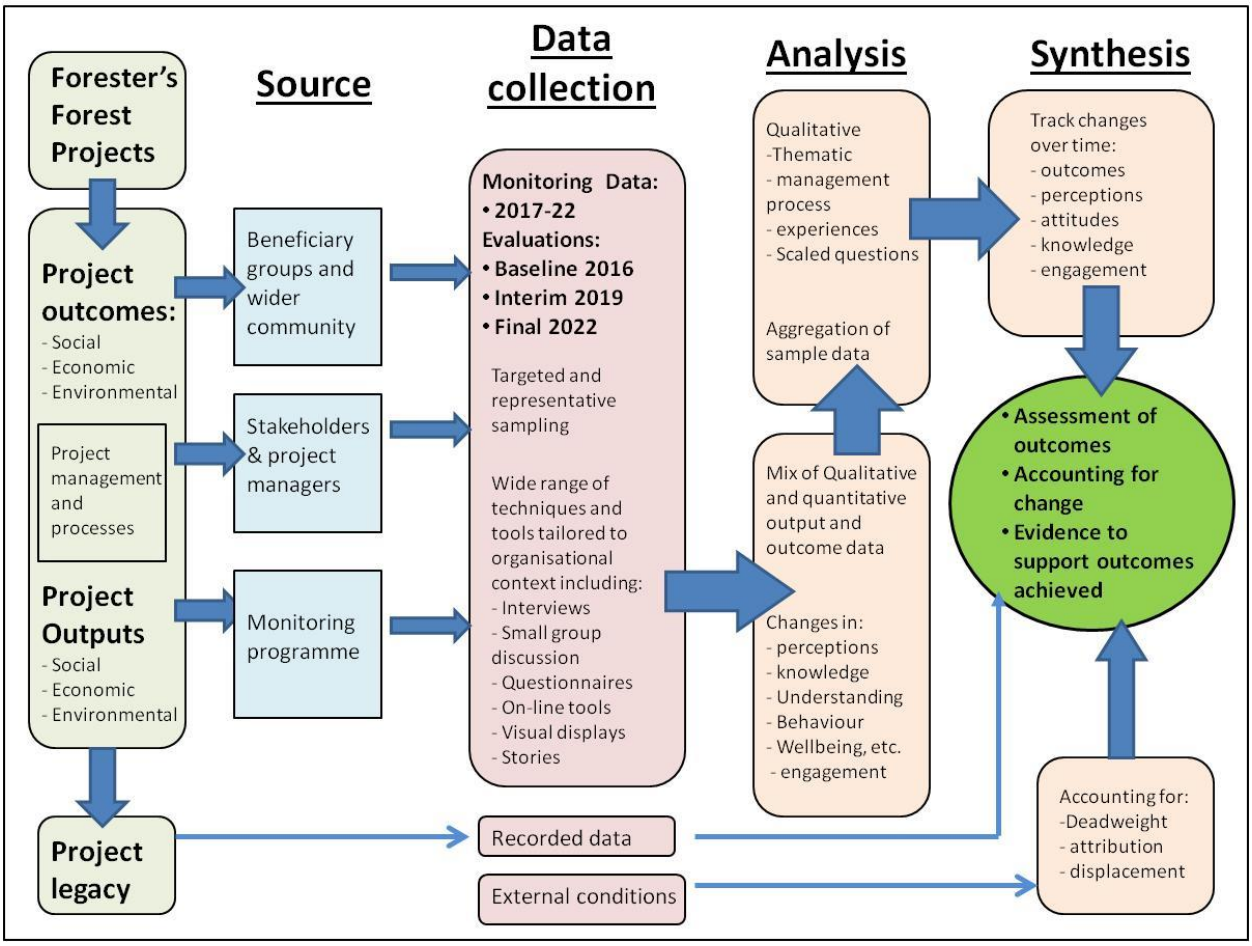


Figure 7-2: Outline of the evaluation design

CCRI, in conjunction with stakeholders and the Project Management Team, will identify suitable indicators for evaluating the key HLF and organisational specific outcomes. The evaluation will be based on assessment of the extent to which each outcome is achieved, through the uses of existing information, output and outcome data collected through monitoring, and targeted data collection from beneficiary groups, the organisations involved in project delivery, the programme management team, and other stakeholders. The techniques used will depend on the target population and the nature of the outcome to be measured, but will be similar to the range of techniques described above to capture the monitoring data.

As Figure 7.2 illustrates, evaluation will involve analysis of a wide range of data, including information regarding anticipated project legacies and the impact of external factors, and incorporate an assessment of the counterfactual (i.e. assessments of attribution, deadweight, and displacement).

Discussion on evaluation approach

All techniques have their advantages and disadvantages in terms of reliability and validity of data captured. The approach taken in regard to each project will be to select the mix of data collection techniques that minimise threats to reliability and validity. Of particular concern with long-duration projects are issues of maturation (people change over time due to other forces external to the project, which must be accounted for), testing (people get fed-up being asked the same questions), and mortality (e.g. people leave, or move-on).

One key area not illustrated in the diagram is the nature of the techniques utilised during data collection. In order to capture rich contextual data, interviews with stakeholders are an essential tool. Interviews will incorporate some scaled questions in order to provide a quantitative measure of some changes over time (for example, on attitudes, perceptions, knowledge), and measures to account for attribution, deadweight and displacement.

- Attribution is a measure of the extent to which the outcomes can be attributed to the project, programme or action under consideration, and how much of the change is caused by other factors (e.g. other programmes, other activities in which participants might be engaged, changes in income or standard of living caused by external factors).
- Deadweight is a measure of the extent to which the outcomes would have happened anyway, if the programme had never existed. For example, quality of life in a community may alter through changes in market prices, or a new development that boosts the local economy but is not part of the project or action being evaluated).
- Displacement is a measure of existing activities that are affected through implementation of the projector activity of interest. For example: support for a new micro-enterprise might put an existing person out of work or result in closure of an existing business; implementation of a community support programme might result in closure of an existing voluntary programme, or cause it to move elsewhere.

CCRI have wide experience of measuring attribution, deadweight and displacement through Social Return on Investment (SROI) studies which utilise these measures to obtain a more realistic picture of project outcomes. Estimates will be obtained from stakeholders themselves through interview processes (face-to-face and/or telephone) and validated through a triangulation process to arrive at a balanced view of the extent to which changes can be attributed to the project(s) of interest.

The aim of the evaluation is to measure the overall outcomes from the projects. The output monitoring data will feed into this evaluation but the outcomes will require a deeper analysis of changes in perceptions, awareness, understanding, knowledge, and skills that may have taken place over time. Analysis of the monitoring data may reveal changes in specific outputs, but in order to assess the extent to which outcomes have been achieved evaluative activities must be undertaken. These activities will take a broader view of the outcomes from each of the projects and undertake broader scale qualitative surveys of target populations using random or representative sampling (whichever is most appropriate for the target population under consideration) to ensure adequate capture of beneficiaries and direct, indirect, and unintended outcomes.

A range of approaches will be necessary to collect information from different groups, including stakeholders (project delivery personnel) belonging to a large number of organisations, volunteers associated with the different projects, project beneficiaries, and the wider

community. Monitoring data will feed into the evaluation which will synthesise information from a number of sources. Where aggregation to larger populations is required standard techniques will be applied based on recorded output data and other secondary sources (for example community population figures and socio-economic characteristics from a range of sources including Forest of Dean District Council, Gloucestershire County Council, National Statistics Office).

Data will be analysed and where necessary aggregated up to the Forest of Dean area using secondary data sources (e.g. local and national demographic and socio-economic data; visitor survey data). This may require some interpolation of data in order to identify the size and characteristics of the population within the programme boundary. Table 7-1 below summarises the way in which the proposed evaluation of outcomes and recorded output data will contribute to providing evidence for the nine HLF outcomes of interest.

Outputs	**Evidence for Outcomes**			**Outcomes based on HLF investment**
Monitoring system	**Source**	**Method**	**Information**	
Mid-term and end point data collection	- Process evaluation - Stakeholders - Beneficiary groups	Interviews Questionnaires	- Perceptions and attitude measures	**Heritage** - better managed
Recorded	- Process evaluation - Stakeholders - Beneficiary groups	Interviews Questionnaires, visual records, range of alternative techniques such as postcards to capture visitor perceptions	- Perceptions and attitude measures	**Heritage** - in better condition
Recorded		Stakeholder interviews/online forums	- Perceptions	**Heritage** - identified/recorded
Recorded	- Volunteers - Beneficiary groups - Stakeholders	Interviews Mix of techniques to assess change Observation	- Perceptions and scaled measures of knowledge and skills development	**People** - developed skills
Annual discussion groups with specific target populations	- Volunteers - Beneficiary groups - Stakeholders	Interviews Questionnaires; short feedback approaches to capture understanding	- Perceptions and scaled measures of knowledge and understanding	**People** - learned about heritage
Recorded	- Relevant voluntary groups - Wider community	Interviews Questionnaires; personal stories	- Qualitative measures of experiences. - Wellbeing measures - Social capital measures	**People** - volunteered time

Possibly recorded	- Stakeholders - Beneficiary groups	Interviews Questionnaires Discussions Direct Observation Secondary sources of data	- Qualitative responses to questions and discussions - Quantitative measures from scaled questions - Photos, quality measures	**Communities** - environmental impacts will be reduced
Recorded	- Wider community - Visitors - Stakeholders	Interviews Questionnaires Discussions Personal stories; Short response methods, on-line forums and survey	- Qualitative responses to questions and discussions	**Communities** - more people and a wider range of people will have engaged with heritage
Organised baseline and mid-term/endpoint surveys	- Community groups - Visitors	Interviews Questionnaires Discussions Social media	- Qualitative perceptions - Quantitative measures from scaled questions	**Communities** - your local area/community will be a better place to live, work or visit

Table 7-1: Overview of evidence for HLF outcomes

In terms of analysis, the qualitative information will be explored through thematic analysis techniques to explore key themes of interest. Key themes will be identified and agreed with the Project Management Team at the start of each evaluation phase, to enable relevant analysis to take place. Quantitative and qualitative information will be explored together, along with assessment of project outputs, and external driving forces to arrive at an overall evaluation of the achievement of projects and their impacts across the relevant time period. The 'legacy' impacts of projects will also be explored at the final evaluation stage in 2022) in order to include an assessment of the potential longer term benefits arising.

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