

## Annex 1

### Section 1: Project info

#### Name or working title

New Forest Arts Festival – sustainable communities

#### Description of the activity

The proposal will commission professional artists to undertake one flagship event and three smaller bespoke events or installations per year over a period of three years. Commissions will focus on promoting active engagement with the heritage and landscape of the New Forest and creating fresh dialogue between artists, the environment and the wider community to help people reconnect with the land around them. Commissions will involve venues in the National Park and surrounding area to help link communities to the working forest to give a sense of place and bring art activities to new audiences.

The proposal will form part of the New Forest Arts Festival which showcases and celebrates the unique landscape, heritage and culture of the New Forest through a wide variety of arts forms during two weeks in June. The festival supports grassroots and professional artists and groups through greater promotion of and participation in their work and for residents and visitors to discover hidden aspects of the New Forest.

#### Amount requested.

£94,950

#### Start and end date

December 2016 to November 2019

### Section 2: Artistic quality

Summary of your organisation's recent relevant artistic work, experience and achievements – if your work is not mainly in the arts, briefly about the area of your main activities and your previous experience using the arts in your work where appropriate

The New Forest National Park Authority works to conserve and enhance the natural beauty, wildlife and cultural heritage of the spectacular protected landscape and promote opportunities for the understanding and enjoyment of the Park's special qualities by the public. Working in partnership with other organisations the Authority seeks to foster the economic and social well-being of the local communities within the Park.

The New Forest has long been a hub for artists and craftspeople working across a wide variety of media, inspired by the magnificent surroundings. The New Forest Arts Festival is a way to bring everyone together to find out more about the landscape and experience this through the eyes of artists and their talents. The festival is a partnership between New Forest National Park Authority, Hampshire Cultural Trust, New Forest District Council, SPUD, Forest Forge Theatre Company, the New Forest Centre in Lyndhurst, Forest Arts in New Milton, hArt – Hampshire Art for Recreation and Therapy, ArtSway, and St Barbe Museum in Lymington. Hampshire Cultural Trust will provide artistic direction.

In 2016 a pilot festival took place which saw over 30 events and around 2500 attendees (<https://www.facebook.com/newforestartsfestival/>, <http://www.newforestnpa.gov.uk/artsfestival/>). Events included land art installation, interactive walks, painting exhibitions, dance and musical performance. The event focused

on building a sense of community and opportunities to network and collaborate with local artists, venues and groups coming together to form partnerships. The aim is to grow the festival into an increasingly professional event, commissioning artworks as funds become available.

The festival builds on the success of the Open Art competition and exhibition run by the New Forest National Park Authority in partnership with the New Forest Centre in Lyndhurst since 2013 ([http://www.newforestnpa.gov.uk/info/20180/art\\_and\\_photography/356/open\\_art\\_exhibition](http://www.newforestnpa.gov.uk/info/20180/art_and_photography/356/open_art_exhibition)). It is the Centre's most successful exhibition with over 250 artists entering and over 10,000 visitors a year. The competition celebrates the New Forest's scenery, wildlife and traditions as sculptors, painters and photographers compete for prizes.

What is your proposed artistic activity, and what do you want to achieve by doing it?

The proposal will commission professional artists in a number of works to promote active engagement with the heritage and landscape of the New Forest and support the development of new audiences. Part of the New Forest Arts Festival, the commissions will provide a centrepiece to encourage new audiences to access the festival, help drive footfall to venues and artists working in the New Forest, and encourage more artists to engage with the landscape. Taking place over a three year period, the commissions will celebrate a different theme each year and help tell the stories of the area. Commissions will be developed in partnership between the steering group and artistic director.

In year 1, two flagship events will be commissioned to help draw audiences into the festival and provide a catalyst for future discussion. The first commission will focus on Mimbri – Exploded Circus, an all-female production which explores a world where the moment of an explosion has been frozen in time and considers what we perceive as society and how we might rebuild it were our world to collapse. The show provides the opportunity to celebrate the uniqueness of the New Forest landscape and what life would be like should it no longer exist. The second commission will focus on Speaking Trees, a collaboration between Forest Forge Theatre Company and wider Forest Arts Forum partners, and Maizz Visual, a creative studio based in Mexico that specialise in experimental audiovisual performances. Faces will be projected onto trees to help explore people's response to trees and the importance of their environmental, historical and emotional impacts. Both commissions will provide an outreach programme as part of their work.

Throughout the first year the steering group and artistic director will spend time developing the structure and framework for commissioned work anticipated in year 2 and 3. The outreach programmes scheduled in year 1 provide an ideal way to consult with the community to help identify ideas and attitudes that can be explored through further commissions and assess take up of potential options. This feedback will be discussed by the steering group and artistic director and used to establish a commissioning framework for work in year 2 and 3. All decisions on this work will be agreed by the steering group in partnership with the artistic director.

Commissions in year 2 and 3 will focus on one flagship event with three smaller bespoke commissions each year. Providing a range of opportunities from general quality to professional level and encouraging a range and different levels of developing talent will enable the artistic quality to be increased across the board. A number of ideas have been discussed by the steering group who are interested in working with artists like the Sarah Siddons Fan Club Theatre Company as a way to help bring local stories alive, sound

recordist Chris Watson to explore the tranquility of the National Park through a soundscape of wildlife, habitats and atmospheres, and installations by artists like Nicola Henshaw whose work is inspired by people's connection to the natural environment. The steering group is also interested in engaging digital arts with the use of laser scanning from an aircraft (Lidar - Light Detection And Ranging). A recent public exhibition on the use of Lidar in the New Forest attracted nearly 20,000 people in four months, and artists such as Alice Angus have been inspired by the technology. Recent work includes a silk dress made from fabric inspired by hydrobeam bathymetry data of the coastal saltmarsh. The Authority has also been liaising with Julien Masson about using Lidar data in his work exploring how technology shapes our perception of ourselves and our environment.

Why is this activity important for your artistic development?

The New Forest, with its mosaic of heathland, woodland, and coast has inspired a wealth of artists including William Gilpin and Heyward Sumner through to a thriving although disparate art scene today. However there is nothing New Forest-wide that celebrates the landscape and heritage of the area or showcases the vibrant cultural community working here.

Feedback from this year's pilot festival was extremely supportive of the need to hold such an event. Analysis showed that events were mostly attended by those that live within the Park, with the next largest group of attendees being people who live within an hour's drive. The largest audience was female aged 41-60, with female over 60 the most prevalent. Whilst this audience is important, commissioning work has the potential to reach a much wider audience and help generate fresh dialogue between artists, the environment and surrounding communities.

Artistic interventions in the landscape have the potential to be exciting, unexpected and thought provoking helping people see the landscape in new ways. This is evidenced throughout the Forestry Commission's Forest Art Works programme and is also a feature of the forthcoming Hengistbury Headlines programme developed by Inside Out Dorset. Of interest are the Landscape and Arts Network and the work of Ewan Allinson who promotes engagement with the landscape and raising awareness of the value of this to the community. This is particularly important in the New Forest as audience development work suggests that some people feel unable to easily access and participate in the heritage and landscape of the National Park due to multiple barriers including confidence, understanding and relevance of the National Park to their lives. This area exemplifies a landscape that is an important part of cultural history and is an ideal place for contemporary artists to gain new insight and be inspired by the landscape around them.

Opportunities to bring people together through art and performance will encourage a greater understanding of the New Forest story and engender a desire to protect and cultivate it in the future. The festival itself is a response to this and will seek to develop a forum for public, private and voluntary sector collaboration helping to nurture cross-sector creativity and innovation. The Authority is well placed to develop these connections and provide opportunities for artists to make and present a wide range of art in unusual spaces and innovative ways. This provides added value to the wider community as opportunities to enhance local image and identity, and nurture and celebrate local distinctiveness and pride are seen as a contributing factor to the social and economic wellbeing of local communities in the National Park.

In 2014 Hampshire County Council moved all its arts and heritage venues into a new charity – Hampshire Cultural Trust (<http://www3.hants.gov.uk/culturaltrust.htm>). Its mission

is to champion and connect people in the county to its peerless arts and culture, working collaboratively with other organisations to showcase the region's wealth of assets. HCT is also working towards a Hampshire wide event in 2020 which will help to increase audiences internationally. The opportunity for the Authority to collaborate with HCT through this proposal will help to break new ground and stretch the boundaries of the work produced as well as deepen understanding and knowledge of each other's work.

#### What will be the wider impact of the project?

The project will establish a partnership between the New Forest National Park Authority and Hampshire Cultural Trust (HCT) and enable exploration of the landscape and the contribution of the New Forest community through artistic expression. The partnership will continue beyond this specific proposal and will help both organisations to collaborate to reach new audiences and develop a more thorough understanding of each other's sector. This will enable the development of skills for both the arts sector and the heritage and landscape sector and beyond.

Working in this way will help to develop the work and wider appreciation of many artists in helping to interpret key stories about the landscape of the National Park and provide opportunities to promote their work to a wider audience. Artists will benefit from a greater appreciation and more in depth knowledge of the intricacies of the area and what this means to local communities and visitors as well as those who make a living from the working landscape. Experiencing this through the eyes of artists and their talents will have long term benefits for many communities and visitors in helping them to develop a closer connection to the local landscape and overcome multiple barriers including confidence, understanding and relevance of the National Park to their lives.

Encouraging a range and different levels of developing talent through commissioned work will help to increase the overall quality of work throughout the festival. This will help to raise aspirations across the sectors by providing greater visibility for all those involved and help interested parties to network and talk to likeminded people, communities and organisations to ensure work continues to break new ground and deepen understanding and connections along the way.

### **Section 3: Who's involved – artists**

Table providing each artist's: name, role in activity, whether their involvement in the project is 'confirmed' or 'expected', and artists' website.

Confirmed: Steering group

St Barbe Museum [www.stbarbe-museum.org.uk](http://www.stbarbe-museum.org.uk)

Spud Group [www.spudgroup.org.uk](http://www.spudgroup.org.uk)

New Forest Centre [www.newforestcentre.org.uk](http://www.newforestcentre.org.uk)

Forest Forge [www.forestforge.co.uk](http://www.forestforge.co.uk)

hArt works [www.hart.works](http://www.hart.works)

ArtSway [www.artsway.org.uk](http://www.artsway.org.uk)

Hampshire Cultural Trust <https://hampshireculturaltrust.org.uk>

Countryside Education Trust [www.cet.org.uk](http://www.cet.org.uk)

NFDC [www.newforest.gov.uk](http://www.newforest.gov.uk)

Minstead Training Trust [www.minsteadtt.org](http://www.minsteadtt.org)

New Forest National Park Authority [www.newforestnpa.gov.uk](http://www.newforestnpa.gov.uk)

Commissions expected:

Mimbre – exploded circus [www.mimbre.co.uk](http://www.mimbre.co.uk)  
Forest Forge – Maizz visual [www.maizz.mx](http://www.maizz.mx)

Potential commission, artists like:

Sarah Siddons Fan Club [www.sarahsiddonsfanclub.org](http://www.sarahsiddonsfanclub.org)  
Nicola Henshaw – walking trail [www.nicolahenshaw.co.uk](http://www.nicolahenshaw.co.uk)  
Alice Angus – Lidar dress [www.aliceeangus.net](http://www.aliceeangus.net)

Please outline how each artist will contribute to the activity, and give a brief description of their work.

Hampshire Cultural Trust (HCT) will curate the festival in partnership with a steering group made up of the arts sector, venues and public sector organisations. HCT will provide advice on arts sector involvement and development through their knowledge of working in partnership to showcase Hampshire's heritage. HCT seeks to develop skills and contribute towards creating an offer that will attract more visitors of all ages and backgrounds to the region.

Other members of the steering group include specialists within the arts sector such as the SPUD Group which promotes quality design and people's influence in quality of the places where they live, as well as art therapists, hArt, who provide tailor-made projects and workshops for individuals and groups with specific challenges whilst Minstead Training Trust provides training for adults with learning disabilities to enable them to develop new skills.

A number of New Forest venues are also represented on the steering group including St Barbe Museum & Art Gallery which offers collections and displays inspired by local pride and ArtSway which provides gallery space for people of all ages to discuss, engage with and exhibit contemporary modern art. The New Forest Centre is a museum and gallery space that celebrates the area's unique ecology, history and culture through displays and activities, whilst the Countryside Education Trust provides education to help connect people with the countryside, and Forest Forge works to share people's stories through performance to help inspire and engage local communities.

In year 1 the steering group will be assisted in developing the commissioning framework through the outreach programme carried out as part of the Mimbre and Maizz commissions. Mimbre works to champion the development of the art of circus through bold, challenging and highly skilled performances whilst Maizz specialises in the design of large format multimedia installations for exhibitions, activations and events.

#### **Section 4: Public engagement – how the public will engage with the activity, immediately or in the long term**

Public engagement – beneficiaries

4.1 Series of tick boxes to indicate the number(s) of people who will benefit from this activity and the number(s) of people who have benefitted from your activities over the last 12 months.

Figures from last arts festival – 2600  
Figures from NPA – 800,000 plus 3.8m visitors to NP  
HCT – 800,000

4.2 Outcomes of your activity providing number of new products or commissions, period of employment for artists (in days), number of performance of exhibition days and number of sessions for education, training or participation.

New commissions – 12-15

Period of employment for artists - 200/300 hours over six months per commission

Number of sessions for education, training or participation - 5/6 sessions per commission

Public engagement – audience

4.3 You will be asked to use a series of tick boxes to tell us whether your activity is aimed at specific age groups, ethnic groups, people with disabilities, and people of specific sexual orientations or gender.

No specific audiences

Public engagement – participants

4.4 You will be asked to use a series of tick boxes to tell us whether your activity will engage (as participants), specific age groups, ethnic groups, people with disabilities, and people of specific sexual orientations or gender.

No specific participants

Public engagement

4.5 Who will engage with this activity?

Audience development work undertaken involving a survey of around 2,500 people with a very even response across all age groups demonstrates that those involved in art activities is small (6%) compared with other activities such as walking (40%), cycling (25%), wildlife watching (20%). Increasing engagement requires changes to the way audiences currently engage. People will only deepen their engagement if they are motivated to do so and that motivation is strong enough to overcome the barriers that might stand in their way.

From those surveyed, people appear to want a landscape experience containing trees, views and wildlife and to learn about this through a hands-on approach (around 50%). There is also a real interest in the traditional ways of life (20%) and a strong sense of wanting to know 'how the New Forest works'. Local people are key but there is a big difference between those living 'with' or 'in' the Forest.

Two specific audiences have been identified for engagement – those who live in towns and cities surrounding the National Park, and those who live in it but have become disconnected to it. Through the commissions audiences will be encouraged to develop a greater understanding of New Forest life and landscape and awareness of what the New Forest has to offer and the relevance it has to everyone's lives.

Through art, people will be engaged in a deeper way about the landscape of the New Forest. The festival will provide opportunities to look at contemporary life as well as historical culture. Possible venues include the Beaulieu Road Sales yard, Verderer's Court, Reptile Centre near Lyndhurst and outside locations such as the Deer Sanctuary at Bolderwood, and will ensure that people can travel to and from these sites sustainably.

Please describe how you will reach your target audience or participants, in the short or long term, and give details of your proposed marketing activities where appropriate.

During the first year of the project, the outreach programme taking place as part of planned commissions will work with communities all over the National Park to help identify ideas and attitudes that can be explored through further commissions and assess take up of potential options and trial potential approaches with them. Active dialogue and debate will be encouraged as part of this process and will be paramount throughout the project as a way of generating fresh thinking between artists, the environment and surrounding communities.

Commissions will also consider opportunities to combine what people like doing with the events or installations, for example a performance involving a walk, or installations as part of a pub trail. Links to follow other activities will also be encouraged, such as advice on where people can find out or experience more or get more involved.

Where audiences might have difficulties in visiting the New Forest, commissions will consider opportunities to invite specific people or communities as well as ways to take activities to the audience, arrange transport and/or provide additional support and guidance.

To promote the festival a range of media will be used to reflect the fact that people like engaging with their surroundings in different ways, including verbal, visual, auditory, experiential, social and solitary elements. Marketing and promotion will be handled by the New Forest National Park Authority, guided by a steering group made up of the arts sector, venues, and public sector organisations.

Promotional tools will focus on advertising, posters/flyers, social media and festival programme. The costs for these are based on the costs for the 2016 pilot festival. In 2016 twitter was the most successful social media channel, as well as e-newsletters and e-news marketing. The plan is to increase this marketing in order to appeal to a younger audience. There are also A4 correx signs to direct people to the events.

Arts contacts will be invited to sign up to regular email newsletters about the festival and for their details to be added to a database held by the Authority. Steering group members will use their own marketing channels to help increase promotion amongst the community.

The festival itself will focus on existing arts venues such as New Forest Centre in Lyndhurst, St Barbe's Museum in Lymington, Hangar Farm Arts Centre in Totton, Rockbourne Roman Villa near Fordingbridge, Redhouse Museum at Christchurch, New Forest Arts in New Milton, Lepe Country Park, Eling Tide Mill, Exbury Gardens, Beaulieu Motor Museum, ArtSway. The festival will be fully promoted through these venues.

A media sponsor will be approached to help with promotion. We will liaise with the New Forest Tourism Association members (accommodation and attractions) to help engage with visitors. As the festival develops, businesses can create visitor packages around the event which meet the National Park's sustainable tourism aims of people staying longer and spending more.

The festival will benefit from the Authority's communications channels including the website, social media, Park life residents' newspaper and press releases. Flyers, posters will be printed and distributed, and if funding allows, a booklet of all the festival events.

Businesses such as hotels, banks, pubs, farm shops, care homes and retail spaces could also be used to promote art work or hold performances. We would also hope to engage galleries, art and crafts shops, village halls and country houses such as Pylewell Park near Lymington which hosts the Curious Arts Festival in July.

Over three years we plan to grow the festival and, expand the volunteer base and increase the range and quality of experiences on offer.

## Section 5: Finance

### Budget - Income

Table listing all income for the activity providing type, description, whether it's expected or confirmed, and the amount. Include support in kind in this section.

Arts council grant	94950
HLF £4k per year for three years	12000
NPA core funds £3k per year for four years	12000
HCT £10k per year for three years	30000
Support in kind from steering group	19800
<b>Total income</b>	<b>168750</b>

### Budget - Expenditure

You will be asked to complete a table listing all expenditure for the activity providing type, description, and the amount.

Marketing and developing audiences	
5,000 x A5 flyers @ £1000 per year	3000
1,000 x A4 posters @ £500 per year	1500
10,000 programmes @ £2,550 per year	7650
Distribution to surrounding areas @ £500 per year	1500
Newspaper advertising @ £600 per year	1800
Online advertising @ £600 per year	1800
Launch event @ £900 per year	2700
	<b>19950</b>
Management of activity	
Project coordinator @ £4,000 per year (20 days)	12000
Communications assistant @ £4,000 per year	12000
Input from steering group	19800
	<b>43800</b>
Artistic spending	
Flagship event 3 x 20000	60000
Small bespoke event 9 x 5000	45000
	<b>105000</b>
<b>Total expenditure</b>	<b>168750</b>

Describe your approach to raising as much money as you can from other sources.

The festival is currently part of a £4.8million landscape partnership scheme funded by the Heritage Lottery Fund and will receive £12,000 in match funds. The Authority will also contribute £12,000 and Hampshire Cultural Trust will provide £30,000 over three years. This means the cash contribution in total is £54,000.



In kind support will be provided by the steering group. This consists of 11 experts (including NFNPA) who will attend meetings, provide local and professional advice, and contribute towards marketing. In total their support amounts to three days each per year. This provides 33 days a year @ £200 per day = £6,600 per year = £19800 over three years.

Experience in managing budgets, and describe how you will manage the budget.

The National Park Authority is experienced in managing budgets for a wide range of different projects. As we are publically funded, we have a statutory duty to ensure that this money is used economically, efficiently and effectively and is safeguarded and properly accounted for. All business has to be conducted in accordance with the law and with regard to proper standards. We also strive for continuous improvement in the way we run our operation.

Hilary Makin, NFNPA's communications manager, will have overall responsibility for delivering the festival and managing the budget. An experienced project manager, Hilary has previously managed projects across the National Park such as the walking festival and last year's pilot arts festival as well as the Authority's involvement in the New Forest & Hampshire County Show.

All decisions on the provision of commissioned work will be agreed by the steering group in partnership with the artistic director, and must be signed off by the Authority as budget holder before proceeding. All other decisions about the future of the New Forest Arts Festival will be made by the steering group.

Our Chief Finance Officer, Nigel Stone, a qualified accountant will oversee the budget. The NFNPA Resources, Audit and Performance Committee will review finance reports quarterly. The Authority's accounts are audited by Ernst & Young LLP.

Describe how any fees, rates and purchases have been calculated.

Fees associated with artistic spending are based on artists working for 200 hours at £50 per hour plus material costs. These have been agreed in consultation with Hampshire Cultural Trust using their knowledge of commissioning similar work such as their recent circus and theatre show, The Hogwallops.

Costs associated with marketing and developing audiences and for managing the activity are based on the Authority's knowledge and actual costs associated with similar events, and in discussion with Hampshire Cultural Trust.

Explain the support in kind.

The National Park Authority will manage the project, provide advice on heritage and landscape aspects of the work, and help to develop connections between artists and its stakeholders.

Hampshire Cultural Trust will curate the project as part of their Hampshire Happenings objective and provide advice on arts sector involvement and development. In particular Annabel Cook, Head of Combined Arts at the Trust, will provide artistic direction for the commissions in partnership with the steering group.

The steering group consists of New Forest National Park Authority, Hampshire Cultural Trust, New Forest District Council, SPUD, Forest Forge Theatre Company, the New Forest Centre in Lyndhurst, Forest Arts in New Milton, hArt – Hampshire Art for Recreation and

Therapy, ArtSway, and St Barbe Museum in Lymington. Each member of the steering group will attend around six meetings per year, contribute towards marketing using their own channels, and provide specific advice based on their knowledge of the arts sector and local community.

## **6. Management**

Table providing each partner's name, main contact, email address, whether they are confirmed or expected, and their role in activity.

Steering group:

St Barbe Museum

Spud Group

New Forest Centre

Forest Forge

hArt works

Artsway

Hampshire Cultural Trust

Countryside Education Trust

NFDC

Minstead Training Trust

New Forest National Park Authority

Summary of your and your partners' recent experience in managing similar types of activity

The Authority recently launched an Autumn Walking Festival providing a marketing umbrella for organisations to hold guided walks in two weeks in October/November. In its second year, over 10 organisations arranged 31 walks attended by more than 360 people. It attracted commercial sponsorship from local and regional garden centre company Stewarts of £2500. The Authority has also led on marketing for the Christmas Fair event with New Forest Marque producers and craftspeople (100 stalls, 10k visitors over a weekend).

In 2016 the Authority organised a pilot arts festival which saw over 30 events and around 2500 attendees. Events included land art installation, interactive walks, painting exhibitions, dance and musical performance. The event focused on building a sense of community and opportunities to network and collaborate with local artists, venues and groups coming together to form partnerships.

The concept of an Arts Festival has been discussed with members of the New Forest Arts Forum – overseen by New Forest District Council – since January 2015. 10 members have joined the steering group and since May 2015 have attended six meetings to discuss and make decisions on the format of the 2016 festival. Collectively the group also has experience of commissioning work whilst the Authority is experienced in delivering multi-million pound projects.

Location - Tell us if your activity is touring, non-touring or both.

Non-touring activity – New Forest

Activity plan – Identify the main stages of any planning and preparation activity completed to date

In preparing for the 2016 New Forest wide arts festival a steering group was formed and a call to artists launched which led to 90 approaches from organisations/individuals wanting to get involved. All event leads were followed up and artists were put in touch with venues.

A number of meetings were held with the steering group in preparation for the pilot festival. Post-festival a wash-up meeting and fundraising workshop was held in July 2016 to discuss plans for future festivals and the potential content of commissioned work.

Activity plan - Table, identifying date, end date, activity or task and task lead

2017

Dec-Jan	commission artists – HCT and steering group
Jan-Feb	development of programme – project officer and steering group
Mar	programme finalised – Hilary
Mar-Jun	marketing and advertising – communications team
June	festival takes place – all
July	collate feedback/evaluation, wash up meeting, website updated

2018

Aug-Jan	research and commission artists – HCT and steering group
Jan-Feb	development of programme – project officer and steering group
Mar	programme finalised – Hilary
Mar-Jun	marketing and advertising – communications team
June	festival takes place – all
July	collate feedback/evaluation, wash up meeting, website updated

2019

Aug-Jan	research and commission artists – HCT and steering group
Jan-Feb	development of programme – project officer and steering group
Mar	programme finalised – Hilary
Mar-Jun	marketing and advertising – communications team
June	festival takes place – all
July	collate feedback/evaluation, wash up meeting, website updated

## **7. Evaluation**

Describe your plans to evaluate this activity

The steering group recognise the importance of gaining a strong understanding of the benefits that the festival has on people as well as the impacts on the physical environment. Gathering meaningful data about the benefits for people and communities requires targeted work with different audiences/stakeholder groups, using techniques appropriate to the variety of audiences, and recognising the value of qualitative data.

The festival will benefit from specific research into monitoring and evaluating changes in behaviour as part of the landscape partnership scheme. Our initial approach will rely on a combination of work by project officer, partners and volunteers. The project officer will be responsible for on-going monitoring of activities and will work with the curator to carry out internal annual reflective reviews. This evaluation may be added to in light of the research on behaviour change.

Interim evaluations will take place during each festival and the final evaluation will take place after three years; whilst we expect to be able to observe positive changes within this

time period, the full potential impacts for both the physical environment and for people are likely to take longer to be fully realised.

The project officer and budget holder will provide quantitative data returns relating to financial spend and achievement of targets. Monitoring will contribute towards these requirements but is focussed on providing additional material that will help to tell the qualitative story behind the numbers.

Key topics and describe what the evaluation will focus on, in order to meet its intended aims. These focus on the extent to which people have become more engaged, who has become engaged, what it is about the approach that works, future working relationships, on-the-ground impact including local area will be a better place to live, increasing awareness and understanding, for example people reconnecting with the park and being conscious of their impact.

It is important to recognise that changes in awareness and understanding may lead to changes in behaviour, but not necessarily; similarly, changes in behaviour may or may not be a result of someone having become more aware or understanding more.