



Lime & Ice

Brief for Evaluation

March 2009



Howardian Hills
Area of Outstanding Natural Beauty



ENGLISH HERITAGE



Forestry Commission
England

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1. Background to the project

The Lime & Ice project is a partnership project between the North York Moors National Park Authority, the Howardian Hills AONB, English Heritage, Natural England and the Forestry Commission. These partners make-up the Hambleton and Howardian Hills CAN DO (Cultural and Natural Development Opportunity) which was established in 2005. A summary of the Partnerships aims can be found under Appendix 1 together with a list of the individuals who make up the Partnership group.

The project is supported by the Heritage Lottery Fund to the tune of £500 000. An additional £225 000 is being provided by the partner organisations.

The CAN DO Partnership instigated the planning of the Lime & Ice project in response to priorities it had identified in relation to the provision of information and access. The project planning took just over twelve months and was supported by a Heritage Lottery Fund Project Planning Grant. The grant was used to employ a project planning officer who oversaw the process and had a specific remit to research and develop a Landscape Character Assessment and an Access Plan. In addition a consultancy company was commissioned to write an Audience Development Plan and a Training Plan.

The plans help to inform the project theme, aims and ultimately the proposed activities.

The project begun in mid 2008 and will last for five years finishing in mid 2013. A project officer and assistant project officer were appointed and are now in post. They are – Jennifer Smith, Lime & Ice Project Officer and Nick Lishman, Assistant Lime & Ice Project Officer. Whilst operating on behalf of the Partnership, both members of staff are based at the North York Moors National Park Authority.

2. Summary of the Project

The Lime & Ice project will seek to involve people in exploring the distinctive landscape heritage by embedding quality opportunities for local communities and visitors to enjoy and access the heritage. The project will be structured and managed in such a way that people learn and engage with the 'Lime & Ice' theme through activity, participation, observation and simple enjoyment.

2.1 Project theme

"The geological and glacial history of the area has created a unique landscape resulting in a strong influence over the nature and development of human activity."

The Lime & Ice theme was derived through the research, exploration and consultation which formed the development of the bid. Consideration was given to what makes the area distinctive or unique, how its landscape character can be defined and what can be understood about people's sense of place.

The project area is distinctive because of its dramatic escarpments, sweeping upland plateaus, secluded valleys, wealth of woodlands and stunning views. The development of the cultural landscape is strongly influenced by the area's geological and glacial history. Iron Age societies adopted hill top views, agricultural activity grew on well-drained upland plateau and trees were left on un-cultivable steep escarpment and valley sides.

2.2 Aims

1. **enjoyment** of and high quality **learning about** the geological and glacial history of the Hambleton and Howardian Hills project area
2. **management** of the distinctive heritage by existing and new audiences, groups and volunteers
3. To enable communities, organisations and groups to sustain **active input to and benefits from** the heritage

2.3 Activities

A range of activities have been designed to allow people to research, explore and manage the heritage. Such initiatives have the ability to conserve some of our heritage assets and involve people in the process - thereby expanding the opportunities for learning, access and enjoyment. The proposed initiatives will focus around the project theme with the intention of delivering the stated aims, developing partnership working and demonstrating impact. The planned

initiatives have been informed by a twelve month planning process including research, investigation and consultation.

The activities range from new way marked circular trails (including easy access trails), formal learning programmes with schools and adult learners, events for young people and families and new exhibitions. A range of volunteering opportunities are planned to include involvement with archaeological excavations, monument management, gathering microhistories and researching the landscape.

2.4 Target Groups

- Residents
- Visitors
- Young People
- People with English as their non-native language (primarily economic migrants)

The development of the Lime & Ice project, which included extensive consultation with the public, highlighted a desire by local communities to learn more and be involved in actively managing the heritage. In addition, research showed that there were a number of audience groups who were underrepresented in their use of the countryside and heritage. Consultation was undertaken with some of these groups to establish the potential of encouraging their participation through the project. The underrepresented target groups adopted for the project are young people and the region's ever growing population of economic migrants. Visitors to the area will also benefit from the project through many of the planned activities.

2.5 Delivery of the activities

Many of the planned initiatives will also be delivered by the partner organisations. In particular the North York Moors National Park Authority and Howardian Hills AONB will lead on specific initiatives. Other initiatives will be implemented in conjunction with local groups, Parish Councils and schools.

A brief summary of each of the twenty three separate initiatives can be found under Appendix 2.

3. Purpose of evaluation

The Business Plan submitted to the Heritage Lottery Fund stated that evaluation would assess the impact of the project on the local community and on visitors. This effectively means quantification of the provision and success of new opportunities, services and information as a result of the Lime & Ice project.

We are asking external companies to carry out some specific aspects of the project evaluation which are identified in the table below.

The Heritage Lottery Fund provides guidance on how to evaluate projects which they fund and what they wish to ascertain from evaluation. This includes the following key questions, which you may wish to bear in mind when developing your methodology:

1. What difference will the project make to the heritage?
2. What difference will the project make for people?
3. What are the main groups of people benefiting?
4. How will the benefits of the project be maintained long term?

These questions are likely to be particularly important to the areas of evaluation which relate to targeted audiences and those which will look at measuring the impact of the project.

Basic monitoring and evaluation of the separate initiatives targets and outputs will be carried out by the Project Officer and therefore is NOT required to be included within this evaluation contract. This monitoring information will be separately compiled into annual reports, a mid-term report and a full report toward the end of the project.

Aspect	Specifics	Further information	Required response elements	Timescale
a1) To evaluate the impact of the project generally (as specified by the Business Plan)	<ul style="list-style-type: none"> supporting the process of informing and compiling a mid-term project review and an end of project review measuring impact implies the difference the project has made in terms of delivering the Partnership's aspirations and defined aims for the area including what difference the project has made to provision of activities and opportunities 	<i>It is anticipated that this will require some type of consultation with the CAN DO Partners who will be involved in the project monitoring and also those staff involved in delivering the project. You may also wish to consult the Heritage Lottery Fund's guidance on undertaking evaluation for HLF funded projects.</i>	<ul style="list-style-type: none"> What techniques would be used to consult with the CAN DO Partners and the staff involved in delivering the project and how you would analyse/report on the findings How else you might be able to support the compilation of a mid term and end of project review 	Year 2, 3, 4 and 5/6
a2) carrying out evaluation with a sample of the target audiences from the Business Plan	<ul style="list-style-type: none"> This targeted evaluation would focus on people who are involved or engaged with "the project". It would need to ascertain whether those involved have gained new experiences, new knowledge and how satisfied they are with the opportunities they've been involved with or the services they have used. This might be best targeted through the initiatives which involve volunteering. 	<i>The main target audiences are residents, visitors, young people and people with English as their non-native language (primarily economic migrants). Young people and economic migrants are dealt with in the next section (a3). A basic sampling of those people who have participated in an activity or some new provision (e.g. the circular trails or the exploratory landscape projects e.g. 3.21 or 3.22) is needed.</i>	<ul style="list-style-type: none"> Techniques which will be used How data/information would be analysed Numbers of people you expect to reach/consult/speak to 	Could be in any year between now and 2013 depending on which activities are selected
a3) To carry out formative and/or summative evaluation for some specific and named activities including:	<ul style="list-style-type: none"> Formative evaluation with young people for the purpose of informing the development of the new Lime & Ice exhibition at Sutton Bank and summative evaluation which looks at the experience of the finished exhibition (Appendix 3 provides a full project outline) 	<i>A solid idea is required about how to tackle this formative evaluation. However, there will be acceptance that because this project is some time away if better or more appropriate techniques/ideas come forward they could be changed or altered later.</i>	<ul style="list-style-type: none"> Indicative techniques which will be used How data/information would be analysed Numbers of people you expect to reach/consult/speak to 	Year 3
	<ul style="list-style-type: none"> Summative evaluation with visitors to the Lime & Ice exhibition at Sutton Bank National Park Centre 	<i>This would take a close look at the visitor experience at Sutton Bank with particular focus on the exhibition content and presentation. The mechanism for this evaluation process is open.</i>	<ul style="list-style-type: none"> Techniques which will be used How data/information would be analysed Numbers of people you expect to reach/consult/speak to 	Year 5 - 6
	<ul style="list-style-type: none"> Summative evaluation with teachers and pupils about the Lime & Ice Discovery Days project (Appendix 5 provides a full project outline) 	<i>This project will be an entirely new venture for the Park's education service. It would be useful to find out following the first round of sessions how valuable or helpful it's been to the schools and young people who have participated. The evaluation would be able to support the continued provision or help to inform changes or amendments to the programme.</i>	<ul style="list-style-type: none"> Techniques which will be used How data/information would be analysed Numbers of teachers/pupils you expect to reach/consult/speak to 	Year 5/6
	<ul style="list-style-type: none"> Summative evaluation with participants and tutors of ESOL groups using the new ESOL learners language pack (Appendix 4 provides a full project outline) 	<i>This project will support ESOL learners with their language skills. It would be valuable to test whether this works and also whether any impact is made in terms of the desire of the region's economic migrant population to utilise the countryside and visit the area outwith the remit of the course. The ESOL pack will be revised in Year 5 (to bring inline with new Sutton Bank exhibition material) and evaluation undertaken in Year 3 or 4 would help to inform the revision of the pack. A full summative evaluation could take place in Year 5/6 if resources allow.</i>	<ul style="list-style-type: none"> Techniques which will be used How data/information would be analysed Numbers of tutors/participants you expect to reach/consult/speak to 	Year 3/4

Timescale – Year 2 = 2009/10, Year 3 = 2010/2011, Year 4 = 2011/12, Year 5 = 2012/13, Year 6 = 2013/14

4. Selection criteria

The criteria against which all written quotations will be judged are:

50% Value for money

50% Qualitative criteria to include:

- Application of creative solutions to the situations presented
- A thorough and robust approach
- Evidence of appropriate skills and experience
- An understanding of the heritage sector/heritage based projects

A number of respondents will be selected for interview wherein the final criteria will be judged.

5. Relationship between NYMNP and the successful contractor

The North York Moors National Park Authority is commissioning this contract on behalf of the CAN DO Partnership. The successful applicant will enter into a contract with the North York Moors National Park Authority.

The main contact for the project is Jennifer Smith, Lime & Ice Project Officer who is employed by the North York Moors National Park Authority.

6. Publication and Copyright

Any reports produced will be the property of the CAN DO Partnership with full acknowledgement of the author's right.

7. Costs

The amount quoted must be a fixed price which should be inclusive of any expenses or other miscellaneous costs. Please cost each of the elements (a1, a2 and a3) of the evaluation separately

8. How to quote

We welcome written quotations which must be received by **12 noon on Monday 20 April**.

Please submit:

See below for address of envelope including submission.

1 x electronic version (either in a Word or PDF format) on a CD

2 x hard copies

Please ensure you outline the following:

- Who at your organisation would be involved and who would be responsible for managing the work
- Responses to each of the required elements as stated
- What your reporting structure would be including how many meetings you would anticipate having with us and how you intend to go about providing progress updates
- A budget detailing all elements of expenditure
- Relevant experience
- Any other information which you feel strengthens your application

We are not seeking a detailed timetable of your proposed activities at this stage as these can be discussed between the successful contractor and the Lime & Ice staff team.

Please ensure your submission is in a sealed envelope and marked “**Quotation – Lime & Ice evaluation**” and sent to the address under Section 8. Quotations received which are not marked in this way will not be considered.

Interviews will be held on **Monday 11 May** at the National Park Office in Helmsley.

9. Further information

If you wish to have an informal discussion about the project or the evaluation then please contact:

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Appendix 1 The CAN DO Partnership – summary and members



The Hambleton and Howardian Hills CAN DO (Cultural and Natural Development Opportunity) Partnership

The CAN DO Partnership is based around a common vision and shared aims to develop:

An area of landscape, cultural heritage and biodiversity excellence which also benefits the economic and social well-being of the communities who live within it.

The organisations and agencies which make up the partnership have defined a geographical area which covers the south-west corner of the North York Moors National Park and the northern part of the Howardian Hills Area of Outstanding Natural Beauty. The individual organisations recognise that by working together resources can be used more effectively, achieving greater value overall.

The agencies involved in the CAN DO Partnership are – the North York Moors National Park Authority, the Howardian Hills Area of Outstanding Natural Beauty, English Heritage, Natural England, Forestry Commission, Environment Agency, North Yorkshire County Council, Ryedale District Council and Hambleton District Council.

The area was selected because of its natural and cultural heritage diversity which includes the highest concentration of ancient woodland in the region, a nationally important concentration of veteran trees, a range of other semi-natural habitats including some of the most biologically rich sites on Jurassic Limestone in the county, designed landscapes, nationally important ecclesiastical sites and a significant concentration of archaeological remains from the Neolithic to modern times. However, the area has experienced the loss of many landscape character features over the last fifty years including the conversion of land from moorland to arable and the extensive planting of conifers on ancient woodland sites.

Aims – agreed by the CAN DO Partnership

Biodiversity Encourage management in the area that delivers the maximum possible bio and geo-diversity

Cultural Environment Characterise, conserve and enhance the cultural environment of the area

Landscape Improve the landscape to develop the character & distinctiveness of the area

Information Provide a high standard of information and interpretation so as to enhance understanding of the area's cultural and natural heritage and of how they are linked.

Access Demonstrate this linkage by improving sustainable access to the area.

Best Practice Establish the area as a national model for the management and presentation of natural and cultural heritage.

Integration Use the area's special qualities to foster Integrated Rural Development, recognising, balancing and delivering environmental, economic and social benefits.

Partnership Demonstrate that a wide variety of public bodies can work effectively together and with the private sector and local communities in pursuit of a common purpose.

Sustainability Encourage high standards of environmental good practice in terms of resource protection, renewable energy, waste management and minimising resource inputs

Co-ordination Ensure that no actions are implemented in isolation and that consideration is given to linking other aims, objectives and actions and to the environmental, social and economic impacts as far as possible.

The Advisory Group is also made up of the members named as the Steering Group. The Advisory Group is committed to meeting twice a year as part of the agreed monitoring process.

This means there is programmed to be four monitoring meetings per year.

Each quarter a report (and associated financial claim) are submitted by the Lime & Ice Project Officer to the Heritage Lottery Fund. This must be achieved by the third week following the end of each financial quarter. The report is circulated to the group in advance of the meeting. The meeting is then utilised for questions or to discuss specific matters.

Appendix 2 Project summaries

Project Summaries

1a-1 Lime and Ice Online

The intention of a website is to act as an interpretive tool to disseminate detailed information about the area's landscape heritage. The site will act as a portal for local people (involved in the wider scheme) to upload and present the findings of their research. This might include photographs, written descriptions and oral history recordings. Furthermore, the website will act as a detailed layer of information about the landscape heritage useful for residents, visitors, teachers and learners with downloadable images, information packs and audio clips.

1a-2 Lime and Ice Exhibition

Sutton Bank National Park Centre is undoubtedly the core information hub for the area. The Centre is an existing and therefore sustainable location for circulating information to visitors and residents of the area. A new and exciting exhibition is planned to raise awareness and understanding about the surrounding limestone landscape, it's shaping by glacial action and influence on human activity.

1a-3 Festival of Lime and Ice

The Festival of Lime and Ice will aim to encapsulate the spirit of the overall Lime and Ice project showcasing the efforts of communities and residents who have been involved. The festival will be both informative and fun with a range of activities designed to inform people about the distinctive landscape heritage and the achievements of the project. Individuals and groups will be invited to present their involvement and research findings in the time before the festival. The festival will also aim to be held as the launch to the new exhibition space at Sutton Bank National Park Centre. This will present clear links between community involvement, research and interpretation to a wider audience.

1a-4 Lime and Ice Virtual Landscape History

This project will focus on the interpreting the formation of the Lime and Ice landscape in a unique, innovative and engaging way. A computer simulation of the area's geological and glacial history will show people in an exciting way the development of the landscape. The virtual simulation will be developed in conjunction with local young people to determine its exact format and usability.

1b-5 Hidden Gems

This project will entail the organisation of a series of guided activities, aimed specifically at residents in the area to access and learn about some of the area's special qualities which are little known about and/or have limited access. Experts

will be recruited to lead in particular guided walks to some of the magnificent but little accessed heritage assets of the area. Each 'Hidden Gem' will be revealed for its significance and relationship to the wider landscape. The already identified gems include some of the area's most spectacular veteran trees, an archaeology store and the site of a medieval castle.

1b-6 Lime and Ice Talks Series

A series of talks will be organised to interpret the Lime and Ice landscape and consider how the natural heritage has rendered a distinctive cultural landscape. The series will begin with talks about formation and character of the landscape and then focus on specific elements of the heritage. The talks will always demonstrate how the elements relate and are unique to the area's landscape. Some of the aspects identified for discussion include the locally found windy pits, the influence of the landscape on built heritage and the presence of ancient woodland.

1b-7 Lime and Ice Guided Walks

A series of guided walks be organised for adults, children and family groups to experience some of the fantastic landscape features throughout the area. This type of event is a particularly useful tool for interpreting the landscape especially to inspire and encourage discussion. Some of the walks will be lead by trained volunteers. Proposed walks themes include 'Views and Vales, 'Lake and Legend' and 'Geology Rocks'.

1b-8 Engaging with ESOL Learners

This project will support ESOL (English for Speakers of Other Languages) learners and tutors through the development of a language booklet and organised trips to the area. The pack will be developed with the aim of improving learners English language skills by using landscape and the countryside as a subject matter. It is hoped the project will also inspire further individually made trips to the area.

1b-9 Lime and Ice on the move – Mobile Facility

The purchase and adaptation of a vehicle to create a mobile facility is a venture with the intention of stimulating in particular young people's learning. The mobile facility will have the ability to support pupils and teachers in learning about the area's natural history. The project will be a way of making the messages about the landscape heritage mobile and would therefore be able to be used at shows and other events.

1b-10 Lime and Ice Discovery Days

The National Park Authority's Education Service will develop a new curriculum linked activity day for primary schools linked to the Lime and Ice theme. The activity will be promoted to schools in and around the Lime and Ice project area, including York. A total of thirty five special free taster days will be offered during a seven week period leading up to the October half term holiday in 2009. In addition, a learning pack will be developed and provided to teachers free of charge with follow up cross-curricular work.

1b-11 Lime and Ice Performance Piece

Encouraging local people to explore and interpret the natural and cultural heritage in an exciting and innovative way will be the key aim of this project. A professional theatrical, rural arts company or specialist individual will be recruited to work along side residents of all ages to develop a performance piece based upon the interpretation of the landscape heritage. The story line of the play will be developed by those involved. It is anticipated that the performance piece will be showcased at the Lime and Ice Festival.

1b-12 Lime and Ice – Tales from the Edge

Storytelling will be used in this project as a medium to inspire and inform people about the landscape heritage. Professional story tellers will be employed to tell stories of the landscape to people in an exciting and light-hearted way. The locations will be interesting and sometimes unusual. The themes and ideas for the tales will be developed in partnership with local experts, specialists and the findings of community research under the Landscape Explorers project. The stories will present interesting information an enlightening and engaging fashion to the audience.

1b-13 Lime and Ice Finds

This event will focus on inspiring children and families to discover real objects from ancient civilisations and to think about how they were made and used through a series of hands-on activities. The project will inspire people to think about why uncovering the past is both important and useful. It will also be an introduction to the specific archaeological finds of the area and their associations to the development of human activity based around the unique landscape.

2-14 Hood Hill

Hood Hill is an important glacial landscape feature in the area as well as being the site for the important archaeological remains of a Medieval Motte and Bailey Castle. Upgrade works will be carried out on the existing undefined route to the top of the hill. The intention is to create sustainable access which will enhance the

experience for visitors and conserve the monument. Interpretation of the site will be planned in association with the works again to enhance the visitor experience.

2-15 Boltby Scar

Boltby Scar hillfort is one of two Iron Age hillforts in the area. In order to better protect and manage the site, the proposal is to carry out excavation work to explore and gain a better understanding about the original construction, the sequence of defensive uses and the relationship to adjacent features and monuments. This work will be undertaken by volunteers under the direction of professional archaeologists providing a unique opportunity for local people to get involved. Guided visits will also be made available for the general public during the excavation. This project allows detailed exploration of the area's archaeology as well as raising awareness about the area's important prehistory. Findings and interpretation will be incorporated as part of the new Sutton Bank NPC Lime and Ice exhibition.

2-16 Lime and Ice Circular Trails

A number of circular routes, many which start and finish in village locations, will be developed, upgraded (including waymarking) and promoted. The trails are a direct response to a need highlighted during the community consultation process. Walks will be of varying length and will include some easy access trails. Local volunteers will be invited to become custodians of the trails and will perform basic maintenance tasks following a training workshop. Interpretation of the landscape will go along with the walks and will be available in leaflet form and MP3 files available from the Lime and Ice website. Local people will be invited to be involved in formulating the messages, themes and ideas for the associated interpretation.

2-17 Lime and Ice Sculptures for Sitting

In conjunction with the development of some new way marked Lime and Ice circular trails a professional artist will be commissioned to work along side local communities to develop and produce a sculpture. The sculptures will be individual benches made from local materials representing and interpreting some of the area's best landscape features. Individuals will be invited to be involved in workshops throughout the project. The sculptures form suitable rest places as well as being a mechanism for interpreting the landscape along the trails.

2-18 Adopt a Landscape/Monument

This project will seek to involve people in managing some of the natural and cultural heritage assets associated with the area's Lime and Ice landscape heritage. Volunteers and volunteer groups will be enlisted to participate in the active conservation and management of some the area's natural and cultural features. Groups and individuals will be trained on the responsibilities of managing

their areas or selected feature. There will be a variety of work to be undertaken and many tasks will be associated with other projects under the scheme such as ongoing maintenance following works at Boltby Scar Iron Age hillfort.

3-19 Children on the Trail of Lime and Ice

This project will provide involvement through local schools linked to the Lime and Ice Circular Trails project. As each trail is developed, an appropriate local school will be invited to walk the route and then research and produce interpretative material about what can be seen along the route including writing, photographs, pictures and poetry. This work will be combined with the work of other schools working on the same cluster of walks and it will all be put together to create an exhibition open to the public timed to coincide with the launch of the walks.

3-20 Lime and Ice Legends

Encouraging children to look at landscape and think about their environment is integral to this project. By telling a magical tale of a local landscape legend, for example the legend of Gormire Lake, it is hoped that the participating children will observe the landscape and create inventive stories of their own about how the landscape or features of it were created. Children would be encouraged to translate their own tales through stories, poetry and pictures.

3-21 Landscape Explorers

Landscape Explorers will bring together a series of linked initiatives involving local people in exploring the area's varied landscape heritage. Initiatives will include gathering micro histories. Local people will be invited to be trained to gather these memories using oral history interviewing. The recordings will have a broad use throughout the scheme including becoming a part of the exhibition material at Sutton Bank National Park Centre. In addition, a researcher will be recruited to investigate the area's distinctive geology and topography including looking for past academic and non-academic research material. This will be invaluable information for many of the interpretive projects proposed.

3-22 Yearsley Moor through the Ages

This project aims to investigate, catalogue, interpret and manage the variety of historic landscape features found in the Yearsley area. From Bronze Age long barrows through to 1950s afforestation, via the designed landscapes of Gilling Castle and Newburgh Priory, the project will involve local people in researching and interpreting their local landscape. New interpretation boards and a way marked route will be included.

Appendix 3 Full description for Sutton Bank exhibition project

1a-2 Lime and Ice exhibition

Summary

Sutton Bank National Park Centre is undoubtedly the core information hub within the Lime and Ice project area. The Centre is an existing and therefore sustainable location for disseminating information to visitors and residents of the area. A new and exciting exhibition is planned to raise awareness and understanding about the surrounding limestone landscape, its shaping by glacial action and its influence on human activity from prehistory to the contemporary.

Objectives

- En1 To create quality opportunities for people to learn about the area's distinctive landscape and its uses.
- En2 To provide diverse learning experiences about the area's natural and cultural heritage influenced by its lime and ice history.
- En3 To ensure that understanding of the area's human activity is improved including raising awareness of prehistoric sites.
- En4 To showcase the intriguing landscape heritage and cultural associations to a broad audience
- En5 To utilise diverse and different ways to disseminate information about the area which will inspire people

Detailed description

A Lime and Ice exhibition in the Sutton Bank National Park Centre would create a new and exciting means of interpreting the landscape heritage from perhaps the area's most dramatic place. Sitting at the escarpment top, Sutton Bank NPC is the ideal location for interpreting some of the area's most spectacular and distinctive landscape features such as Hood Hill, Gormire Lake and Roulston Scar.

The images on the following pages (after this description) depict an artist's impression providing a preliminary idea about how part of the exhibition space could be utilised to specifically present the Lime and Ice messages.

The exhibition is likely to include interpretive panels and interactives – the number and format will depend on what the determined story lines and messages are and ultimately what the best way to interpret them is, embracing current technology. There will also be provision for an audiovisual presentation which will present images and footage of the Hambleton and Howardian Hills Landscape Partnership Area. The intention will be to showcase some of the best landscape heritage sites and features the area has to offer.

The new Lime and Ice exhibition will have links to many other projects within the scheme. The Lime and Ice project will entail a series of initiatives in Years 1 to 3 which involve local people in exploring the area's heritage. Where appropriate the information and detail gathered, will be incorporated into the Lime and Ice exhibition material. This might include factual information or qualitative detail, for example, memories gathered using oral history interviewing (under project 3-21 Landscape Explorers).

Using information gathered during the first half of the programme of works should add a breadth and depth to the exhibition format. It should also help to ensure that those participating can directly see the value of their exploratory projects and could assist in providing a partial sense of ownership over the exhibition content.

Similarly, project 2-15 Boltby Scar will entail archaeological investigation involving local volunteers at an Iron Age hillfort just north of Sutton Bank NPC. It is hoped that the excavation will reveal new materials and understanding about the area's prehistoric human activity generating new information for the Lime and Ice exhibition.

The need to offer more diverse experiences especially for young people has been highlighted in the Audience Development Plan supported by consultation with young people. As part of this project it will be important to undertake formative evaluation with young people. This will involve consulting a teenage and younger audience about potential content and format for the Lime and Ice exhibition. It is anticipated that this consultation would be a workshop or focus group format with two groups of young people. These could be a group of school children, local Duke of Edinburgh Award participants or through use of consultation groups utilised by the local district councils e.g. the VOX Group employed by Ryedale District Council. The groups would be invited to visit the current exhibition space to discuss what the potential for the new exhibition would be. It is likely that many of the questions posed would be about the format and presentation of the exhibition and not about the content.

It will be the responsibility of the project staff in close liaison with North York Moors National Park Authority staff to ensure that the consultation with young people is carried out.

Work Plan

Year 1	No specific action required
Year 2	Instigate discussion among colleagues about new exhibition Consultation with young people Consultation with centre staff Liaison with individuals and groups involved in projects researching the area's heritage Develop story lines/interpretive plan for the exhibition
Year 3	Write and compile a design brief Contract design team

Year 4	Updating of exhibition to take place through winter months (November 2011 to March 2012)
Year 5	Familiarisation of exhibition for staff and partners on completion Organise the Lime and Ice Festival as the official opening of the centre new exhibition (Summer 2012)

Partners

British Geological Survey
Yorkshire Geological Society
Ryedale 'VOX' Group
Local Duke of Edinburgh Award Units
Schools

Targets and Outputs

Increased numbers of visitors – anticipated to be 126 500/annum following the installation of the new exhibition – based on current annual visitation rates with a 10% increase.
16 young people consulted

Links to other projects

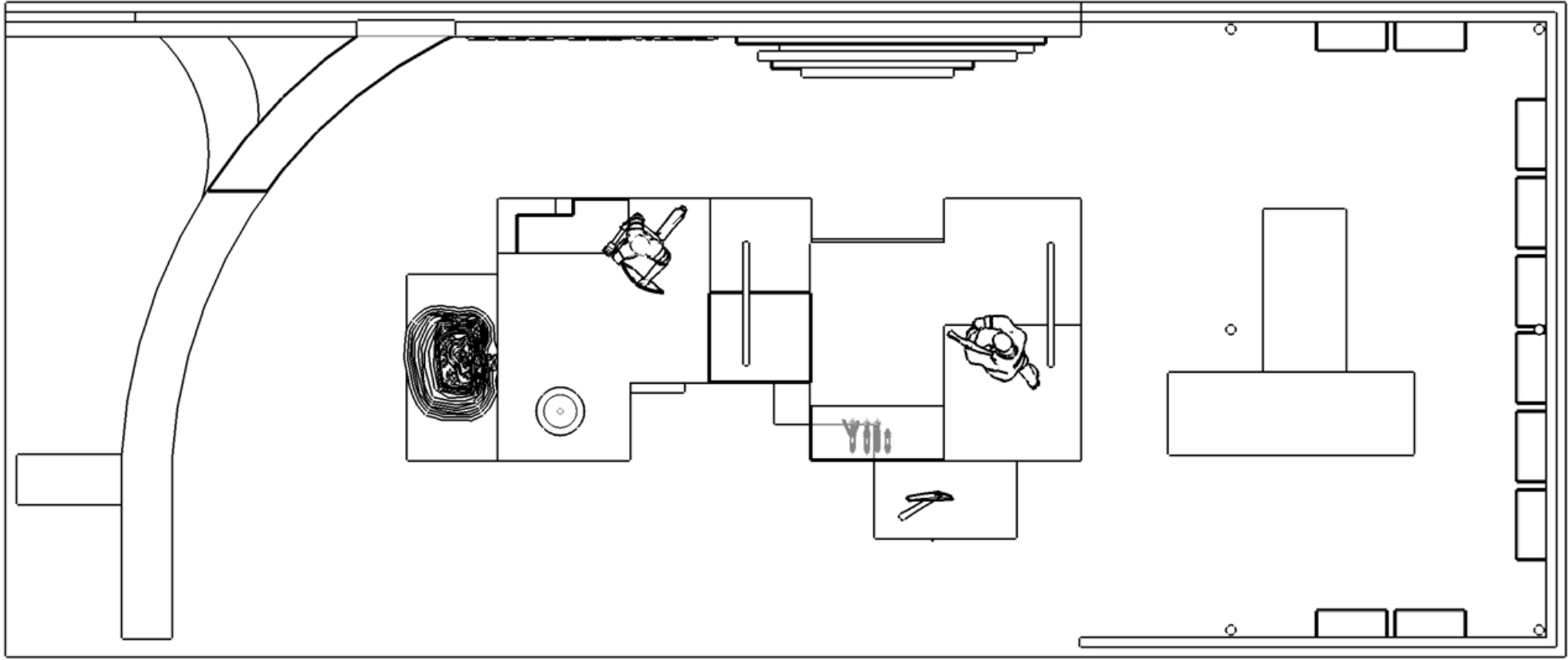
1b-7 Engaging with ESOL Learners
2-15 Lime and Ice Circular Trails
2-16 Lime and Ice – Sculptures for Sitting
3-20 Landscape Explorers

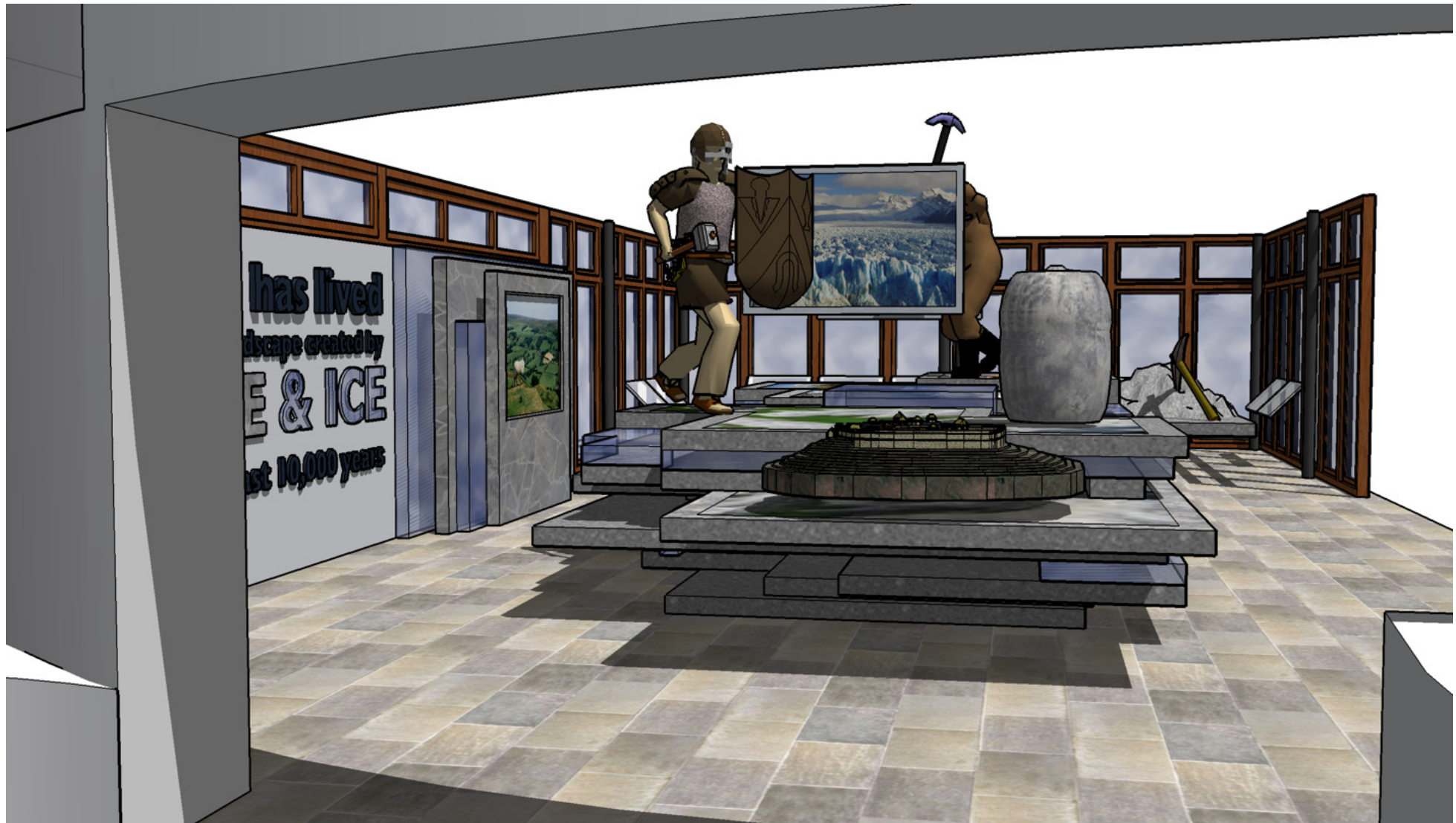
Costs

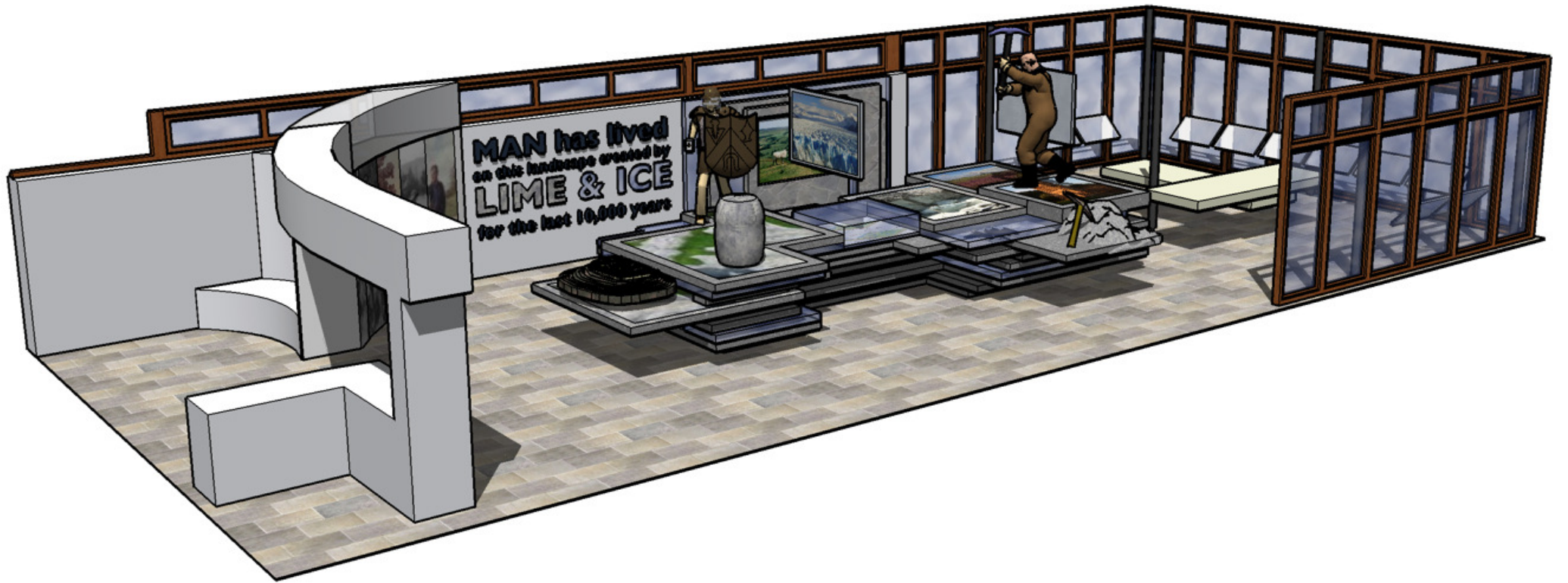
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Sustainability

The exhibition will form part of the National Park information provision about the area, at Sutton Bank. The exhibition is targeted specifically at the geology theme of Lime & Ice and human interaction with the geology, whereas the remaining centre will focus on information provision regarding wider tourism attractions in the area. As this is the National Park centre, it is ultimately the responsibility of the National Park Authority to maintain and update the centre beyond this project.

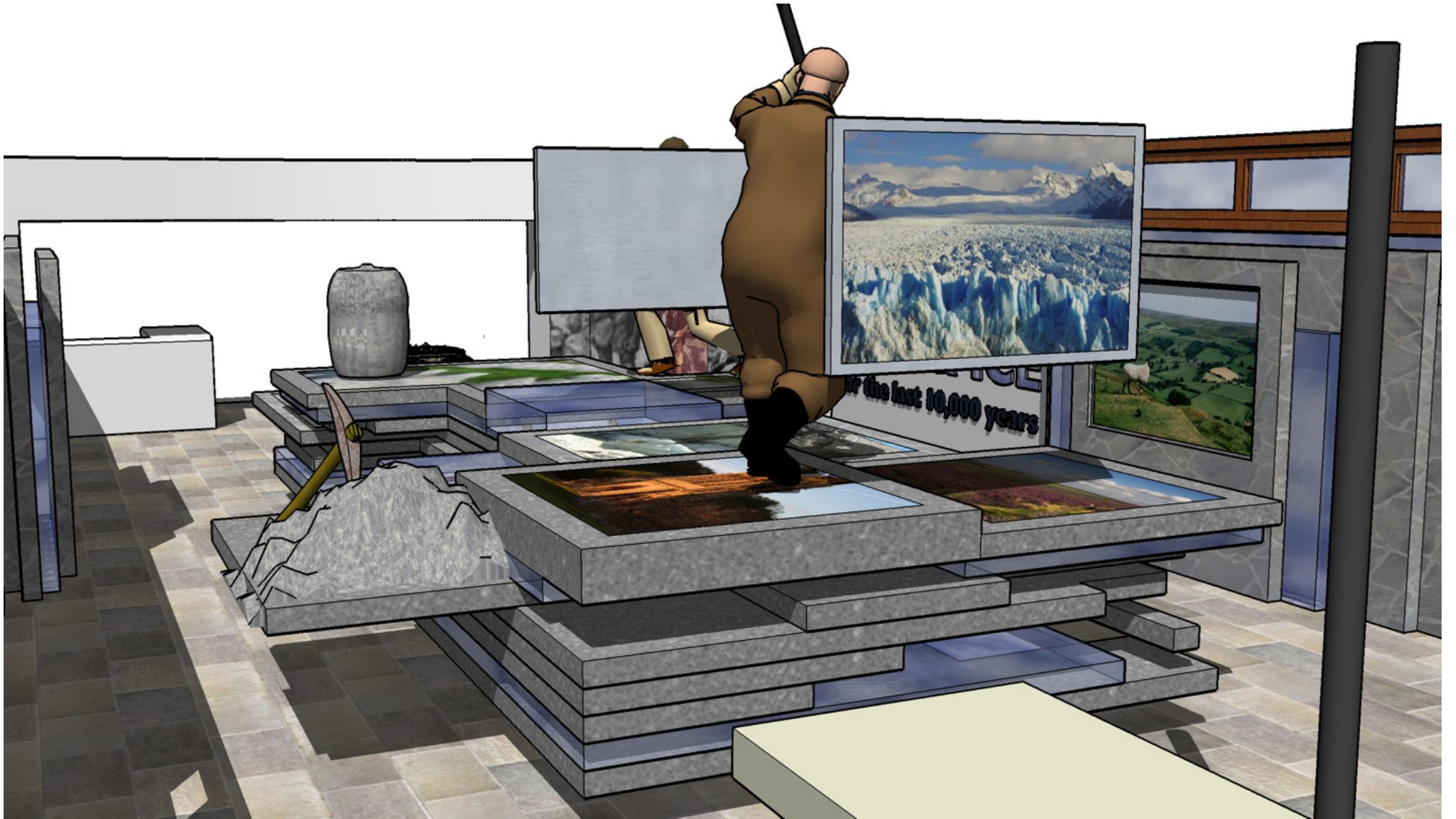






MAN has lived
on this landscape created by
LIME & ICE
for the last 10,000 years





Appendix 4 Full description for ESOL learners project

1b-8 Engaging with ESOL (English for Speakers of Other Languages) learners

Summary

This project will support ESOL (English for Speakers of Other Languages) learners and tutors through the development of a language booklet and organised trips to the area. The pack will be developed with the aim of improving learners English language skills by using landscape and the countryside as a subject matter. It is hoped the project will also inspire further individually made trips to the area.

Objectives

- Le1 To increase understanding of the geological and glacial history of the area
- Le3 To create diverse and quality opportunities for people to access and explore their heritage.
- Le4 To improve participation of and engagement with selected underrepresented audience groups

Detailed description

Courses of English for Speakers of Other Languages (ESOL) are designed to support the development of people's spoken and written English. Many ESOL courses also assist those who wish to become official citizens of the United Kingdom. ESOL courses (at the higher entry levels) often revolve therefore around the teaching of English through the subject of life in and the history of the U.K. The number of courses run weekly around the region (see below) demonstrates both the number of non-English speakers living in the area and the demand for improved language skills.

Economic migration has a long standing tradition in the area. In recent years, the numbers of economic migrants predominantly from eastern European countries has increased to the area (alongside changes to working rights for European Union residents). Most notably for this area has been the increased numbers of Polish people. There is a long standing Polish community in the wider area and in addition the number of Polish immigrants in the area has grown substantially over recent years.

The Audience Development Plan has highlighted such groups are and continue to be underrepresented in their use of the countryside and heritage. The initiative is designed to support ESOL learners and tutors. Through the development of a pack and organised trips to the area it would hopefully assist in improving the confidence of users inspiring them to make their own trips to the project area. It would also draw on the long standing tradition of economic migration into the area and allow particularly Polish migrants to explore and understand their own heritage associated with the wider region.

A freelance specialist would be appointed to work together with ESOL tutors in the area to put together a pack to assist tutors with the programme of learning. The pack would revolve around the cultural and natural heritage of the Hambleton and Howardian Hills (the elements which are associated with the limestone topography). The pack would be designed to assist ESOL students with their English language skills. Recently, a similar and successful initiative was carried out by Salford Museum and Art Gallery.

The primary subject of the pack would be the landscape. However, it would also be a good opportunity to introduce other situations or information which would support/encourage learners to undertake their own repeat visits to the area. The pack and supporting tour might therefore consider:

- Information about Moorsbus/public transport
- The types of conversation encountered with visitor service assistants
- Vocabulary particularly to the centre and tour so ESOL students can strengthen their understanding prior to the visit
- Signs/labels/symbols which can be found at a countryside visitor centre

Including this type of information is vital in enhancing the confidence of such user groups and removing the perceived barriers to access.

The initial intention would be to develop the contents of the pack and implement through the classes provided by the North Yorkshire County Council Adult Education Service. With the redevelopment of the Sutton Bank NPC exhibition space planned to take place during Year 3-4 of the project, it is likely that the pack information would need to be updated to align with the new exhibition material. Allocation will be provided for the freelance language consultant to update the pack plus a second print run will be scheduled. It is hoped the pack will then be extended to other ESOL service providers in the area. A list of providers for ESOL classes in 2007 can be found below. Providers for 2011-2012 will be contacted accordingly in advance.

Work Plan

Year 1	Appoint specialist freelance consultant and develop the pack alongside ESOL tutors Organise the printing of the pack
Year 2	Introduce the pack to all relevant ESOL tutors in a familiarisation visit to the area and Sutton Bank National Park Centre (approximately Spring 2009) Tutors implement scheme to learners around Easter time 2009
Year 3	Implement the scheme annually with new intakes of ESOL students (2010-2011)
Year 4	Make amendments to the pack in order to align the information with the re-development of the exhibition space at Sutton Bank. Reprint the pack accordingly.

Implement the scheme to tie in with new intake of ESOL students (2011-2012) including rolling out through other service providers in the region (this would also require a second launch for tutors)

Year 5 Implement the scheme to tie in with new intake of ESOL students (2012-2013)

Year 6 Implement the scheme to tie in with new intake of ESOL students (2013-2014) – to be confirmed and not accounted in the outputs

Partners

Ryedale Voluntary Action
North Yorkshire County Council Adult Learning Services

ESOL Classes scheduled around the area for commencement in the Autumn 2007:

Provider	Location	
North Yorkshire County Council Adult Education Service	Filey Library	Ryedale/Scarborough
	Scarborough Library	Ryedale/Scarborough
	Whitby Library	Ryedale/Scarborough
	Thirsk High School	Hambleton
	Easingwold High School	Hambleton
	Ryedale School	Ryedale – summer
	Norton College	Ryedale – summer
East Riding College	Beverley	
	Bridlington	
York College	Clarence Gardens, York	
	Future Prospects, York	
Family Learning (Mill House)	Haxby Rd Primary School	

Targets and Outputs

Years 1 to 3 Five NYCC groups participating (approx 8 students/group)
Year 4 and 5 Eight groups in total participating (approx 8 students/group)

248 learners utilising the pack and participating in visits to the area
5 ESOL tutors attending familiarisation visits
2 volunteers assisting/stewarding visits

Costs

This section has been removed.

- m) ESOL specialist developing and writing the pack
- n) Design and printing of the pack (with an update in Year 4 to correlate the pack to the new Lime and Ice exhibition)

- o) Familiarisation visits for ESOL tutors
- q) Minibus hire for learner visits
- u) Volunteers assisting with visits

Costs for developing the pack (plus design/printing) are based upon those provided by Salford Museum and Art Gallery (plus inflation) following a similar project implemented there which began in 2006.

Sustainability

Once the pack is developed it can be continually used by ESOL groups beyond the five year remit of the Lime and Ice project. It is anticipated that the pack will be made available in PDF format from the Lime and Ice project website. The pack will be able to be downloaded from there after (and during) the project lifespan at little cost to the user.

Appendix 5 Full description for Discovery Days project

1b-10 Lime and Ice Discovery Days

Summary

The National Park Authority's Education Service will develop a new curriculum linked activity day for primary schools linked to the Lime and Ice theme. The activity will be promoted to schools in and around the project area, including York, and a total of 35 special free taster days will be offered during a 7 week period in Year 5 (2012/13) Thereafter the activity will become available as a standard chargeable activity booked through the Education Service.

Objectives

- Le1 To increase understanding of the geological and glacial history of the area
- Le3 To create diverse and quality opportunities for people to access and explore their heritage.
- Le4 To improve participation of and engagement with selected underrepresented audience groups

Detailed description

A new curriculum linked activity programme will be developed for primary schools which will:

- Provide a taster experience for teachers to demonstrate the value and potential of the landscape within the Lime and Ice project area for cross curricular studies and learning outside the classroom opportunities;
- Help children to understand why the area is like it is, in terms of geology and topography and how this has influenced people's use of the landscape in the past and present.

The new activity will be based at the Sutton Bank National Park Centre and will be offered free to schools, with subsidised transport costs, over a special 7 week promotional period. A different school participating in the activity every day over a 7 week period will allow maximum opportunities for publicity with the media and help to raise the profile of the Lime and Ice project.

The activity will be developed and delivered by appropriately qualified and experienced Activity Leaders employed by the NYMNP A Education Service staff, in consultation with North Yorkshire LEA Advisors and Howardian Hills AONB staff to ensure it provides maximum opportunities for learning and enjoyment.

The activity will be promoted through established North Yorkshire LEA channels to ensure encourage a high level of take up of places. Booking will be through the already well established booking procedures of the NYMNP A

Education Service. Subsidised transport costs will also help to encourage bookings.

A Teachers' Pack will also be produced to accompany the Lime and Ice Discovery Day. This will contain copies of all fact sheets and recording sheets used on the day plus additional information and suggestions for follow up activities both in the classroom and at other sites within the project area. The information pack will also be developed and delivered by appropriately qualified and experienced Activity Leaders employed by the NYMNPA Education Service with input and assistance from Howardian Hills AONB staff as required.

Work Plan

Year 1	Book Sutton Bank education suite for delivery
Year 2	No specific action required
Year 3	Consult with LEA Advisors and HH AONB staff Contact schools to enthuse interest Begin development of teachers pack
Year 4	Continue development of pack Design and produce materials Book schools following promotion Carry out Risk Assessment Train/engage Activity Leaders
Year 5	Confirm all dates with schools Book coach transport Delivery of the programme

Partners

Schools
North Yorkshire LEA Curriculum and Management Advisory Service
CAMAS
York LEA
Howardian Hills AONB

Targets and Outputs

35 schools to participate in Lime and Ice Discovery Day activity programme.
Approximately 750 children participating in the programme

Teachers from 35 schools provided with greater familiarity of the area and the learning possibilities of visits and the NYMNPA Education Service.

Links to other projects

- 1b-9 Lime and Ice on the move – Mobile Facility
- 1a-2 Lime and Ice exhibition

Costs

This section has been removed.

- m) Activity Leaders to develop and deliver the programme @ £40/day
Development of activity day: Activity leader x 12 days.
Development of teachers' pack: Activity leader x 5 days
Delivery: Activity Leader x 35 days
Training for Activity Leaders x 6 days
- n) Design and printing of the Teachers' Pack (based on the costs of printing the ESOL learners pack supplied by Salford Museum).
Publicity for the programme (£100)
- t) Stationery and equipment to assist with delivery

Stationery (photocopies, laminated photographs, pencils etc)	Unit price	£100
Hand Lenses v 30 (from www.ukge.co.uk)	£2.50	£75.00
Bucket x 3 (from YPO)	£2.50	£7.50
White Trays x 7 (from YPO)	£2.00	£14.00
Sieves, set of three x 7 (from www.hibbitt.co.uk)	£70 for set of 3	£490.00
Glass beakers 500ml x 12	£4.00	£48
Rubber Gloves (allergy free) (from YPO)	£4.20	£46.20
Anemometer and wind vane		£40
Thermometer, max min	£10	£10
Soil auger	140	140
Total		£970.70

- v) Subsidised coach transport costs
Based on estimates provided by a York coach company and Stephensons (of Easingwold)

Costs have been developed by the NYMNPA Education Service staff.

Sustainability

The Discovery Day experience and the Teachers' Information Pack together will provide teachers with increased knowledge and confidence to help them plan future educational activities in the Lime and Ice project area. The activity will provide children with greater understanding and appreciation of the special qualities of the Hambleton and Howardian Hills.

Lime and Ice Discovery Day - Draft Lesson Plan

Provider: NYMNP Education Service Staff
Location – Sutton Bank National Park Centre

Investigating why the environment is like it is in terms of geology, topography and landuse.

Activity 1. 30 mins. What is under our feet? – explains that underneath everything there are rocks.

Classroom.

Discussion as to what is underneath our feet – carpet, floor, mud/soil, rocks. Explain that we are going to play a game 'Where are the Rocks'. One by one show pictures of different locations within the National Park and ask the children where they can see rocks.

Start in this order

1. Seashore with cliff faces, rocks extending out under the sea and beaches.
2. Whitestone cliff– exposed rocks and land covered with vegetation.
3. Moorland with drystone walls, stone farm buildings.
4. A town street with some stone buildings, slate roofs, stone pavements.
5. A quarry with exposed rocks, machinery and piles of aggregates.
6. Coal mine.
7. Sea defences.
8. White Horse.

As each picture is displayed discuss where there are other rocks that cannot be seen. Establish that rocks are under seas, mountains, fields, towns etc.

Activity 2. 1 hour. Be a rock Detective.

Classroom.

Give each pair of children a map of the National Park, AONB and immediate area. The map will be divided very basically into key rock types. By the side of the map will be a key with the name of each rock. Underneath the map will be four boxes which the children will need to fill in which gives details about each rock i.e. colour, hardness, particles, permeability (like rocks and fossils). The children match the rock to the locations on the map. They colour in the key and locations on the map for each rock type. Lias shales, Sandstones, Kimmeridge Clay and Limestone. From the map they will see that surrounding Sutton Bank is Limestone. Introduce a fifth rock – Chalk, what are its obvious characteristics, how would the children describe it?

Introduce the story of the White Horse, show a picture of Uffington white horse carved from chalk and compare to the Sutton Bank white horse carved from Limestone.

Activity 3. 1 hour. Soil movers and makers.

Outside.

Introduces the children to how soil is made. Prepare a bucket of soil complete with worms, woodlice, stones, seeds, bits of leaves, twigs, mud. Give each pair of children a white tray and give them some 'soil'. Ask the children to sort their soil very carefully into the things which it is made from – what are the ingredients. Ask the children to put the sorted material and animals into piles. Ask them to consider what the dead leaves will be in a few months time, why the bits of wood are soft and squishy and what the pile of soil in the middle is made of. It is made from all of the other bits and pieces or is it something else? Be very careful with the animals. Rocks are broken down and form the soil. Explain with a piece of sandstone – rub it and the grains come off on your fingers, this is what makes soil. Sand is mashed up rock. Explain the importance of animals in making the soil and plants like mosses.

Because we have many different rocks we also have many different soils. Produce another map showing soil types in the NP/AONB. Show how they link to the rock types of the previous map.

Give a group either some moorland soil from sandstone or soil from limestone. Compare each soil how are they different or similar? Provide sieves with different mesh holes for the children to sieve their soil. What were the results of this? Were some soils easier to sieve than others?

Explain that some soils are better for growing things in than others, link the soil type with the type of farming on each soil area. Choose just two not sure about vale of pickering.

Moorland - Sandstone –low quality sheep grazing. Sandstones erode slowly and form poor acid soils which are deficient in nutrients. They are less permeable to water, impeding drainage and encouraging the formation of bogs.

Hambleton Hills/ Tabular Hills - Limestone. Limestone weathers down quickly to produce nutrient rich alkaline soils on well drained rocks. Arable and mixed farms as well as livestock farms. The main arable crops are barley, wheat, oilseed rape, potatoes, and sugar beets. There is also some intensive production of pigs and poultry.

Vale of Pickering – Kimmeridge Clay overlain by deposits from glacier meltwater?.

Activity 4. 30 minutes.

Short walk to view the Vale of York and Whitestone cliff. Why are we so high? Why is the land below so flat? - Glacier

Links to National Curriculum.

Science – Sc3 1d, describe and group rocks and soils on the basis of their characteristics, including appearance, texture and permeability.

Science – Sc3 3a, how to separate solid particles of different sizes by sieving (for example, those in soil).

Geography – Unit 6 Investigating our local area, contrasting localities.