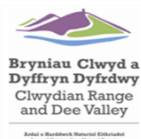


# Our Picturesque Landscape Heritage Lottery Project



## Community Consultation and Engagement Plan

HaygarthBerry  
Associates  
December 2016



# Contents

<b>Executive Summary</b>	<b>2</b>
<b>Introduction and Context</b>	<b>3</b>
<b>Scope of Engagement and Approach</b>	<b>5</b>
Key Project Partner Consultation	
Community Consultation Events	
User Survey	
Online Survey	
Engagement with others not attending events	
<b>Consultation Findings</b>	<b>7</b>
Key Project Partner Consultation	
Community Consultation Events	
User Survey	
Engagement with others not attending events	
<b>Development of Community Engagement Projects</b>	<b>11</b>
<b>Table of Project Ideas and Suggestions</b>	<b>12</b>
<b>Future Community Engagement and Collaborative Working</b>	<b>24</b>
<b>Appendix</b>	
User survey graphs	

# Executive Summary

This document provides a Community Engagement Plan in support of the Heritage Lottery Fund application on behalf of the Our Picturesque Landscape partners.

It contains details of the consultation process undertaken in order to develop the plan. This consisted of:

- a user survey at key visitor sites within the project area
- a programme of public consultation events
- an online survey for those unable to attend the events
- meetings with key project partners
- a quiz/consultation designed for young people
- meetings with individuals and organisations of hard to reach groups

The user survey provides baseline data on users of the landscape in Our Picturesque Landscape project area. The results indicate the level of awareness amongst visitors of the Area of Outstanding Natural Beauty designation, the importance of the area as an historic tourism destination and the Picturesque Movement.

Community consultation events were held at Ty Mawr Country Park Wrexham, Plas Newydd Llangollen and Rhug Estate Corwen. These events consisted of a project introduction followed by facilitated discussions. These resulted in suggestions from individuals and community groups as to the nature of projects they would like to see implemented and with which they thought the local community would wish to be involved. An online survey was available for people unable to attend these events.

Meetings were also held with key project partners and hard to reach groups at which ideas for projects and community engagement aspirations were discussed.

Arising from these consultations, a series of emerging project proposals were developed. In some cases these were stand-alone projects proposed by consultees and in others they were a variety of proposals shaped by a number of groups.

The projects were costed and apportioned between the Wrexham and Denbighshire areas. For each project the contribution to the 5 Our Picturesque Landscape aims and 9 Heritage Lottery Fund outcomes were identified. All contacts made during the development of the plan were recorded and now provide a database for ongoing engagement.

The emerging projects and ideas are grouped by the three themes of the project namely People and the Picturesque, Accessing the Picturesque and Conserving the Picturesque.

Community engagement is an ongoing process and proposals are made for future community engagement and collaborative working including a Community Engagement Action Plan.

# Introduction and Context

This work was commissioned by Cadwyn Clwyd and the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty (AONB) and consisted of a range of community engagement and consultation activities leading to the production of a Community Engagement Plan.

The Community Engagement Plan is one of a number of pieces of work that are contributing to the 14 month Development Phase of the Heritage Lottery Fund Bid 'Our Picturesque Landscape' as part of the Landscape Partnerships programme. Progression to the Stage Two Delivery Phase is subject to a further application, of which this Community Engagement Plan will form a part.

Our Picturesque Landscape project area lies at the southern end of the Clwydian Range and Dee Valley AONB within the counties of Denbighshire and Wrexham. The project area is dominated by the River Dee and its valley. This varied topography has also guided the numerous important routeways of the A5, canal and railway which pass through the area. The communities within the project area are comparatively small settlements yet quite diverse in character.

Corwen is located at the far western edge of the area. Having a population of 2325 it hosts a number of successful national and internationally trading manufacturing companies. Best known for its links with Owain Glyndwr the town grew as a centre for cattle drovers. Attractions in Corwen include the motte of a Norman castle, the thirteenth century Church of St Mael and St Sulien and the Capel Rûg built in 1637 by William Salesbury. It sits on the banks of the River Dee, is towered over from the south by the Berwyn Mountains and most recently, forms the terminus of the Llangollen Heritage Railway.

Ten miles east is located the larger community of Llangollen together with Llantysilio. Having a population of 3658 Llangollen and Llantysilio is renowned for its cultural links across the world through singing and dancing – as each year it hosts the Llangollen International Musical Eisteddfod. Situated above the town to the north is Castell Dinas Brân, a stronghold of the Princes of Powys. Beyond the castle is the limestone escarpment known as Eglwyseg Rocks. Home to the Llangollen Heritage Railway like its neighbour Corwen, Llangollen nestles within the beautiful Dee Valley, alongside the River Dee. The Llangollen canal, a spur of the Shropshire Union canal is a popular tourist attraction and links the town to Horseshoe Falls. The Falls at the far western end of the canal form an important element of the World Heritage site. They are an aesthetically beautiful engineering project consisting of a horseshoe shaped weir that feeds water from the river Dee to form the canal. Overlooking the town is situated the medieval house, Plas Newydd - home to the 'ladies of Llangollen' and an intrinsic and iconic reflection of the picturesque landscape within the Dee Valley.

To the eastern boundary of the project area lie the communities of Llangollen Rural, Cefn Mawr, Acrefair, Trevor and Plas Madoc. With a combined population of nearly 10,000 the 'urban' is starting to take over from the 'rural' as the Dee Valley stretches eastwards towards the town of Wrexham. Pontcysyllte Aqueduct and Canal World Heritage site provides some of the most recognised iconic views and offers numerous records of how the 'picturesque' came to be recorded by poets and artists throughout the nineteenth century.

## **Our Picturesque Landscape Community Consultation and Engagement Plan**

The Our Picturesque Landscape project takes as its themes the journeys that were taken along the valley which is cut by the canal, Telford's A5 and the River Dee. Early visitors to the area included the artists Richard Williams and JMW Turner whilst the Ladies of Llangollen hosted writers including William Wordsworth and Lord Byron. The engineering works including the canal, A5, Pontcysyllte Aqueduct and the Chainbridge showed how technological advances of the time complement the Picturesque Landscape.

Activities to be undertaken through the project fall within three themes:

- People and the Picturesque
- Accessing the Picturesque
- Conserving the Picturesque

The Our Picturesque Landscape project has five aims:

- Protect the natural and historic heritage features through conservation and access management
- Reinststate the iconic and defining views of the picturesque movement
- Interpret the heritage significance of the picturesque landscape to people
- Engage with target audiences to share and increase awareness and understanding of the special qualities of the landscape.
- Connect and reconnect local communities with the landscape

The Heritage Lottery Fund has nine key outcomes which provide a focus for the project and in particular this community engagement plan:

- Heritage will be better managed
- Heritage will be in better condition
- Heritage will be identified/ recorded
- People will have developed skills
- People will have learnt about heritage
- People will have volunteered time
- Negative environmental impacts will have been 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

The project is being delivered by a Partnership and is complimentary to other plans and strategies such as the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty Management Plan and the respective local authority based Destination Management Plans.

## Scope of Engagement and Approach

### Key Project Partner Consultation

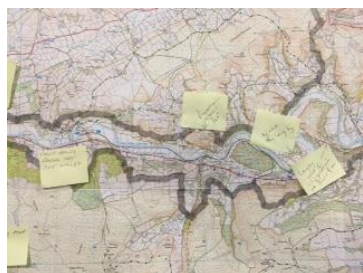
Key partners identified were met on a face to face basis to determine:

- the aspirations of the partner organisation for the Our Picturesque Landscape project
- other groups and individuals within their network that should be consulted
- their suggestions around hard to reach groups
- their continued involvement with the Community Engagement Plan during the development and implementation phases
- any specific project ideas that they would like to see incorporated within the project

### Community Consultation Events

A total of five public consultation events were held, two at Ty Mawr Country Park, two at Plas Newydd, Llangollen and one at Rhug Estate, Corwen.

The format involved an introductory presentation to outline the scope of the Our Picturesque Landscape project, the consultation process and the development of the Community Engagement Plan. Attendees then discussed their ideas and aspirations for the project in facilitated groups. Flip charts were used to determine opinions on key elements of the project and previously proposed ideas.



A map of the project area was provided to enable identification of iconic views, special landscapes, heritage features that are valued, sites that have issues/problems and projects that might be included within the Community Engagement Plan.

Participants were also asked to complete a participant survey which identified their pre and post event awareness of the Our Picturesque Landscape project, the Picturesque Movement and early Tourism in the Dee Valley. Contact details were collected from those wishing to develop an ongoing connection with the project.

### User Survey

A user survey was designed to provide a range of baseline data for the project and to understand the motivation of visitors to sites within the Our Picturesque Landscape area. Face to face surveys were conducted at Dinas Brân, Panorama Drive, Horseshoe Falls and Trevor Basin.



A modified survey was also undertaken in Cefn Mawr to link with the Create Your Space, Big Lottery Fund, consultation process that was taking place at the same time. Survey boxes were also left at Dinas Brân, Horseshoe Falls, Trevor Basin and Ty Mawr Country Park to collect additional responses during the survey period.



## Our Picturesque Landscape Community Consultation and Engagement Plan

### Online/Postal Survey

An online survey using [www.surveymonkey.com](http://www.surveymonkey.com) was developed to mirror that undertaken at the consultation events. This was intended for those unable to attend the events and was available in an online interactive format and also a format suitable for sending by post for hand completion.

### Engagement with others not attending events

Consultation events and surveys will always preclude some individuals and especially those in harder to reach groups that will be the focus of some of the Community Engagements Projects. Measures taken to be fully inclusive of these hard to reach groups included:

- Online survey
- Postal survey
- Telephone interviews
- Option to communicate in Welsh within all consultation formats
- Onsite meetings
- Quiz format consultation developed to include young people. This provided a quiz to prompt discussion around the well-known features of the World Heritage site and the Our Picturesque Landscape area.
- Onsite face to face consultation within disengaged community groups



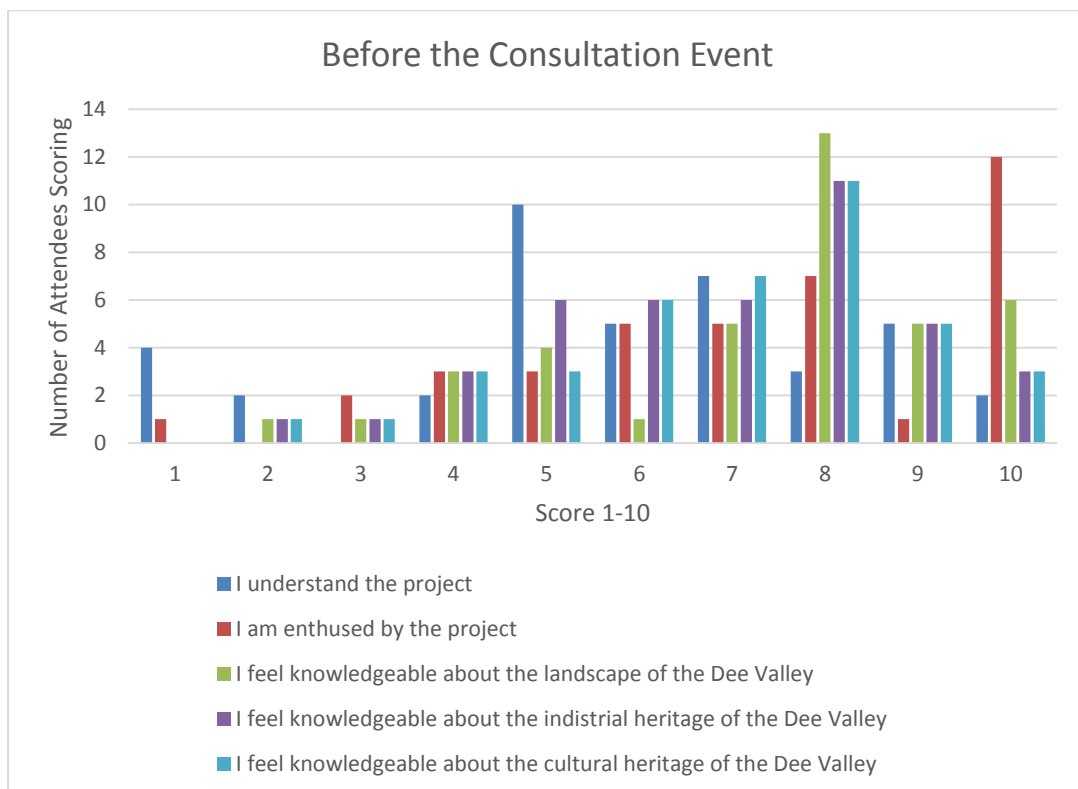
# Consultation Findings

## Key Project Partner Consultation

- A reporting format was developed and full meeting notes are included within the project file.
- Specific ideas and comments are included within this report and contacts included within the master contact list.
- Comments, suggestions and issues that did not lead to specific projects have been captured and are included within the project file.

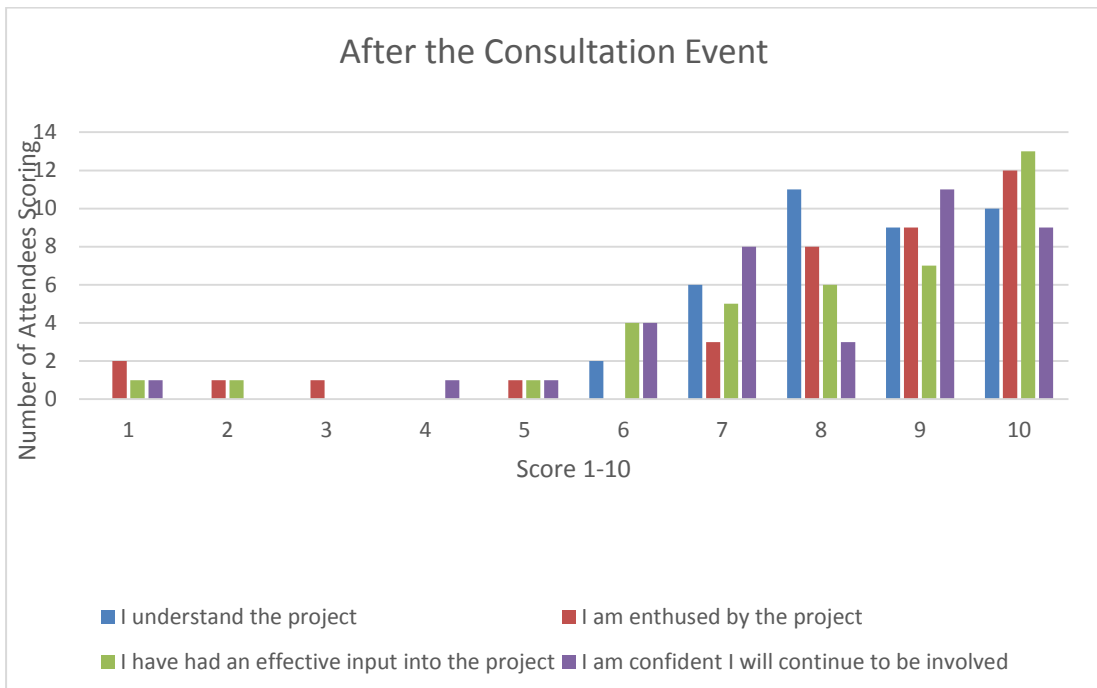
## Community Consultation Events

- The events were well promoted through direct emails, a press release to local papers and community newsletters, Denbighshire County Council's County Voice, social media and other means.
- A total of 55 people attended the event sessions.
- Attendees were asked for indication of their awareness of project at the start of the sessions and at the end together with feedback on the effectiveness of the event.





## Our Picturesque Landscape Community Consultation and Engagement Plan



- Participants were asked, using wall charts, to comment on the importance of key elements of the project and their suitability for community involvement.
- Amongst those attending, widespread support was shown for the key proposals of the project and a belief that there is promising potential for community involvement.
- A range of general project ideas were put forward and of these walking/footpath related were considered most suitable for community involvement, followed by improvements to historic structures, wall and hedge conservation and the use of new technology.
- Of interest was the difference in views between attendees at the event locations regarding tourism. Those attending the Ty Mawr Country Park and Llangollen venues thought that encouraging more tourists was less important. In comparison those attending the Corwen event placed a great level of importance on new opportunities for tourism.
- A number of project ideas came forward during discussions and these have been developed with those from key partners and other consultees into the Emerging Community Engagement Projects.
- In addition to project ideas, a range of comments, suggestions and issues were discussed and these are captured within the 3 project themes at the end of this report
- The majority of attendees provided contact details which will provide an excellent database for continued community engagement during the development and implementation phase



**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

**User Survey**

- A total of 91 surveys were completed. The majority of these were conducted face to face and the remainder through collection boxes. The collection box at Dinas Brân was particularly successful and received 19 responses over a 3 week period (higher response rate on a pro rata basis than a recent Pembrokeshire Coastal Path survey). This is recommended as a method for future survey work within the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty.
- Graphs for all the results are contained within Appendix 1

- **The majority of visitors had been to the sites before** and this was most marked at Panorama and Dinas Brân and least so Trevor Basin and Horseshoe Falls.

***70% of visitors had been to the location before***

- **The majority of visits were a day trip.** This is interesting in the context of the Destination Management Partnership's aspirations to extend visitor stay.

***82% of respondents were day visitors***

- **The difference in journey distance across the sites was notable.**

Panorama Drive, Dinas Bran and Ty Mawr attract mostly local people. This is followed by Horseshoe Falls with a significant number of visitors from the West Midlands and a variety of ethnic groups. Trevor Basin and the World Heritage Site had a much wider catchment and an older age profile with retired couples predominating over the family groups at the other sites.

***75% of respondents at Dinas Brân and Panorama and 100% at Ty Mawr were local***

- **Views and scenery were unsurprisingly the most frequently stated reasons for visits.**

There was a very high level of visitor satisfaction in terms of responses to the 'what would have made your visit better'.

***66% said the scenery and landscape were the most important reasons for their visits***

- There was a **good level of awareness of the location being within the Clwydian Range and Dee Valley AONB.**

***61% knew they were in an AONB***

- There was a **low level of awareness of the Picturesque Movement.**

***Only 10% of all respondents knew anything about the Picturesque Movement***

- The awareness levels of the area as an **historic tourism destination are lower amongst local people than amongst people from further afield**

## Our Picturesque Landscape Community Consultation and Engagement Plan

### Engagement with others not attending events

#### Online/Postal Survey

- All respondents were aware of the Clwydian Range and Dee Valley AONB and that the Dee Valley has been a tourism destination for several hundred years
- 43% knew a moderate amount about the Picturesque Movement, 43% a little and 14% knew nothing
- Responses to the importance of key elements to the project and the suitability for community involvement have been added to the Community Consultation responses and were consistent with others.
- Detailed responses to the open questions are recorded in the project file

#### Quiz Format Consultation with Young Rangers

- The quiz and discussion were led by on site Rangers at Ty Mawr Country Park who work regularly with the young people.
- Suggestions included :
  - Sculpture
  - Guided tours (with interpretation)
  - Activity open days
  - Interactive model railway
  - Litter picking

#### Face to face meetings with clients at Plas Madoc Community Hub

- Conversations were held with 8 individuals or small groups. Of these the majority responded that they did not visit the countryside.
- On further discussion, the majority had been to Ty Mawr Country Park and had visited Llangollen, although the latter was mainly a town visit.
- The majority of those interviewed had health problems that either affected their mobility or had mental health issues that limited their travel away from home.
- The lack of a bus service on a Sunday was highlighted as a constraint.
- Several of those interviewed said they would walk if something was organised and they had support to build up the distance

# Development of Community Engagement Projects

## Introduction

The development of the project ideas has come primarily from the key partner meetings and the consultation events. Ideas were also put forward by the Our Picturesque Landscape project team and these were followed up with potential partners.

Common themes and ideas emerged and the more detailed projects in the following tables have been developed using the suggestions from of a number of partners. This development process enabled initial ideas to be built upon to include a wider range of partners and potentially give projects more breadth and inclusion. Consideration given to communities of interest as well as those of geography will enable a more cohesive and efficient approach to the delivery of projects.

The tables also include stand-alone ideas that have been suggested by groups and individuals. This list is all encompassing from the consultation work and will require a process of prioritisation by the Our Picturesque Landscape Partnership. Details of partners and costings have not been worked up on these projects/ideas at this early stage.

The project ideas and suggestions should be viewed as 'emerging' projects and inevitably they will evolve as they are taken forward.

## Key to Outcomes

### Our Picturesque Landscape Aims:

- 1 Protect the natural and historic heritage features through conservation and access management
- 2 Reinststate the iconic and defining views of the picturesque movement
- 3 Interpret the heritage significance of the picturesque landscape to people
- 4 Engage with target audiences to share and increase awareness and understanding of the special qualities of the landscape.
- 5 Connect and reconnect local communities with the landscape

### Heritage Lottery Fund Landscape Partnerships Outcomes:

- 4ai Heritage will be better managed
- 4aaii Heritage will be in better condition
- 4aiiii Heritage will be identified/ recorded
- 4bi People will have developed skills
- 4bii People will have learnt about heritage
- 4biii People will have volunteered time
- 4ci Negative environmental impacts will have been reduced
- 4cii More people and a wider range of people will have engaged with heritage
- 4ciiii Your local area/community will be a better place to live, work or visit

## Table of Project Ideas and Suggestions

PEOPLE AND THE PICTURESQUE								
PROJECT/IDEA/ACTION	LEAD PARTNER	PARTNERS & LINKS	TIMESCALE	RESOURCES NEEDED	GEOGRAPHICAL SPLIT	OUTCOMES	LANDSCAPE PARTNERSHIP RESPONSE	
1	<b>Hot air balloon simulation:</b> creation of a virtual journey through the Dee Valley.	Glyndwr University	DCC. WCBC. AONB Partnership Youth sector and schools Communities First Partnership	5 yrs to develop , trial and make sustainable	£50k - £70k capital £3k pa revenue	50% Denbighshire 50% Wrexham	<i>OPL 3 4 5</i> <i>HLF</i> 4bi, 4bii, 4biii, 4cii, 4ciii	
2	<b>The Story of the Landscape:</b> To produce a new exhibition which encompasses the story of the Picturesque Movement and how it influenced the landscape and its appreciation through the last three hundred years.	Llangollen Museum Cefn Mawr Museum	DCC & WCBC Countryside/ Archaeology / Heritage Cadw Civic Societies Town Councils National Trust	2018-2020	£50k Co-ordination Materials Research Production PR Web design	100% Denbighshire	<i>OPL 3 4 5</i> <i>HLF</i> 4aiii 4bi 4bii 4biii 4cii 4ciii	
3	<b>Performing Arts</b> Commissioned production based on the story of Telford and possible an Owain Glyndwr enactment event; together with on-site storytelling and potential for son et lumiere events.	AONB Partnership	DCC and WCBC Arts officers Youth Service Theatr Clwyd Theatre groups Youth Service ACW				<i>OPL 3,4,5</i> <i>HLF</i> 4bi 4bii 4biii 4cii 4ciii	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>PEOPLE AND THE PICTURESQUE</b>							
<b>PROJECT/IDEA/ACTION</b>	<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>
<p>4 <b>Reflecting the Picturesque</b> Artists from both Corwen and Llangollen are keen to involve locals and visitors in understanding and reflecting upon the 'Picturesque' using various media. In particular social history of the mid 18<sup>th</sup> C and early 19<sup>th</sup> C, how people lived/dressed / made a living and looking at the local industrial landscape during that time. Link also into Eastern edn of valley and Ty Mawr Country Park</p>	<p>Arts Groups Camera Club Arts Officer</p>	<p>DCC Countryside Service, Ty Mawr Country Park Arts and Heritage Arts Council of Wales Local Community Schools</p>	<p>For the duration of the HLF project</p>	<p>£25k (venue hire, materials, promotion, Artist in residence fees. Co-ordinator costs.  (ACW co-fund potential)</p>	<p>80% Denbighshire, 20% Wrexham</p>	<p>OPL 3,4,5 HLF <b>4bi</b> <b>4bii</b> <b>4biii</b> <b>4cii</b> <b>4ciii</b></p>	
<p>5 <b>Adventurous Cycle Facility</b> Young people consulted suggested the need for an adventurous cycle facility within a safe cycling distance from Llangollen This project has potential to link with proposals at Wernfrwdd.</p>	<p>Clwydian Range and Dee Valley AONB  Denbighshire County Council</p>	<p>Llangollen Scouts</p>			<p>100% <i>Denbighshire</i></p>	<p>OPL 4,5 HLF 4biii 4ci 4cii</p>	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>PEOPLE AND THE PICTURESQUE</b>								
<b>PROJECT/IDEA/ACTION</b>	<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>	
6	<b>Outdoor Activity/Conservation Outreach Programme</b> This project proposes an interventionist/outreach approach to engaging non-user groups in experiencing the countryside through adventurous activity and conservation	Clwydian Range and Dee Valley AONB	Urban Villages Communities First Denbighshire/Wrexham Youth Service Denbighshire Rural Outreach Youth Worker MIND Local Health Boards Plas Madoc Leisure Centre	2-3 years	25,000/ year Partnership funding likely to be available	66% Denbighshire 33% Wrexham	OPL 4,5 HLF 4bi 4bii 4biii 4cii 4ciii	
7	<b>Events Coordination</b> It was suggested that events be coordinated throughout the Dee Valley. This could extend to conservation and volunteering events linked to OPL and beyond	Dee Valley Action Group	AONB DCC WCBC	ongoing		80% Denbighshire, 20% Wrexham	OPL 4,5 HLF 4cii 4ciii	
8	<b>Talks and visits</b> This might take the form of a visiting speaker from the Friends Group followed up with a visit that includes a walk, visit to an historic sight and refreshments at a local business.	The Friends of the Clwydian Range and Dee Valley AONB	AONB, wide range of community groups eg U3A, Rotary, Probus, WI, Merched y Wawr	Ongoing	Expenses only	80% Denbighshire, 20% Wrexham	OPL 3,4,5 HLF 4bi 4bii 4biii 4cii 4ciii	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>ACCESSING THE PICTURESQUE</b>								
<b>PROJECT/IDEA/ACTION</b>	<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>	
9	<b>Journeys through the Picturesque:</b> To encourage locals to enjoy their countryside and local environment through walking, cycling, kayaking etc Focus being on target areas to improve health and wellbeing, particularly in deprived areas.	AONB	Llangollen Railway Berwyn Station volunteers Canal and River Trust North Wales Trunk Road Agency	5 years	Laybys & interpretation 5 x £5,000 Station interpretation 4 x £1000 On train stop off information £2000. Railway staff training £1000 TOTAL : £33,000	80% Denbighshire 20% Wrexham	OPL 1,2,3,4,5 HLF 4ai 4aaii 4aaiii 4bi 4bii 4biii 4cii 4ciii	
10	<b>Development of Walks around WHS</b> The project proposal is to develop walking guide/guides for the Froncysyllte and Trevor areas that would be available from the Trevor Basin Visitor Centre and local businesses. There is potential here to also link with TY Mawr Country Park and the Cefn Regeneration Partnership's BLF bid 'Back to the Future'.	Clwydian Range and Dee Valley AONB	Llangollen Rural Community Council Limekilncafé Layby metal yard Ty Mawr Country Park Sun Inn Trevor Canal and Rivers Trust WHS Partnership	5 years		100% Wrexham	OPL 1,2,4,5 HLF 4ai 4aaii 4bii 4biii 4cii 4ciii	



**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>ACCESSING THE PICTURESQUE</b>							
<b>PROJECT/IDEA/ACTION</b>	<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>
<p><b>11 Public Transport development</b> This project proposes : linking the railway with bus routes, offering a joint ticket; timetabling to link bus and train services; an extension of the Llangollen Lift service to relieve traffic congestion and parking difficulties at key honeypots; public transport to offer opportunities for linear walks, cycle routes;</p>	Clwydian Range and Dee Valley AONB	Llangollen Railway Bus Operators Denbighshire County Council Wrexham County Borough Council National Trust	This is a project that will require much discussion and negotiation and if prioritised should be commenced asap		80% Denbighshire 80% 20% Wrexham	OPL 1,3,4,5 HLF 4ai 4bii 4biii 4ci 4cii 4ciii	
<p><b>12 Lllys Owain Info hub:</b> Providing Corwen with a central venue for tourism information/ interpretation/ gallery with sales area for 'themed' items / ticket sales for heritage railway. Undertake an exercise to orientate visitors arriving by train and car, into the centre. A 'green plaque' scheme for the town.</p>	Cadwyn Clwyd	DCC Tourism AONB Partnership Corwen Town Council Llangollen Railway Corwen Arts groups	3 yrs to develop and make sustainable	£100k capital work £27k fitting out  (Cadwyn Clwyd co-fund potential)	100% Denbighshire	OPL 3,4 HLF <b>4a iii</b> <b>4bi</b> <b>4bii</b> <b>4biii</b> <b>4cii</b> <b>4ciii</b>	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>ACCESSING THE PICTURESQUE</b>								
<b>PROJECT/IDEA/ACTION</b>	<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>	
13	<b>Corwen Footbridge Feasibility Study</b> Corwen Town Council and local businesses have identified that there would benefit from a new circular short walk starting and ending in Corwen Town centre with a circuit along the banks of the River Dee. Between the 2 bridge crossings of the Dee at Corwen, there is a public footpath running along most of the north bank. Few people use this footpath at present, largely due to health and safety fears from walking over the busy A5 road bridge to the west of the town.	AONB	Corwen Town Council Natural Resources Wales Arts Council (design of bridge) Landowners North Wales Trunk Road Agency	Year 2	Feasibility study £15,000	100% Denbighshire	OPL 4,5 HLF 4bi 4biii 4ciii	
14	Enhanced car parking at Trevor Basin Suggestion was made of using vacant brown field sites for parking	AONB/WCBC	Land owners Community Councils			100% Wrexham	OPL 1 HLF 4ai 4ci 4ciii	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>ACCESSING THE PICTURESQUE</b>								
<b>PROJECT/IDEA/ACTION</b>	<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>	
15	Accessing of river and canal for water sports.	Canal and Rivers Trust	AONB, County Councils, Youth Groups, Activity Providers			Denbighshire 80% 20% Wrexham	OPL 1, 4,5 HLF 4ai,4bii, 4cii, 4ciii	
16	Path improvement - Three Paths Walk rear of Penwern Valley road to Fron. Fabulous walk which is being spoiled by unauthorised use by motorbikes and 4 wheel drive vehicles. Project to prevent unauthorised access and carry out improvements to surface.	AONB					OPL 1,2,3 HLF 4ai 4aii 4biii 4ci 4ciii	
17	Path improvement - Green Road between Penwern and Alt y Baddi – similar problem with unauthorised use by motorbikes and off road vehicles	AONB					OPL 1,2,3 HLF 4ai 4aii 4biii 4ci 4ciii	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>ACCESSING THE PICTURESQUE</b>								
PROJECT/IDEA/ACTION	LEAD PARTNER	PARTNERS & LINKS	TIMESCALE	RESOURCES NEEDED	GEOGRAPHICAL SPLIT	OUTCOMES	LANDSCAPE PARTNERSHIP RESPONSE	
18	Enhanced car parking at Llantisilio – existing car park is inadequate especially in recent years largely due to increased usage by canoeists and rafters who take over carpark	AONB	National Trust, DCC, Community Council				OPL 1,2,3 HLF 4ai 4aii 4biii 4ci 4ciii	

<b>CONSERVING THE PICTURESQUE</b>								
PROJECT/IDEA/ACTION	LEAD PARTNER	PARTNERS & LINKS	TIMESCALE	RESOURCES NEEDED	GEOGRAPHICAL SPLIT	OUTCOMES	LANDSCAPE PARTNERSHIP RESPONSE	
19	Establishment of a Social Enterprise to develop woodland management skills and play a key role in the restoration of views in the valley	Dee Valley Trust Mark.lacey@deevalleytrust.org.uk	AONB, Ty Mawr Country Park, Coleg Cambria, Business Wales	Duration of OPL and beyond	£30,000 to set up and then sustainable into future.	Dependant on location but benefits across OPL region	OPL 1,2,4,5 HLF 4ai 4aii 4aiii 4bi 4bii 4biii 4cii 4ciii	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>CONSERVING THE PICTURESQUE</b>								
<b>PROJECT/IDEA/ACTION</b>		<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>
20	<p><b>Cross organisational volunteering</b> The National Trust would like to develop cross organisational volunteering. In the context of OPL this might include NT, CADW, Canal and Rivers Trust and the AONB. They see potential for skill sharing, joint training and shared volunteer benefits</p>	AONB/National Trust	CADW, Canal and Rivers Trust, Ty Mawr Country Park	Duration of OPL and beyond	Minimal financial investment. Time required on part of participating organisations	50% Denbighshire 50% Wrexham	OPL 1,3,4,5 HLF 4ai 4aii 4bi 4bii 4biii 4ci 4cii 4ciii	
21	<p><b>Vegetation management along canal towpath.</b> The tunnel of vegetation means canal users are unable to see the wider landscape. The canal and users also remain largely unseen by others.</p>	Canal and Rivers Trust	AONB Volunteers Youth Groups			50% Denbighshire 50% Wrexham	OPL 1,2,3,4 HLF 4ai 4aii 4bi 4bii 4biii 4ci 4cii 4ciii	
22	<p><b>Vegetation management - Trevor Wood</b> - Offa's Dyke path passes through this area of private coniferous woodland which can be subject to trees falling and blocking the path. Perhaps replace conifer woodland with deciduous planting.</p>					100% Wrexham	OPL 1,2,3,4 HLF 4ai 4aii 4bi 4bii 4biii 4ci 4cii 4ciii	

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

<b>CONSERVING THE PICTURESQUE</b>								
<b>PROJECT/IDEA/ACTION</b>		<b>LEAD PARTNER</b>	<b>PARTNERS &amp; LINKS</b>	<b>TIMESCALE</b>	<b>RESOURCES NEEDED</b>	<b>GEOGRAPHICAL SPLIT</b>	<b>OUTCOMES</b>	<b>LANDSCAPE PARTNERSHIP RESPONSE</b>
23	<b>Vegetation management</b> Himalayan balsam management along river and at Eglwyseg					100% Denbighshire	OPL 1,2,3,4 HLF 4ai 4aii 4bi 4bii 4biii 4ci 4cii 4ciii	
24	<b>Vegetation Management of River Dee</b> Removal of debris which had become trapped along river .Such debris can create problems for canoeists and contribute to flooding problems. Potential need for a river management plan to address such issues, which also address conflicting nature conservation issues.	NRW, AONB	Canal and Rivers Trust, Volunteers			20% Wrexham 80% Denbighshire	OPL 1,2,3,4 HLF 4ai 4aii 4bi 4bii 4biii 4ci 4cii 4ciii	

## Future Community Engagement and Collaborative Working

- Community Engagement is a long term process and this 8 week Plan Development process is just the beginning.
- In order to see this plan through to successful implementation, it needs to be viewed as a work in progress that can evolve and be developed on an ongoing basis.
- The following Action Plan provides suggestions and guidance as to how community engagement and collaborative working can be taken forward following the consultation work and meetings with project partners.
- The Action Plan includes a range of measures, some of which are tried and tested and others that are innovative.

## Community Engagement Action Plan

Action	Form of Engagement	Target Audience	Timescale
Development phase updates	Electronic newsletter with updates on Stage 2 bid and progress being made on Community Engagement projects	All those consulted during consultation process	Quarterly update
Project consultation with young people	Interactive young people engagement to work up detail of young people focused projects	Young people specific to projects under development	Prior to finalising project detail but within 2 -3 months of start date

**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

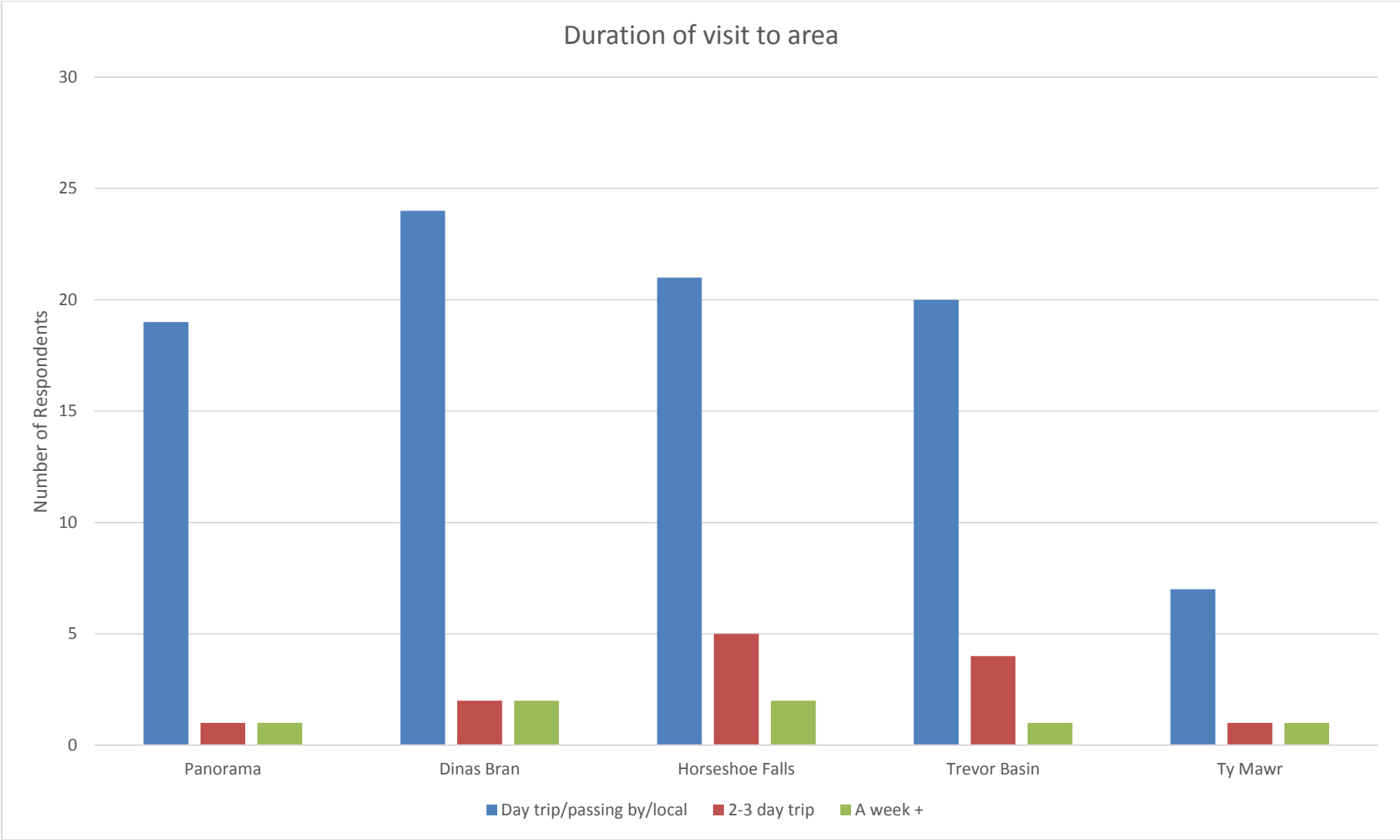
<b>Action</b>	<b>Form of Engagement</b>	<b>Target Audience</b>	<b>Timescale</b>
Advise consultation partners of priority of projects	Telephone calls/emails	Consultation partners	Once projects have been prioritised and confirmed as part of Stage 2 bid
Establish a Community Forum for the project	Online Forum Digital meetings Occasional site visits	Key community individuals identified from consultation events and other means who will act as community/sector leaders	Quarterly contact during development phase and 1 <sup>st</sup> year of project. 6 monthly contact for years 2 - 4
Continue proactive engagement with Destination Management Partnerships in Wrexham and Denbighshire	Attendance at meetings, updates, liaison with key officers	Tourism sector	Quarterly
Engage with Denbighshire and Wrexham Tourism Ambassadors	Event/site visit to introduce project and annual updates. Include in electronic newsletter database	Tourism Ambassadors in Denbighshire & Wrexham	Initial event during development phase. Annual follow up throughout project.
Engagement with hard to reach groups	This requires a long term approach and there is much potential to work with existing organisations working in this area eg Youth Service, National Trust, Voluntary sector organisations	Hard to reach groups	Build on consultation process during development phase to ensure selected partnerships are established for implementation phase
Event based engagement	Engagement through activity can be particularly effective in working with target user groups. The nature of the activity should be tailored to the specific needs, interests and aspirations of the target group.	Users of the landscape, young people ,hard to reach groups eg people with a disability, the less active, people from socially deprived backgrounds.	During development and implementation phases.



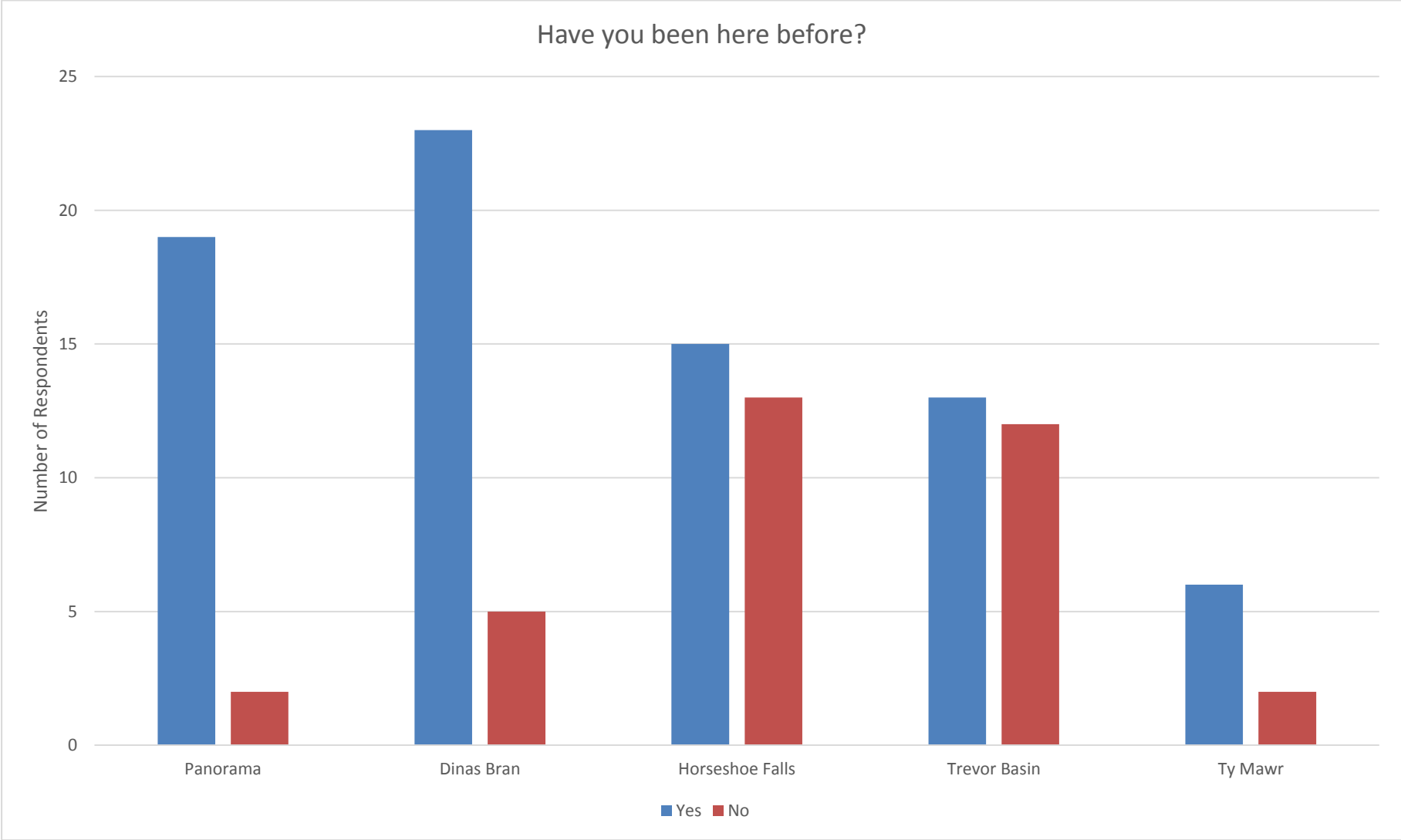
Our Picturesque Landscape  
Community Consultation and Engagement Plan

APPENDIX 1

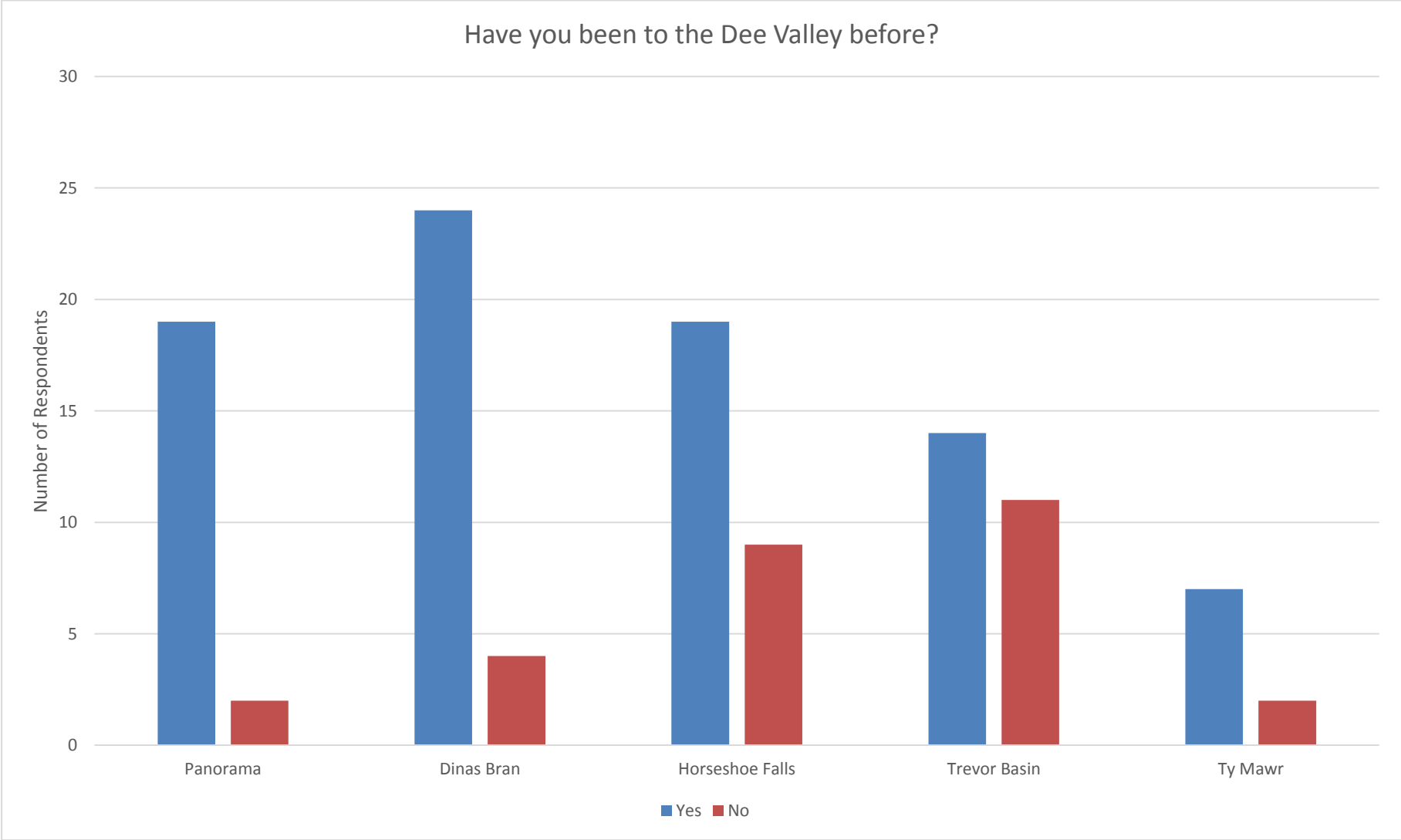
USER SURVEY GRAPHS



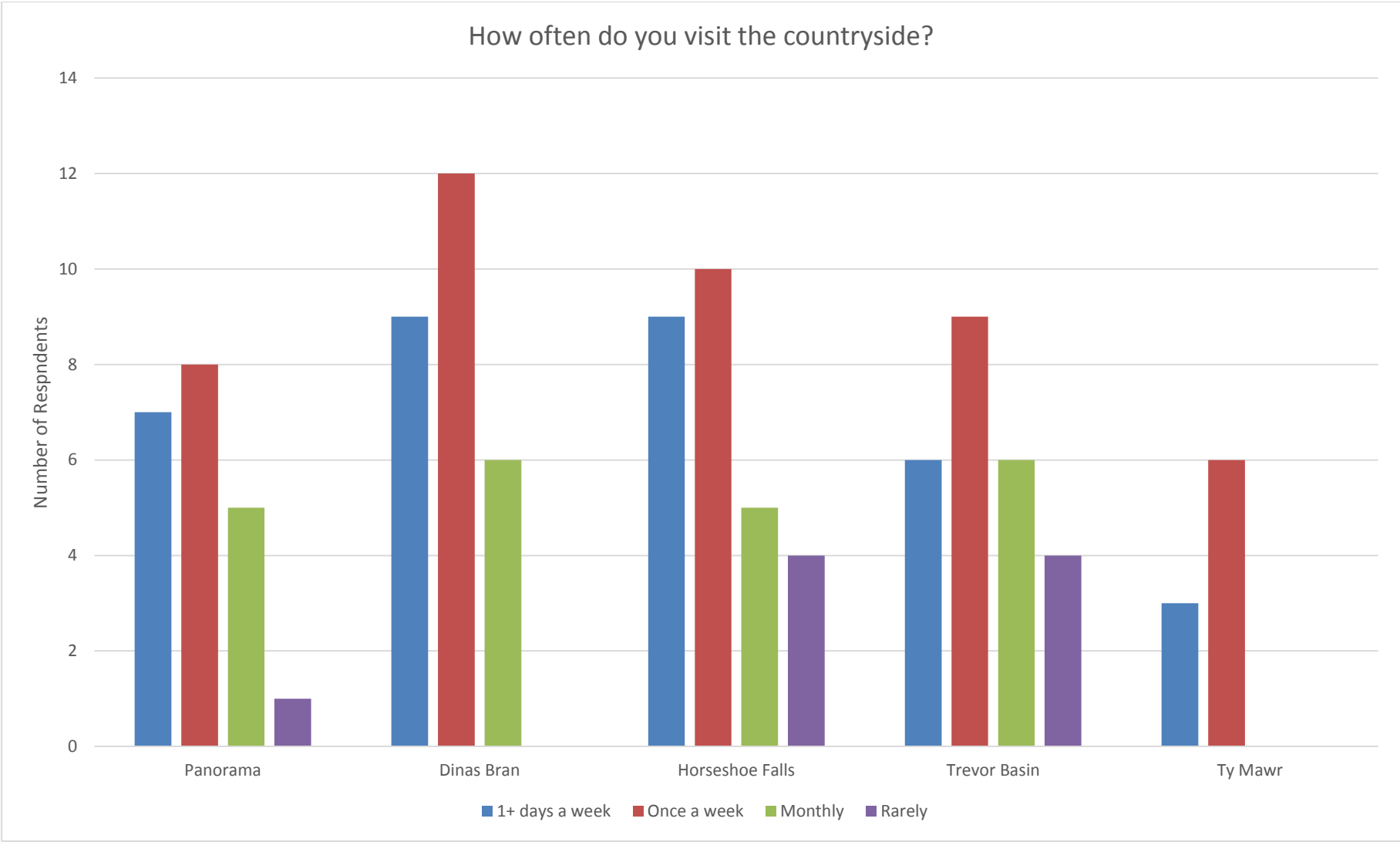
**Our Picturesque Landscape  
Community Consultation and Engagement Plan**



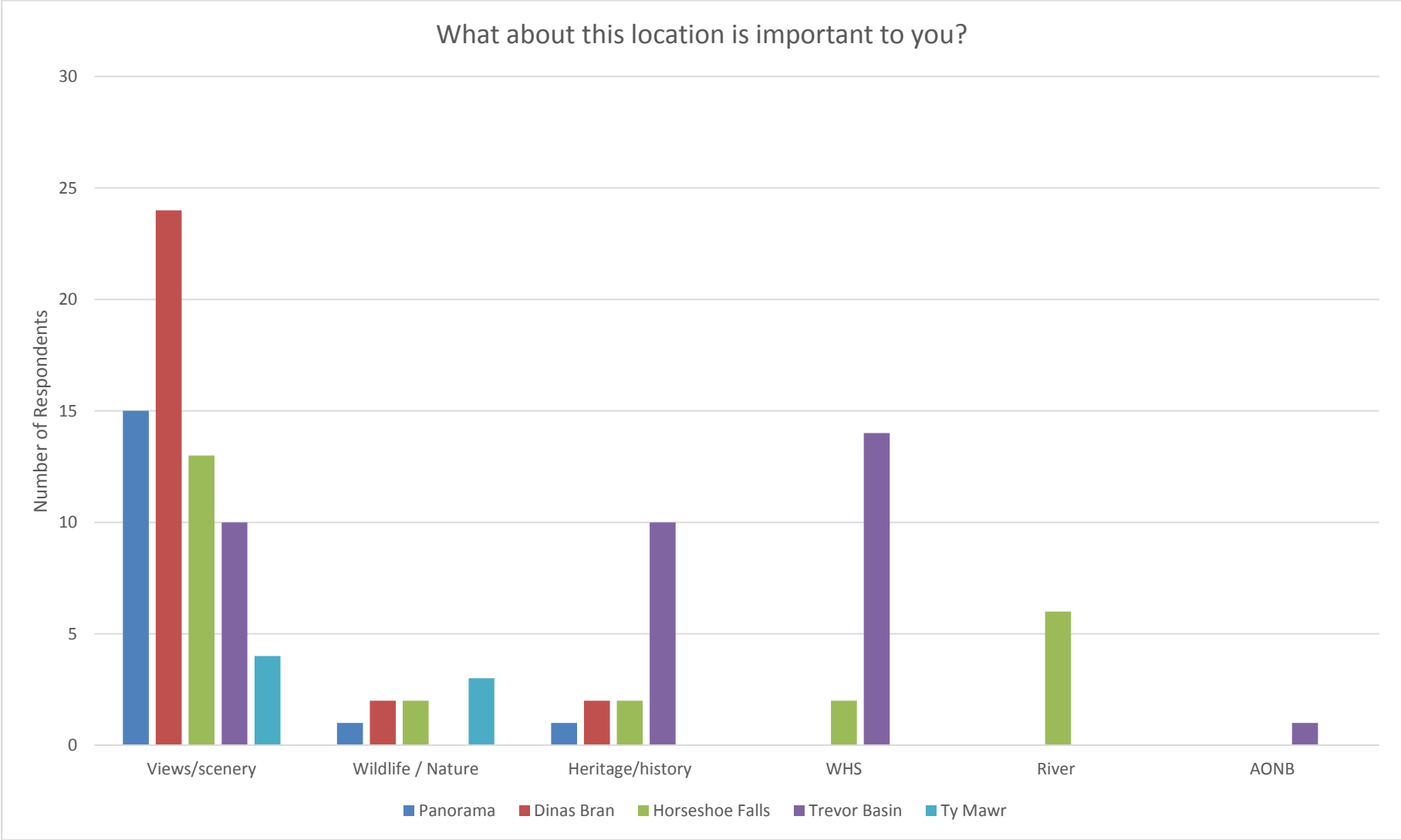
Our Picturesque Landscape  
Community Consultation and Engagement Plan



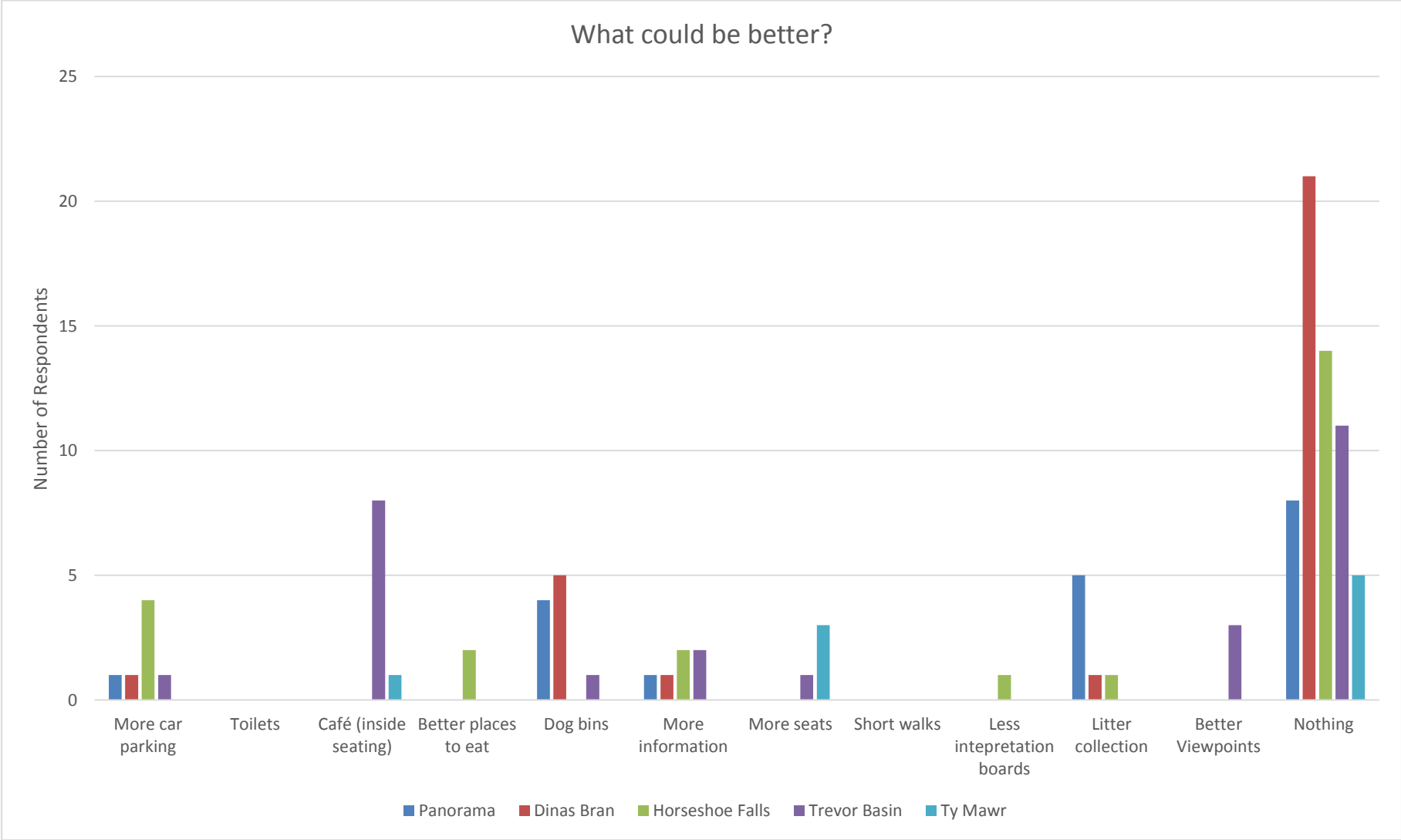
Our Picturesque Landscape  
Community Consultation and Engagement Plan



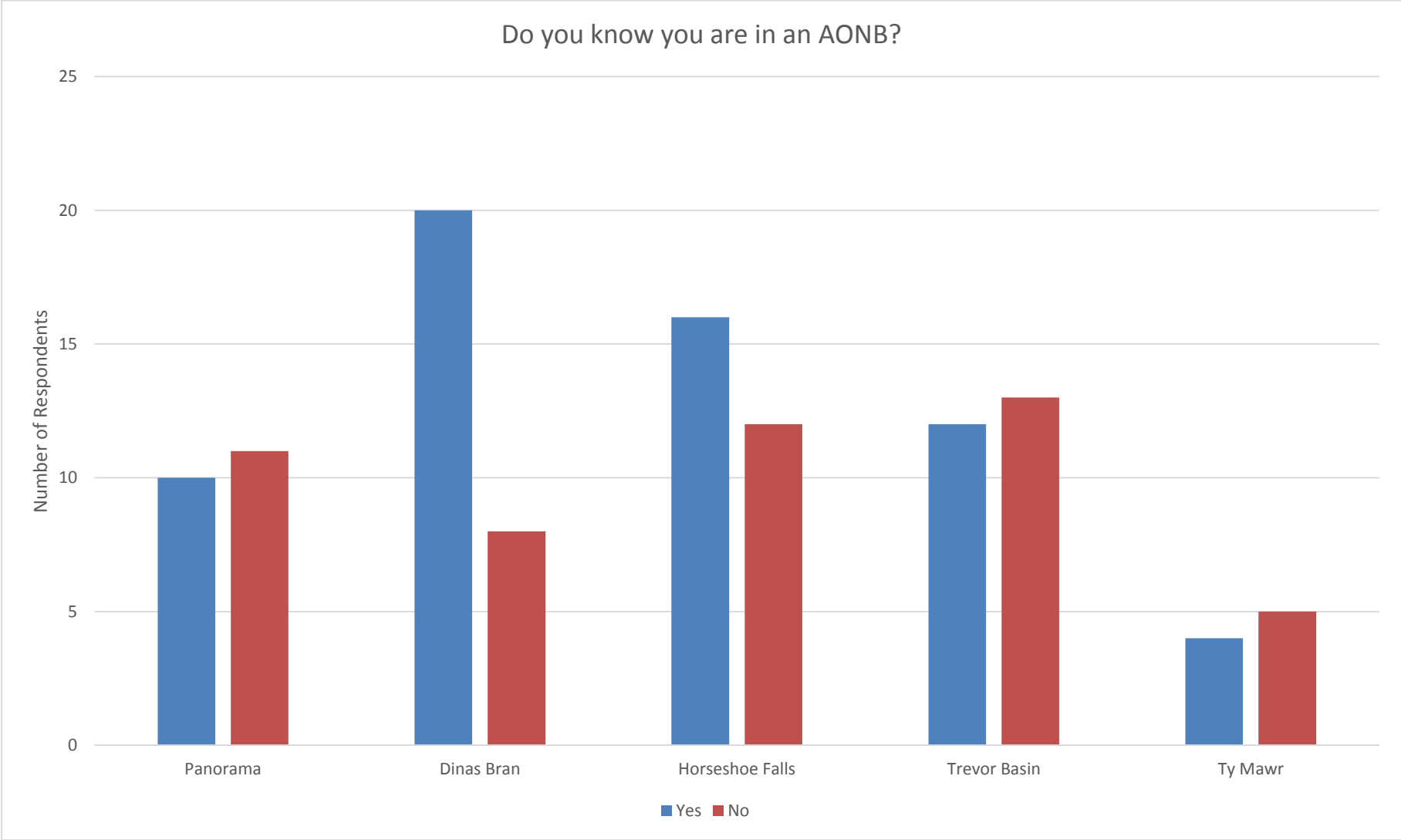
**Our Picturesque Landscape  
Community Consultation and Engagement Plan**



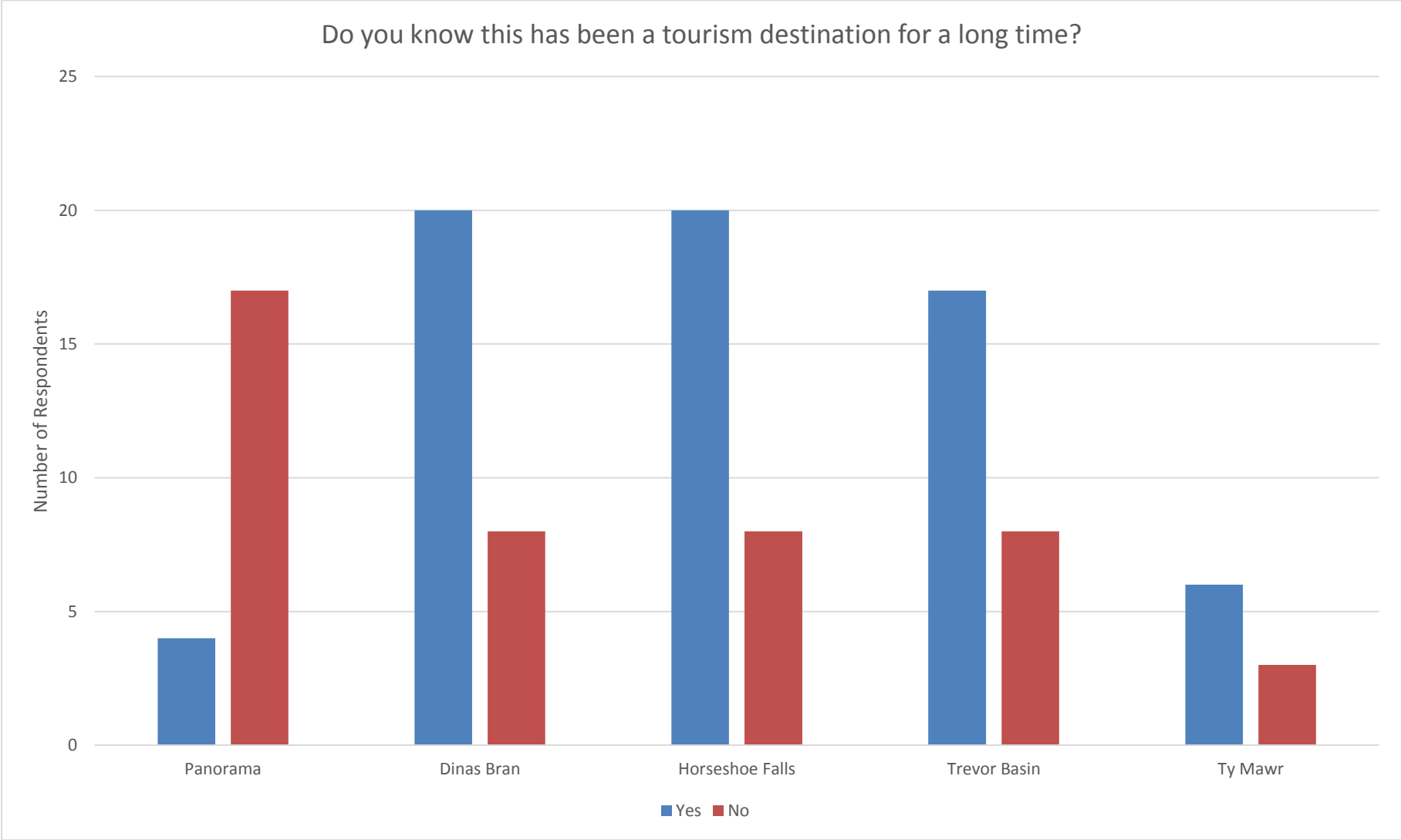
**Our Picturesque Landscape  
Community Consultation and Engagement Plan**



**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

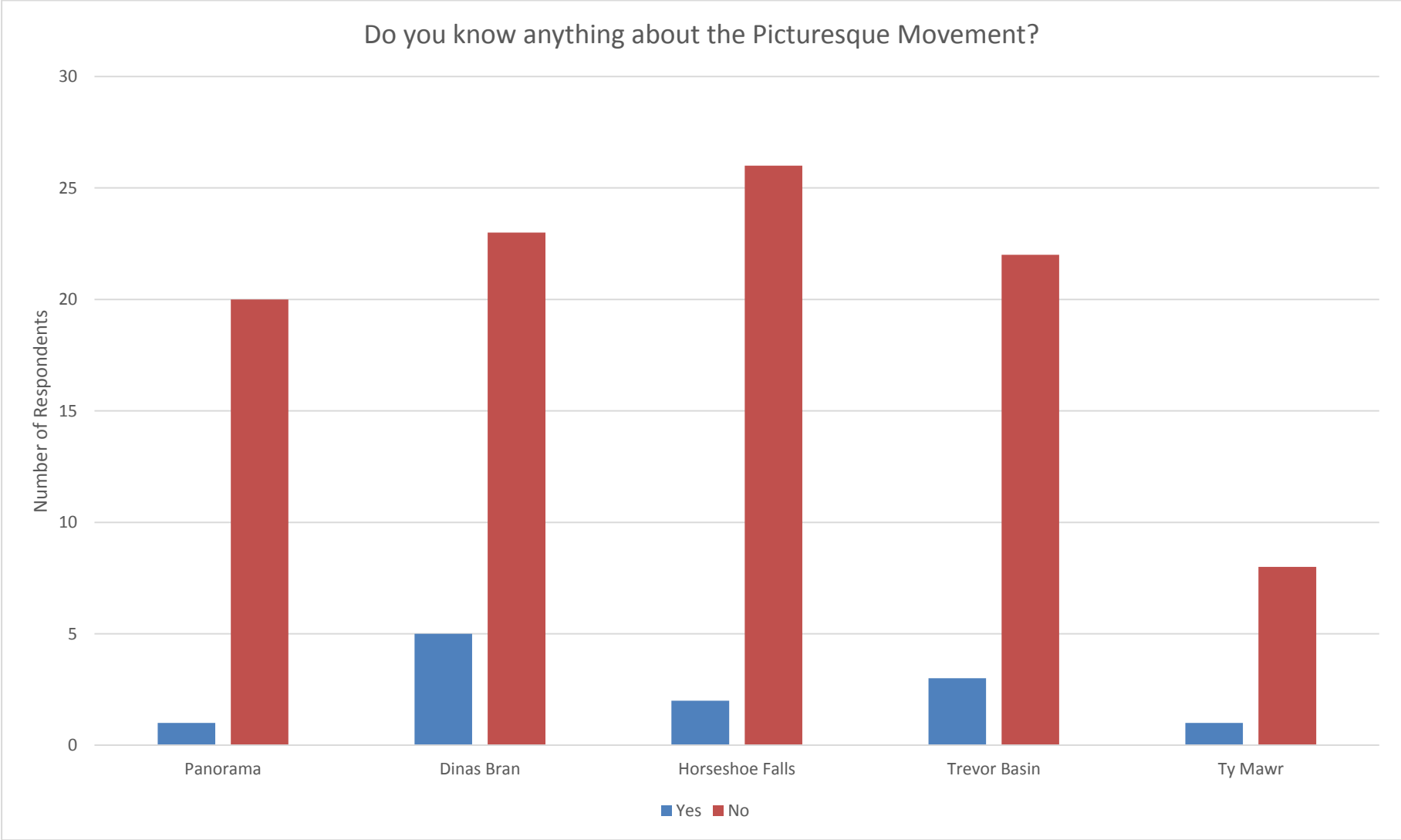


**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

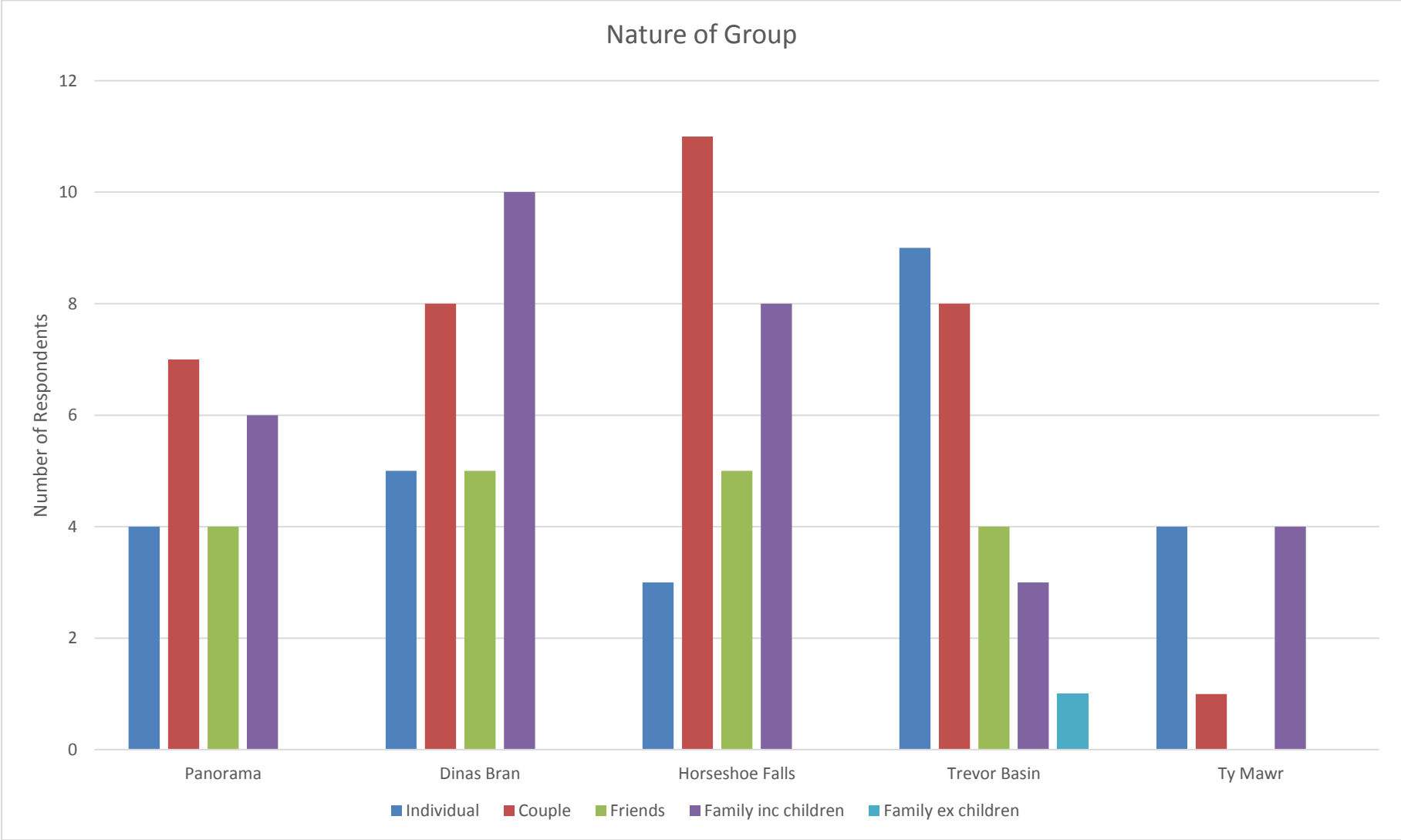




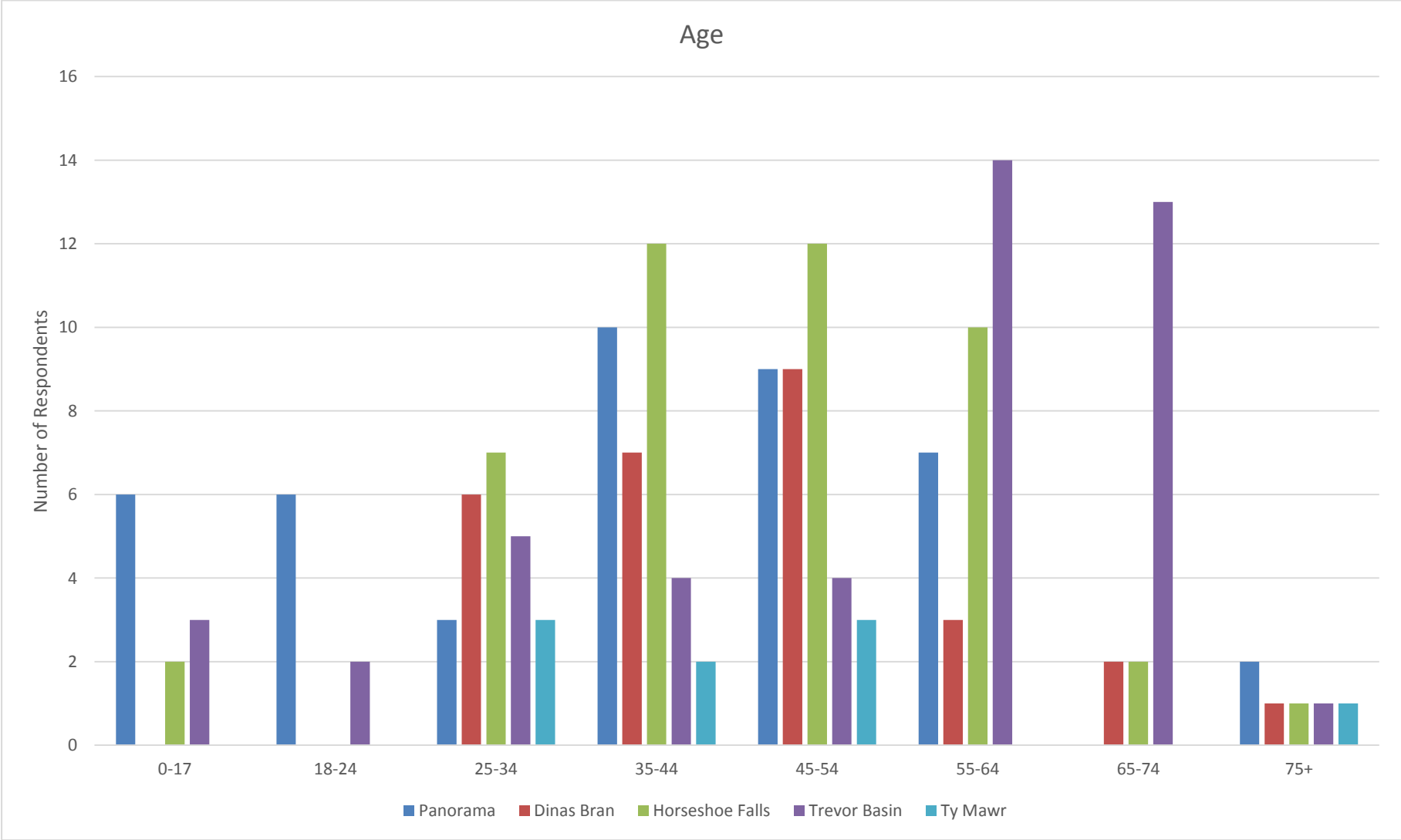
**Our Picturesque Landscape  
Community Consultation and Engagement Plan**



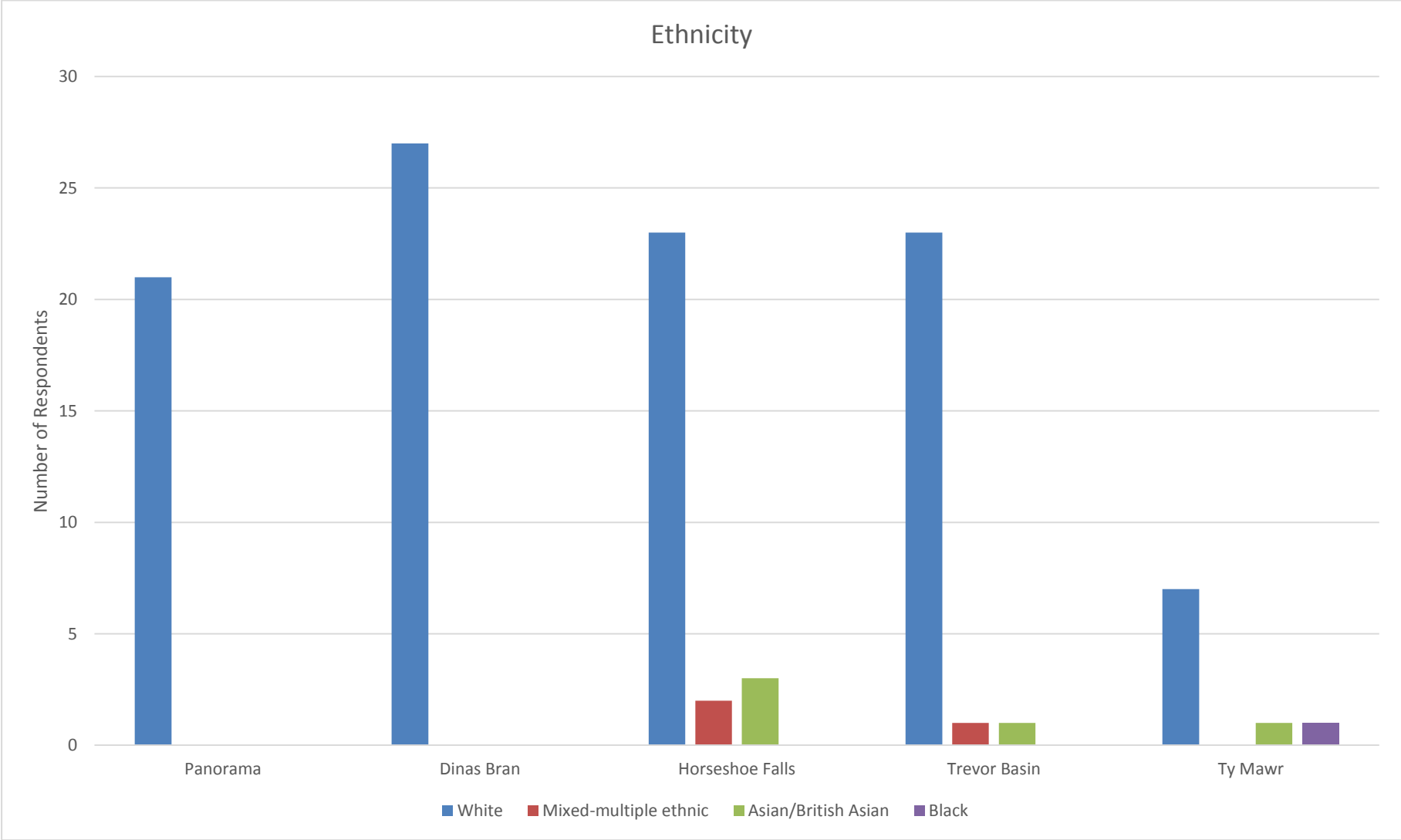
Our Picturesque Landscape  
Community Consultation and Engagement Plan



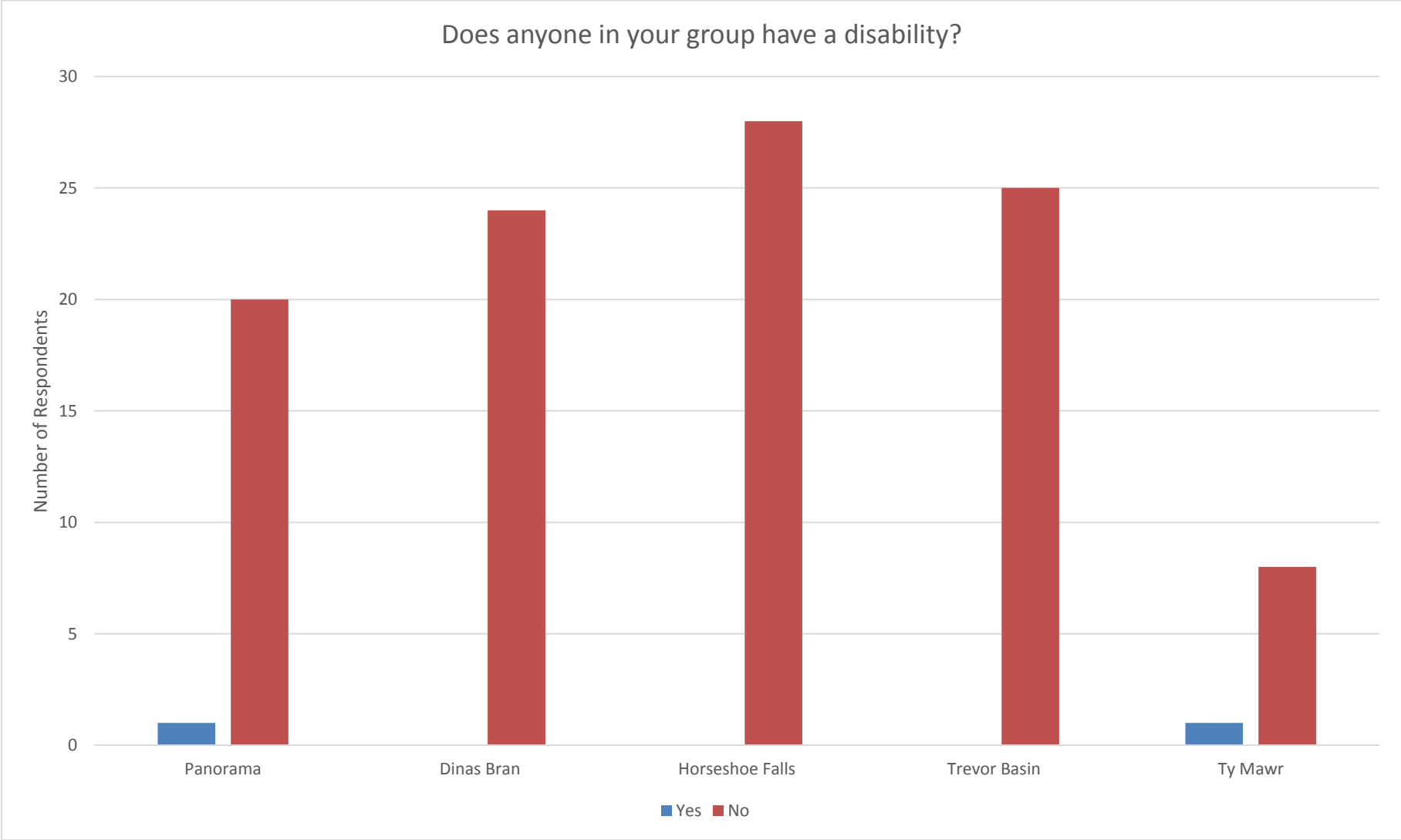
**Our Picturesque Landscape  
Community Consultation and Engagement Plan**



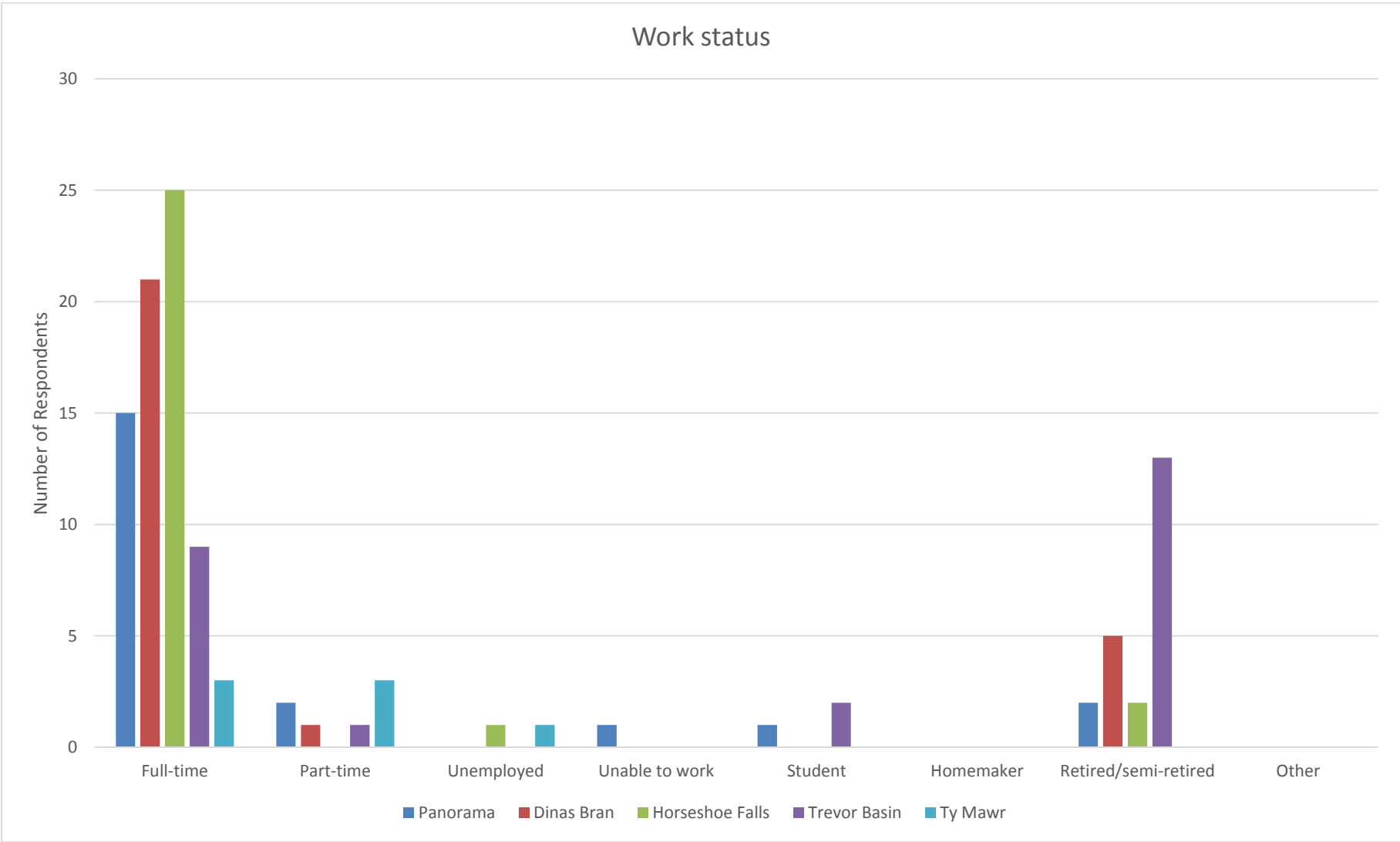
Our Picturesque Landscape  
Community Consultation and Engagement Plan



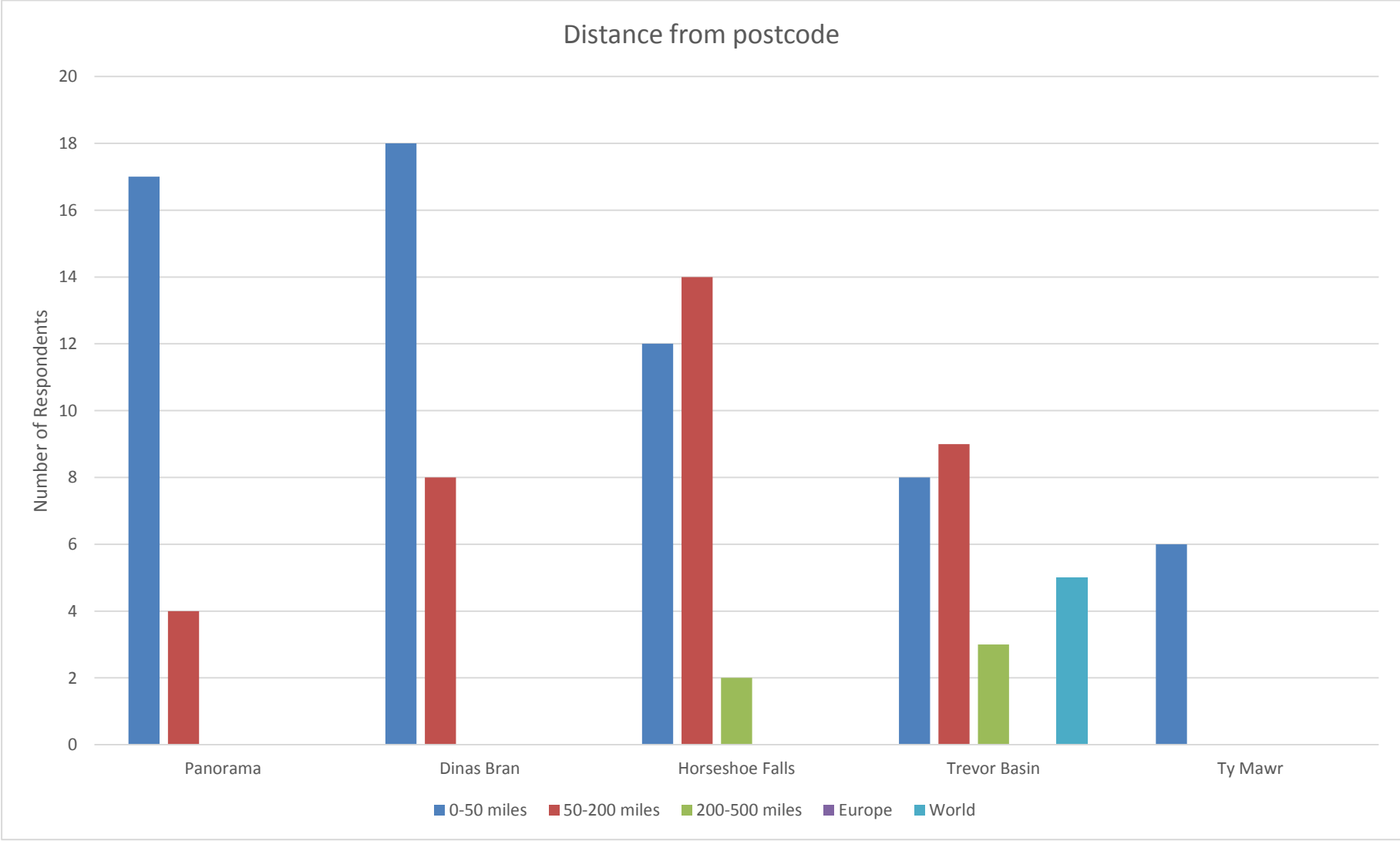
**Our Picturesque Landscape  
Community Consultation and Engagement Plan**



**Our Picturesque Landscape  
Community Consultation and Engagement Plan**



Our Picturesque Landscape  
Community Consultation and Engagement Plan



**Our Picturesque Landscape  
Community Consultation and Engagement Plan**

