



**A report to South Downs
National Park Authority**

HLF Project Evaluation of *Heathlands Reunited*



**Evaluation Report
Year 3 – Final**

31st July 2019



**Collingwood Environmental
Planning Limited**

Year 3 Interim Evaluation Report

31st July 2019

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Executive Summary

The Heathlands Reunited project is being led by the South Downs National Park Authority, on behalf of the 11 project partners. The five year project, which began in June 2016, is supported with funding from the National Lottery Heritage Fund (NLHF) and project partners. The purpose of the project is to address the various threats to heathland habitat within the National Park. The intended outcomes of the project are:

- Heritage will be – better managed, in better condition, identified/recorded
- People will have – developed skills, learnt about heritage, volunteered time
- For communities, environmental impacts will be reduced; more people and a wider range of people will have engaged with heritage, the local area/community will be a better place to live, work or visit.

External evaluation of the project is being conducted in three stages. This report presents the findings of the second external evaluation and covers project progress to the end of March 2019 in Year 3, with a focus on works and activities undertaken in Years 2 and 3.

Summary of key project indicators

The evaluation framework includes a suite of key indicators and associated evaluation questions to assess the success and progress of the project. The indicators are:

Key indicator	Progress
Project has been well-managed.	Overall, the project is on track with the project manager overseeing progress.
Percentage of volunteers and participants in activities who are from under-represented groups	While many of the activities of the project involve younger age groups and volunteer support includes older people, work with under-represented groups is due to happen in the next two years.
Percentage of heathland under active management at start and end of project	Approximately 55% of heathland (planned for management) has been actively managed since the start of the project up to the end of March 2019.
	exceeded, although number of events held is behind target.
heathlands and volunteered time.	currently well below target levels.
reporting on impact of volunteering on heathlands following community events.	impact of volunteering and training activities
community and training events.	

Number of people who have developed and applied skills.	Since the start of the project, there have been 335 attendees at training events. However, the number of training sessions held is behind
Reduced disturbance to livestock and wildlife by dogs at the end of the project compared to	Some progress. But insufficient information to comment on progress across all sites
More sustainable relationship between communities and heathlands.	Indications are that events are making stronger connections between communities and

Summary of key achievements in Years 2 and 3

Project management

- Partnership working is progressing well following the change in Project Manager towards the end of Year 1.
- A Communities Outreach Officer has been appointed with the purpose of developing and delivering community engagement, volunteering, education and outreach opportunities with a diverse range of communities and hard to reach groups.

Conserving and maintaining the natural heritage

- During the first three years of the project up to the end of March 2019 in Year 3, 388.53 ha of heathland works have been undertaken (covering works to conserve, maintain and restore heathland and also to create corridors). This exceeds the area of 339.65 ha of heathland planned for management. Note that some heathland management works have been brought forward while others have been delayed.
- The breakdown for works undertaken is as follows: 332.47 ha (out of the planned 582 ha) restored (conserved); 45.46 ha, (out of the planned 66 ha) re-created (increased); and 10.6 ha (out of a planned 18 ha) of corridor had been created to form links between patches of heathland habitat.
- Since the training in Year 1 SDNPA and partners have been in the process of reviewing their fire plans for Heathlands Reunited sites and many have been completed.

Interpretation

- Nine noticeboards at eight sites were installed during the last few weeks of May 2019.
- The sculptures for the linked interpretation trail have now been completed and planning permission has been submitted for their installation.

Conserving the cultural heritage

- The 'horrible histories' style storybook has been produced and was launched on 22nd June 2019 at the Black Down big camp event.
- Three community heritage projects have been completed: oral history, archive research and heathland stories. Volunteers working on the cultural heritage are in the process of working on heritage routes.

Learning, education and outreach provision

- A working group has been formed to look at the production of a School resource pack and work is in progress with four local schools involving sessions in schools and visits to sites.
- A range of successful public events has been held including the annual 'Secrets of the Heath' event which has proved popular with families.
- The number of events held is less than originally projected for the first three years of the project but the overall number of attendees has exceeded expectation.

Training provision for volunteers, landowners and land managers

- Placements for 2019 have been agreed for two apprentices.
- Various training events for volunteers have been held during Years 2 and 3 of the project, e.g. 'Dog Ambassadors training', 'Butterfly transect and species identification training' and 'Bioblitz workshops, which incorporate a species recording event.
- Overall the number of training events held during the first three years of the project is less than projected, due to other project commitments; however this is to be addressed with the appointment of the Communities Outreach Officer.
- Training for landowners/land managers in Years 2 & 3 has covered training in 'Dog Walker Engagement' and 'Conditional Assessment'.

Summary of findings

To what extent were outputs achieved?

The project has a clear **governance structure** and has established **processes for monitoring** project activities and works. As such project management is working well and monitoring data is helping the Project Manager and Steering Group oversee progress and address challenges. One example of how challenges are being identified and addressed has been the appointment of a Communities Outreach Officer to address the need to engage hard to reach groups and ensure that training sessions and community events are taken forward.

In terms of the **restoration and creation of heathlands habitat**, management works had been undertaken on 388.53 ha of heathland by the end of March 2019, compared to a planned figure for this period of 339.65 ha. Although not all works planned for the first three years of the project have been undertaken, other works planned for years 4 and 5 have been brought forward. By the end of March 2019, 59% of the heathland management works planned for the five years of the project had been undertaken. The target for the creation of 9 km of corridor had been converted to an area measurement of 18 ha for practicalities of recording and monitoring. By the end of March 2019, 10.6 ha of corridor had been created to form links between patches of heathland habitat representing 59% of the planned corridor work.

Progress on the **restoration and creation of heathlands habitat** was on target, although concern was expressed at the Review Session that, while some capital works were programmed for the coming winter, about 1/5th of the planned works were not programmed and therefore potentially at risk. The idea was raised for joined-up management plans between partner organisations to avoid issues of double-funding.

All activities planned to **inform people and local communities about their heathland heritage** (Appendix M) had been started and the production of the web portal (Activity 1.A.3) completed. In addition to the creation of a linked interpretation trail (Activity 1.A.1), sculpture workshops had been held. The production of 'Horrible Histories'-style storybook of heathland tales (Activity 1.A.4), due to start in Year 4, has been completed. However, other activities, such as the development of a

heathland learning resource for schools (Activity 1.A.5) and the workshop for heathland site managers on 'Access for All' were behind schedule.

Most activities to **engage people and communities** (Appendix M) were underway with the exception of work with under-represented groups (Activity 2.A.1). Training in the John Muir Award (Activity 2.B.2) had been completed in Year 1. Since then four people who were trained in Year 1 have gone on to lead awards, most of which have been the 'Discover' level group award with young people (61 young people between the ages of 7 and 18 awarded) and one for the 'Conserve' level award. At the Review Session there was the suggestion that the John Muir Award could also be rolled out during school holidays for families to attend; this might then result in more young people volunteering with the project as they would have to do volunteering as part of the requirements of the reward. Overall, events had been well attended with numbers of participants exceeding expectations, helped by the success of the 'Secrets of the Heath' events (Activity 2.A.2).

Several activities to **involve local people and communities with their heathland heritage** (Appendix M) had been held during Years 2 and 3 of the project, such as 'Meet the Cattle' (Activity 3.B.2) and 'Bioblitz' events (Activity 3.C.16) both of which had proved successful. Some activities were behind schedule and had not started, such as training volunteers in presentation skills (Activity 3.C.11) and guiding walks (Activity 3.C.12). Other activities had been completed, such as the information sharing event for horseriders (Activity 3.A.4), the best practice event for site managers on managing people with dogs (Activity 3.A.5) and 'Butterfly Transect training' (Activity 3.C.1). However, Activity Plan priorities will change over time based on the learned experiences from the project.

How well were outputs achieved?

The commitment to good **partnership working** was demonstrated at the Review Session with participants reporting where relationships were working well and leading to improved outcomes (e.g. at Woolmer). There was also a strong feeling of partners wanting to continue working together after the end of the Heathlands Reunited project, incorporating the learning into improved ways of partnership working. One aspect raised by partners, as being good for project recognition and with increasing knowledge and understanding about heathlands, was the consistency of imagery and messages across sites. This appears to be an improvement on the comments made in the Year 2 internal evaluation report where the need was recognised for promoting the project identity.

Events and activities to **inform, engage and involve people and communities** with their heathland heritage have proved successful, with the overall number of participants at events exceeding expectations. 'Secrets of the Heath' has been the most successful and popular event, attracting thousands of people, developing a reputation, and which is now included in Petersfield town events plan. Positive feedback about events and training sessions demonstrates that they have been well organised, enjoyable and have increased levels of knowledge and understanding. Participants at the Community Session also mentioned how informative events had been. The need for more, younger volunteers has been identified along with different ways for volunteers to become involved to suit their personal lifestyles.

There was a strong interest in the Community Session in taking forward the legacy of the project, for example through networking with other groups across the project area and maintaining the improvements to heathlands habitats. This is a resource that the project should seek to support and grow in its last two years, starting with planned activities such as training in setting up 'friends of' groups.

Recommendations and next steps

Recommendations

- The partnership appears to have benefited from the lessons learned early on in the project (including learning gained from the Year 1 external evaluation and the Year 2 internal evaluation). on the improvements in partnership working should continue to be taken forward incorporating:
 - the need for succession planning and sustaining buy-in of all involved;
 - clarifying decisions that can be made by the Project Manager and those that need to go to the Steering Group, as a means of speeding decision making;
 - setting up sub-groups, as necessary, to focus on improvements with different elements of the project;
 - seeking opportunities for unstructured discussion sessions amongst partners to explore ideas and issues; and
 - seeking opportunities for even greater sharing of resources.
- Partners should urgently review the capital works programme, where possible timetabling works for the coming winter season to avoid a rush to get activities completed in the last year, identify sites most at risk in terms of completion of tasks and ensure that the target for area of heathland restored and created is achieved. Continued steps should be taken to avoid issues of double funding. Establishment of a capital works sub-group should help with this. Future opportunities for joint site management plans between partners (made at the Review Session) could be pursued as part of the group, along with opportunities for income from timber.
- Review the reasons for the delay with some activities in the Activity Plan and assess which are relevant and crucial to the success and legacy of the project for taking forward. This review should encompass gaps in training provision, such as ground nesting bird surveys and upskilling practical volunteers (identified in the Review Session). Ensure that community events and training sessions are timetabled for the remaining duration of the project.
- Find ways of involving local communities in taking forward the project, drawing on the resource represented by the newly-appointed Communities Outreach Officer. Consider opportunities at locations such as Bordon with considerable development pressure for holding an event similar to that held at Petersfield to: attract new audiences; encourage awareness of heathlands as well as links between communities and their heathlands; and contribute to the legacy of the project. Working closely with local organisations - both project partners and external organisations - could help engage the community. As part of this, opportunities for public transport links with heathlands and events should be considered.
- Involvement of under-represented groups and the setting up of 'friends of' groups should begin with some urgency, as time will be required to establish contacts, interests and the way forward. Friends groups, in particular, will need to be established and running before the end of the project to ensure continued legacy of the project.
- Ways to encourage involvement of more, younger volunteers should be explored, building on some of the most successful engagement activities such as the John Muir Award training in Year 1 and taking learning from ARCT which reports a high proportion of younger volunteers in its activities. Opportunities for micro-volunteering should also be pursued.

- Obtain information on the number of people volunteering with partner organisations who undertake Heathlands Reunited tasks to provide a more precise picture of the number involved.
- While huge improvements appear to have been made with communication compared to the situation at the time of the Year 1 evaluation, there is a continuing need to seek improvements in the following areas:
 - improving partner representation/communication so that partners are involved in discussions of all the issues faced at partnership and Steering Group meetings;
 - encouraging use of the partner portal especially for posting questions;
 - improving advertising of events through social media to reach the right audiences; and
 - taking care to use well-known place names in the titles given to events so that people are aware of the location.
- There is an ongoing need to encourage the return of more feedback forms from both community events and training sessions. Also, more robust collection of diversity data would help determine the extent to which different groups of people are engaging with the project.
- There appeared to be considerable enthusiasm at the Review Session for continuing the good relationships that have established within the partnership through work on a follow-up project to Heathlands Reunited. Planning for the future and legacy of the project should begin urgently in order to capitalise on the successes of the project and avoid discontinuity with any follow-on project. Learning gained on the benefits of strong project management to oversee all aspects of the project should be taken into account.
- The monitoring data collected by the project has improved enormously since Year 1, enabling Project staff to assess progress and address shortfalls. However, a lack of consistency between different data sets on certain aspects (e.g. numbers of attendees at events, recording of dates for some events), has made analysis of the data more difficult as well as time consuming.
- In preparation for the Year 5 Evaluation, the project team and evaluators should explore what is meant by the indicators: 'Local area is a better place to live, work or visit' and 'sustainable relations between people and heathlands' in order to agree what aspects should be used for the assessment.

Next Steps

This Year 3 Evaluation Report highlights the successes of Heathlands Reunited and areas where further improvements could be made. The suggested recommendations are for the partnership to put in place to help deliver the aims and intended outcomes of the project. In Year 4 the Project Team plans to carry out a further interim evaluation and a final evaluation will be undertaken at the end of the five years of the project.

1. Introduction

Background

The Heathlands Reunited project is being led by the South Downs National Park Authority, on behalf of project partners (Figure 1.1). The five year project is supported with funding from the National Lottery Heritage Fund (NLHF) and project partners. The governance structure is illustrated at Appendix A.



Figure 1.1: Heathlands Reunited partners

The purpose of the project is to address the various threats to heathland habitat within the National Park:

- Fragmentation of habitat
- Uncontrolled and extensive wildfires
- Lack of appropriate management
- General loss of heathland habitat
- Lack of awareness and understanding- public and land managers
- Human (and dog and cat!) pressures
- Climate Change- shifting natural range but not soils

This is to be achieved through the Heathlands Reunited project aims, which fall under two categories:

Heritage aims:

- Manage 340ha of existing heathland habitat to maintain good condition (equivalent to Natural England's 'favourable conservation status' for heathland SSSIs).
- Restore 582ha of existing heathland habitat to achieve good condition (equivalent to Natural England's 'favourable conservation status' for heathland SSSIs).
- Increase/re-create 66 ha of new heathland habitat
- Reconnect heathland sites in the project area by creating 9 km of wildlife corridors.
- Improve habitat for key heathland species by creating patches of bare ground.
- Creation and implementation of a legacy plan for heathlands in the project area.

People and community aims:

- Inform people and local communities about the heathland heritage.
- Engage people and local communities with the heathland heritage.
- Involve people and local communities with the heathland heritage.

The intended outcomes of the project are:

- Heritage will be – better managed, in better condition, identified/recorded
- People will have – developed skills, learnt about heritage, volunteered time
- For communities, environmental impacts will be reduced; more people and a wider range of people will have engaged with heritage, the local area/community will be a better place to live, work or visit.

Purpose of the evaluation

The aims for the monitoring and evaluation are with respect to:

- 1) **NLHF**, to meet evaluation requirements of the main funder NLHF
- 2) **Impact**, to understand what difference the project has made, in particular in terms of tangible ecological and heritage impacts, and community engagement
- 3) **Project management**, to provide information as the project is being delivered to inform its ongoing management and delivery, suggesting adaptations if required and building on what is working well
- 4) **Accountability**, enable the project to demonstrate accountability to the community, by showing that the money is being spent well and the project is being delivered effectively
- 5) **Legacy**, to build up a body of evidence to demonstrate to partners, funders and others about what works, in order to inform future work.

Timing of the evaluation

Evaluation reporting falls into three stages:

- End of Year 1
- End of Year 3
- End of Year 5

This second evaluation report covers progress with the project to the end of March 2019 in Year 3, with a focus on works and activities undertaken in Years 2 and 3. It does not cover works and activities reported on in the Year 1 evaluation report. The period of reporting covered is stated in each section (i.e. whether cumulative for the first three years of the project or Years 2 and 3 only).

SDNPA carried out an internal review in Year 2, which was shared with CEP and considered as part of the Year 3 evaluation.

2. Evaluation Approach

The approach to the evaluation of the Heathlands Reunited project, including the Evaluation Framework, has been described in the Year 1 Evaluation Report (2017). A summary is provided here to provide context for this Year 3 Evaluation Report.

Evaluation framework

The evaluation framework has been based around the NLHF intended outcomes, namely:

- Heritage will be – better managed, in better condition, identified/recorded
- People will have – developed skills, learnt about heritage, volunteered time
- For communities, environmental impacts will be reduced; more people and a wider range of people will have engaged with heritage, the local area/community will be a better place to live, work or visit.

‘Governance’ was added as a key element of the framework to enable evaluation of the success of management arrangements, lessons learnt, etc.

Each of these four elements (heritage, people, communities and governance) has been used to structure a logical model/theory of change (Appendix B).

Logical model/theory of change

The logical model/theory of change illustrates the follow through from inputs to impacts and the anticipated changes at each stage of the project (Figure 2.1).

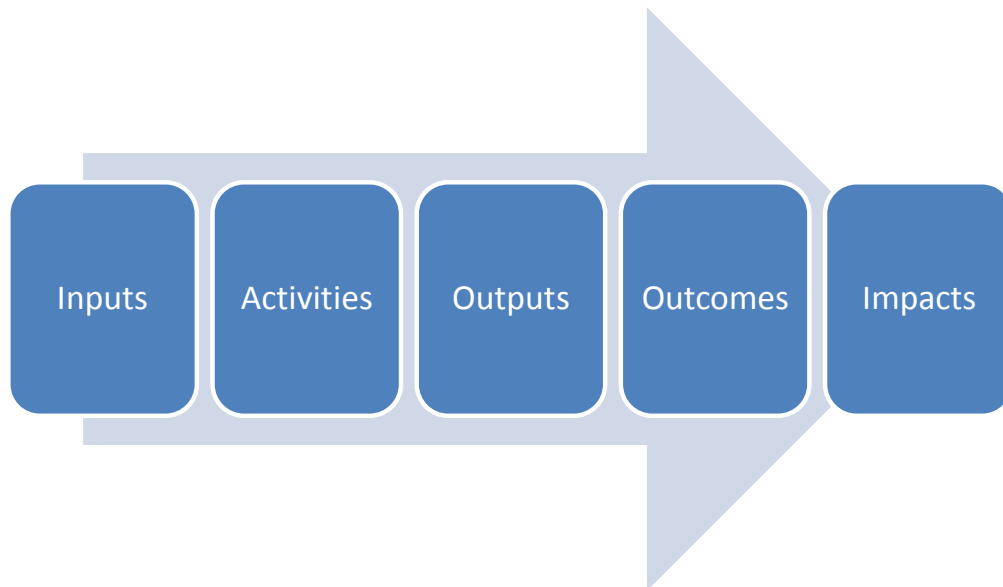


Figure 2.1: Inputs, leading to activities, leading to outputs, leading to anticipated outcomes and impacts.

Evaluation questions and indicators

A set of evaluation questions and indicators have been devised to explore the different elements within the logical model (Appendix C).

Monitoring and evaluation data collection

During the five years of the Heathlands Reunited project, data collection with respect to the evaluation questions is being achieved through monitoring of project works and activities by the Heathlands Reunited Project Team, interim reviews carried out by SDNPA and through Review Sessions and Focus Groups run by the external evaluators (Table 2.1).

Table 2.1: Monitoring and evaluation data collection during years 1, 3 and 5

Year	Monitoring and evaluation data collection
Year 1	• Review of monitoring data
Year 3	<ul style="list-style-type: none"> • Review of monitoring data • Facilitated review session
Year 5	<ul style="list-style-type: none"> • Review of monitoring data • Facilitated review session with volunteers • Facilitated review session with partners and project staff

Year 3 monitoring and evaluation

A sub-set of the key indicators and evaluation questions relevant to Year 3 (Table 2.2) have been used to frame the Year 3 evaluation.

Capital works monitoring data

Information on progress with capital works up to the end of Year 3 has been extracted from data produced by the Project Manager on the monitoring of the Capital Works Plan, and also from information provided at the Year 3 Review Session.

Activity monitoring data

Information on progress with the Activity Plan up to the end of Year 3 has been gained from the collation, by the Heathlands Reunited Project Team, of monitoring data produced on Public Events and from Training Event feedback forms.

Review Session

An interactive externally facilitated Review Session held was held with project partners and volunteers on 19th June 2019 to review the activities carried out by the project up to the end of Year 3, explore what is working well and not so well and consider what results are being achieved. The design of the Review Session was based around the key project elements of heritage, people, communities and governance and the evaluation questions applicable to the Year 3 Review Session (Table 2.2).

Community Session

An interactive externally facilitated Community Session was held on 26th June 2019 with the people living in the project area or active in the project in Shortheath & Broxhead Commons.

The original plan had been to run a focus group with a local community. The characteristics of a focus group include that the participants are selected to be representative of a particular population or sector and that they give feedback of opinions on products, services, policies. As the group was not selected by any criteria except their involvement in the project and the presence of staff involved in delivering the project, the feedback cannot be taken as being independent of the project itself. For this reason we have called the session a Community Session rather than a 'Community Focus Group'.

The purpose of the session was to:

- 1) Understand what difference the Project has made, in particular in terms of tangible ecological and heritage impacts, and community engagement
- 2) Provide information as the project is being delivered to inform its ongoing management and delivery, suggesting adaptations if required and building on what is working well
- 3) Enable the project to demonstrate accountability to the community, by showing that the money is being spent well and the project is being delivered effectively
- 4) Build up a body of evidence to demonstrate to partners, funders and others about what works, in order to inform future work.

In practice, objective 3 was felt to be at odds with the other objectives of the session, because it would have involved telling participants about the project, whereas the rest of the session emphasised the importance of community feedback and contribution to shaping the project. While care was taken to ensure that participants were clear about where they can get information about how the project is being delivered, the session focused on objectives 1, 2 and 4.



Secrets of Shortheath event on Shortheath Common, 29/5/18. Photographer: Anne Purkiss

Table 2.2: Indicators and associated evaluation relevant to Year 3 evaluation (aspects required by the project management team to be taken into account in the evaluation framework are highlighted in bold).

Project has been well-managed.		Year 3 Review session.	3 + ities	3, ities
	What are the Partnership working strengths & weaknesses?			
	What is working well? What is working less well? What are the challenges?		ties	nre
	Have key challenges of the project been addressed and how?	Outputs from meetings and decisions made.	its	ince
	How effective were the opportunities offered at enabling people to get actively involved in the project?	Year 3 Community Session.	imes	
Percentage of volunteers participants in activities v are from under-represent groups	How were learning and participation opportunities made available to all?	Year 3 Review session. Year 3 Community Session.	ties	
	Were hard to reach groups encouraged and supported to get involved and, if so, how?			
	What was the diversity of project participants?	Data collection on activities undertaken within the Activity Plan.	its	
% of heathland under active management at start and of project.	What area of heathland has been actively managed as part of this project?	Data collection on capital works undertaken within the Management & Maintenance Plan.	its	?
How many people have engaged in different events.	How many people have engaged?	undertaken within the Activity Plan. Year 3 Community Session.		
How many people have been involved in heathland and volunteered time.	management and maintenance of heathlands through their involvement in project activities and how? Has their input been effective in helping to improve the heritage?	undertaken within the Activity Plan. Year 3 Review session.		
How many people have gained an improved understanding of heathlands following community events.	How many people are known, or estimated, to have increased their knowledge and awareness through provision of interpretation?	Year 3 Review session. Year 3 Community Session.		

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	Are people more aware of: a) the value of heathlands for wildlife? b) the need to manage heathlands and what management entails? c) the benefits to people including for access and	Year 3 Community Session.	ts	
Responses to participant survey questions relating the success and enjoyment of community and training events	What did participants like most about the training events?	Data collection on activities undertaken within the Activity Plan. Year 3 Community Session.	mes	
	What did participants find most informative and engaging about community events? How did participant describe the events?			nities
Number of people who have developed and applied skills	Have training sessions been successful at developing skills? How many people have developed different skills? Have the skills been applied in practice?	Data collection on activities undertaken within the Activity Plan. Year 3 Review session.	mes	
Reduced disturbance to livestock and wildlife by day at the end of the project compared to the start.	Has disturbance to livestock and heathland wildlife been reduced as a result of changed attitudes and behaviours?	Year 3 Community Session.	mes	
Local area is a better place to live, work or visit.	Is the local area a better place to live, work or visit as a result of changed attitudes or behaviours in and around heathlands and, if so, what brought about this change?	Year 3 Community Session.	mes	mes
between communities and heathlands.	between communities, their Heathland and those who have responsibility for managing it?			

3. Data Analysis

The Year 3 evaluation focuses on progress towards project outcomes during the period late July 2017 (from the time of the Year 1 evaluation) to the end of March 2019 inclusive; this covers most of Years 2 and 3 of the project.

Information on progress with capital works and activities has been summarised in this section and analysed against each of the evaluation questions relevant to the Year 3 evaluation. Data for the analyses in the section have been drawn from: the Heathlands Reunited monitoring spreadsheets covering capital works and activities; the Year 2 internal evaluation¹; and also from the outputs from the Review Session (Appendix D) and Community Focus Group (Appendix E).

Summary of project activity to the end of Year 3

Achievements to the end of March 2019 (Table 3.1) has been summarised to provide context for the evaluation. Note that where relevant, the timeframe has been specified for each of the achievements listed, whether cumulative from the start of the project to the end of Year 3 or covering Years 2 and 3 only.

Table 3.1: Summary of achievements against project purposes to the end of Year 3 (data extracted from the Capital Works monitoring spreadsheets and the Events & Activity Data monitoring spreadsheets).

Approved purpose	Achievements to the end of Year 3
Recruit/appoint a Project Manager, Communications and Education Officer, Interpretation Officer and Project Support Officer.	<ul style="list-style-type: none"> There was a change in project manager towards the end of Year 1 of the project. An identified need for a Communities Outreach Officer post was advertised towards the end of Year 3 with the purpose of developing and delivering community engagement, volunteering, education and outreach opportunities with a diverse range of communities and hard to reach groups.
Work with partners to conserve and maintain 582 ha of heathland and restore a further 66 ha.	<ul style="list-style-type: none"> Some heathland management works have been brought forward while others have been delayed. During the first three years of the project up to the end of March 2019, it was planned that the project would provide management (covering works to conserve, maintain and restore heathland and also creation of corridors) for 339.65 ha of heathland, whereas this figure has been exceeded with 388.53 ha of heathland works undertaken in this period. The breakdown for works undertaken: 332.47 ha (out of the planned 582 ha) restored (conserved); 45.46 ha, (out of the planned 66 ha) re-created (increased); and 10.6 ha (out of a planned 18 ha – see next target below) of corridor.
heathland corridors.	<p>corridor to be created had been converted into an area measurement (in ha) by multiplying the length of corridor to be created by an average width of 40m. Thus the 9 km equated to 18 ha of corridor.</p> <ul style="list-style-type: none"> For the first three years of the project to the end of March 2019, 10.6 ha of corridor had been created to form links between

¹ Sellers, D. (2018) *Heathlands Reunited Internal Evaluation Report – Year 2*. South Downs National Park Authority.

Install changeable interpretation boards at 8 sites.	<ul style="list-style-type: none"> • Nine noticeboards at eight sites were installed during the last few weeks of May 2019 (Activity 1.A.2). • Planning permission has been submitted for installation of a linking interpretation trail, however, the process of commissioning sculptures and getting planning permission had been more difficult than expected (Appendix E). The sculptures
Draw up fire plans for project sites.	<ul style="list-style-type: none"> • Since the training in Year 1 (Activity 3.C.15), some partners have reviewed and submitted their fire plans to the Heathlands Reunited team before the review date, however other partners have been chased for their reviewed fire plans. • SDNPA staff have reviewed fire plans for Heathlands Reunited
Identify, conserve, enhance and interpret important cultural heritage features.	<ul style="list-style-type: none"> • The 'horrible histories' style storybook has been produced and was launched on 22nd June 2019 at the Black Down big camp event (Activity 1.A.4). • Three community heritage projects have been completed: oral history, archive research and heathland stories. Volunteers working on the cultural heritage are in the process of working on heritage routes (Activity 1.B.1).
Undertake a programme of learning, education and outreach provision as detailed in the Activity Plan.	<ul style="list-style-type: none"> • A working group has been formed to look at the production of a School resource pack (Activity 1.A.5). • Work progressing with four local schools involving sessions in schools and visits to sites (Activity 2.A.7). • Alternative suggestions have been proposed to the creation of a heathland geocaching trail as this was put in place before the start of the project. • A range of public events has been held including the annual 'Secrets of the Heath' event which has proved popular with families (Appendix F). The number of events held is less than originally projected for the first three years of the project but the overall number of attendees has exceeded expectation.
management training for 2 apprentices.	
volunteers (including heathland species identification, survey techniques and practical habitat management).	<p>Years 2 and 3 of the project, e.g. 'Dog Ambassadors training' (Activity 3.A.6), 'Butterfly transect training' (Activity 3.C.1) and 'Bioblitz workshops (Activity 3.C.16, which incorporate a species recording event).</p> <ul style="list-style-type: none"> • Overall the number of training events held appears to be less than projected for the first three years of the project (Appendix G), due to other project commitments; however this is to be addressed with the appointment of the Communities Outreach Officer.

Monitor the project regularly and produce a final evaluation report, meeting NLHF requirements.	<ul style="list-style-type: none"> • SDNPA undertook an internal interim review in Year 2. • The project team have been undertaking regular monitoring of capital works and activity plan actions during Years 2 and 3 of the project, including collection and collation of training and event feedback forms and compilation of event debrief sheets. • Monitoring data has been collated and analysed on a series of



Visitors during the Secrets Shortheath event on Shortheath Common, 29/5/18. Photographer Anne Purkiss.

Indicator: Project has been well-managed.

Q1. Has the project proceeded according to plan?

The summary of project activities in Table 3.1 illustrates the range of activities carried out in Years 2 and 3 of the project.

- For both capital works and activities in the Activity Plan some targets are behind schedule while others have been brought forward. Details of progress with capital works is covered under Q9 and activities in Q11 & Q16. One activity that was originally programmed for Year 4, 'Horrible Histories'-style storybook of heathland tales (Activity 1.A.4), has already been completed.
- There was some concern at the Review Session that not enough progress had been made. While it was recognised that two-thirds of the heathland management works were either

complete or programmed for completion, a further third had not been programmed and potentially a fifth was at risk (Appendix D). Concern was expressed that if sufficient work was not undertaken during the winter (when land management works are generally undertaken) of 2019/2020 then the project would be 'playing catch up in Year 5'.

- Activities that have not yet started include: work with under-represented groups (Activity 2.A.1); workshops in setting up 'friends of' groups (Activity 3.B.1); volunteers trained in presentation skills (Activity 3.C.11); and volunteers trained as guided walk leaders (Activity 3.C.12).
- Work with under-represented groups and setting up 'friends of' groups will require time to become established and continuity of working. It would be important, therefore, for these initiatives to be ongoing for several years before the end of project. Both tasks will involve: making contact with people (in the case of under-represented groups, people who are not already in contact); getting an understanding of their interests and priorities and how these fit with the interests of the relevant partners / heathlands; building their trust in the Heathlands Reunited partners they are working with; and developing some activities together. The delay is a particular risk to achieving successful outcomes from these initiatives and, especially with the 'friends of' groups, to the legacy of the project. Some mitigation is in place with the appointment of a Communities Outreach Officer.
- In general, it appears that the number of public events, and training events for volunteers, is lower than anticipated at the start of the project (Appendices F & G). However, the overall number of attendees at public events has exceeded anticipated numbers.

Q2. What are the Partnership strengths and weaknesses?

The Year 3 Review Session provided information on the partnership strengths and weaknesses (Appendix D).

<u>Strengths</u>	<u>Weaknesses</u>
😊 High level of expertise and experience.	☹ Corporate representation and awareness of project at higher levels of partner organisations.
😊 Joint working within a landscape scale approach.	☹ Different/competing organisational priorities.
😊 Strong network.	☹ Lots of people involved and changes in staff.
😊 Common aims.	
😊 Sharing equipment and best practice.	

Time needed to build relationships between partners was raised as a weakness, however this is often the case at the start of any project, especially where partners are not used to working with each other.

A few issues were identified as both a strength and a weakness, indicating that while elements are working well there is still room for improvement:

- 😊 Communication.
- 😊 Sharing of resources.

There had been staff changes early on in the project, which, from the Year 2 internal evaluation report, appeared to result in a loss of momentum. Changes in staff continued to be identified as a potential risk in the Community Session. While staff changes remain a risk (as with any project), both the Year 2 internal evaluation report and the Review Session indicate that previous issues had been resolved.

Comparing the comments made by partners responding to the Year 2 internal evaluation:

- The survey on what the partnership does well showed similarities with the comments made at the Review Session. For example, good partnership working and successful events with good community engagement were highlighted in the Year 2 report. A common drawback or weakness was the issue of competing organisational priorities, indicating that this remains an issue for some partners. One drawback raised in the Year 2 internal evaluation but not during the Review Session was that of insufficient influence in partnership activities, indicating that this issue may have been resolved.
- The Year 2 survey found that most partners who responded said that the development of valuable relationships and the ability to have a greater impact as a whole partnership were benefits. Although not necessarily expressed in the same way, the feeling at the Review Session of positive relationships with joint working and sharing resources bears this out.

Q3: What is working well? What is working less well? What lessons are there for improved performance?

During the Review Session, participants identified aspects of the project that were working well or not so well. Observations were also made in the Community Session.

Capital works

The Review Session raised the following:

- 😊 Closer working between two partners led to meeting of both organisations goals involving good communication and 6 monthly updates.
- 😊 Corridor widening/secondary woodland removal/bracken spraying working well.
- 😊 Good partnership working across sites with: common messages about capital works; consistency with interpretation signs; and cohesion with Take the Lead messages.
- 😊 Site specific aspects that are working well:
 - Cattle at Lynchmere worked well last year (issue with none this year) with bracken removed and much improved/more heather regrowth.
 - Better age structure of the vegetation (from scraping and burning) at Blackdown.
 - Bird surveys and fixed point photography at Chapel Common.
 - Public engagement at Wiggonholt.
- 😞 Capital works delayed due to conflicts with High Level Stewardship (HLS) funding (this was also flagged in the Year 1 Evaluation).
- 😞 Heathland goals do not match up with the long term visions of all partners. (This response may reflect the view of one partner.)
- 😞 Issues over payments being insufficient to cover works.
- 😞 Lack of clarity over the management plan in relation to organisational roles and funding.
- 😞 More volunteers needed to help with management tasks.
- 😞 Need for site management training on better understanding of the forestry sector – particularly commercial aspects.
- 😞 Site specific aspects that are not working so well:
 - Scrub management at Ludshott Common not undertaken sensitively.

- Various issues at Marley: lots of gorse, issues with dog walking, and poor connectivity from Marley to Iron Hill.
- Dog Ambassadors needed at Chapel Common and more work required for silver studded blue butterfly in Bunny Valley where core population is located (more connectivity needed).

Participants in the Community Session felt that the project had generally made positive changes to their local heathland (Shortheath and Broxhead Commons), particularly in terms of:

- 😊 Improved footpaths and accessibility
- 😊 Habitat improvement, reflected for example in an increase in butterfly numbers
- 😊 New signage and project activities creating more community engagement and greater ownership and knowledge of the area on the part of local people

Training sessions

From the Review Session:

- 😊 Demonstrable improvement in output from fixed point photographs following training.
- 😊 Fixed point photography rolled out to non-Heathland Reunited sites (demonstrating how the project has become a model for non Heathlands Reunited sites).
- 😊 SDNPA have reviewed fire plans for Heathland Reunited sites following training sessions.
- 😞 Gap identified in relation to ground nesting bird training.
- 😞 Identified need for upskilling practical volunteers.

Volunteer involvement

Review Session comments:

- 😊 Model of 'roaming' volunteers who are well trained and work on any site works well.
- 😊 ARCT model with registered volunteers coming along to volunteering events when they can appears to work well.
- 😊 Volunteer lookers are helping to meet requirements for animal welfare on sites.
- 😊 'Eyes and ears' on the ground.
- 😊 Good in connecting people with their site and spreading messages.
- 😞 The need for more volunteers, especially younger people, was recognised.
- 😞 The need for micro or flexible volunteering was raised, with volunteers being able to fit in volunteering tasks within their own timetable (this would help with, for example, working people).

Community Session participants:

- 😊 Reported positive experiences of volunteering with the project, commenting that this had been enjoyable, that they had learned new things and had been able to network with others.
- 😞 Participants in the Community Session (who included people from organisations that run activities for volunteers) also noted that there is a mismatch between people seeking volunteering opportunities and the organisations advertising for volunteers: some organisations are unable to offer opportunities to all the volunteers who approach them, while others need more volunteers.

Community events

At the Review Session participants mentioned that:

- 😊 Popular events include: 'Secrets of the Heath', 'Bioblitz', Reptile encounter walks, and Meet the Cattle'.
- 😊 'Secrets of the Heath' events are well established and particularly successful at attracting large numbers of people.
- 😊 Interactive events tend to result in the best feedback and events where there is contact with animals, e.g. snakes, tend to be popular with families.
- 😊 The range of events appears to be successful at increasing knowledge and awareness of heathlands, their habitats, species and history, as well as aspects of management.
- 😊 'Meet the Cattle' events engage people who may not necessarily be interested in heathlands but which provide important information for dog walkers.
- 😊 Health walks form an effective engagement tool with people from different backgrounds and provide an opportunity to raise awareness of heathlands.
- 😞 Difficulty with accessing certain events via public transport.

At the Community Session, participants also said that:

- 😊 Bioblitz and Secrets of the Heath were successful events, being both engaging and informative. Aspects that were felt to contribute to the success of local events included: telling people/guiding them about the area, explaining to them about the work being carried out (e.g. explaining what 'scrapes' are) and answering questions about what they've seen, opportunities to handle wildlife etc. There was general agreement that events have created a stronger connection to the heathlands.



Bioblitz Event at Lynchmere, 31/7/18. Photographer Katy Sherman.

Lessons for improved performance

Some of the ways in which project performance might be improved include:

- Improving partner representation/communication so that partnership meetings/steering group meetings are aware of all the issues faced.
- Identifying sites most at risk in terms of completion of capital works and planning mitigation.
- Ensuring that community events and training sessions are timetabled for the remaining duration of the project.
- Seeking opportunities to hold additional training to that planned where gaps have been identified (e.g. ground nesting birds).
- Improving advertising of events through social media to reach audiences (as identified at the Community Session).
- Care may need to be taken with the titles given to events, particularly if this includes a place name that people may not be aware of, to ensure that people are not put off from attending, for example 'Secrets of Shortheath' (point raised at the Community Session).

At both the Review Session and the Community Session the importance of the legacy and future of the project was raised. The good working relationships developed between Heathlands Reunited partners was recognised along with the benefits of continuing to work in partnership on future projects.

Q4: Have key challenges of the project been addressed and how?

Key challenges for the project and whether/how they were being addressed were discussed during the Review Session.

Capital works

- For improved performance in achieving capital works targets the need was identified for a capital works subgroup and sharing of management plans. A collective approach to the letting of contracts was also proposed as a means of getting even better value from available funding.

Engaging the public

- 😊 Going beyond engagement to encourage changes in behaviour among members of the public is known to be challenging. The project's success in addressing this challenge is due in part to the consistency of messaging across sites managed by different partners.
- 😞 While all partners were already delivering media/messages to the public it has been challenging getting the messages to the right audiences. One issue that was raised was the lack of accessibility of heathland sites by public transport. Suggestions were made for engaging Councils and SDNPA's transport lead on this issue and for 'targeted' public transport for events e.g. walks.

Governance

- 😊 Challenges that had been addressed covered: better awareness among partners of key personnel and how other organisations work; and use of the portal to communicate between partners. The need for improved engagement with target audiences had been identified and was being addressed through the appointment of a Communities Outreach Officer. Similarly the need for support with project monitoring was being addressed through a Business Administration Apprentice.
- 😞 A key challenge had been with turnover of staff early on in the project and retaining organisational memory and partner buy-in. While this weakness had been recognised in the

Year 2 internal evaluation, the need for succession planning and sustaining buy-in of all involved was something that remained to be addressed.

- ☹ The need to demonstrate the added value of NLHF funding to both NLHF and partners had been recognised, particularly in relation to the potential for double funding of capital works; work is ongoing to address this.
- ☹ Measuring the outputs of the project has been improved and is continuing to be tackled

Q5: How effective were the opportunities offered at enabling people to get actively involved in the project?

The effectiveness of opportunities for active involvement in the project was explored at the Review Session.

Volunteering

- The range of people involved in volunteering activities included: retired people, some young people/students (although it would be desirable to have more), those with skills (e.g. in chainsaw use), skilled Heathland Reunited apprentices, work experience individuals and Duke of Edinburgh Award volunteers.
- 'Roaming' volunteers (who move from site to site) were considered particularly useful as they can provide support where it is most needed.
- While the issue of existing retired volunteers getting older and the need for more, younger volunteers was highlighted, ARCT pointed out that their experience was different. Through involvement with amphibians and reptiles, ARCT have many younger volunteers carrying out surveys and participating in events at different sites and not just undertaking practical management tasks.
- A further suggestion was made to encourage the involvement of those undertaking Community Service and also corporate groups (e.g. company work days).

Training

- The type of people attending training sessions has included: those with existing interest in subjects; existing volunteers from partner organisations; staff and interns/apprentices/work experience individuals; dog walkers and families with children at 'Meet the Cattle' events; estate managers and Dog Ambassadors who have attended cattle sessions; and partners, volunteers and personnel involved with the project who have required training on certain aspects of the programme.
- It was noted that often it was the same people attending different training events.

Indicator: Percentage of volunteers and participants in activities who are from under-represented groups

The Activity Plan identifies work with under-represented groups to be the following specific audience types:

- Disabled people/groups.
- Young people.
- Deprived communities.
- Older people/groups e.g. U3A.
- Black and minority ethnic groups (BME).

In addition, Neighbourhood Plan groups and community groups with an interest in heathland are also specified.



Visitors during the Secrets of Shortheath event on Shortheath Common, 29/5/18. Photographer Anne Purkiss.

Q6: How were learning and participation opportunities made available to all?

The Review Session highlighted the various mechanisms employed to get people involved in the project through volunteering and training (Table 3.2).

- ☹ One issue identified was that when there were staff changes some people were then left out of the training network, though no specific examples were mentioned. This might possibly be due knowledge of potential trainees being in people's heads and so lost when they move on. This indicates that a better system is needed for keeping a record of volunteers and training undertaken as well as noting interests for future training opportunities.
- More flexible types of volunteering opportunity (e.g. micro volunteering where individuals volunteer in bite-sized chunks, on their own terms to fit in with their own timetable) were seen to be a way of encouraging more volunteers. This would require a volunteer coordinator to provide and organise the opportunities for flexible volunteering.

Table 3.2: Approaches employed to engage volunteers and participation in training.

<ul style="list-style-type: none"> • Word of mouth e.g. talking to people on sites, partnership staff spreading the word. • Through different events. • Via the centre in Midhurst. • Newsletters e.g. Heathlands Reunited Newsletter, South Downs View. • Leaflets. • Outside signage (e.g. cover boards & welcome boards and posters). • Social media. • Websites. • Internal recruitment processes. • By selling benefits e.g. training. • Seeing other volunteers. • Coffee & biscuits! • To retain – how you run a session – making it fun. • Provision of flexible volunteering options 	<ul style="list-style-type: none"> • Sharing training opportunities with volunteers • Existing interests encourage specific training. • Broad programme covers range of volunteers. • Social media, website, wider media e.g. newsletters, local paper, ads, posters. • Approaching existing engaged individuals familiar with sites e.g. Longmoor Dog Ambassador. • MOD promote at 6 monthly conservation sessions – local stakeholders in attendance. • Partners have asked staff to attend training sessions e.g. Health Walk Leaders. • Heathland Forum – email sent to partners.
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How people heard about events

On community event feedback forms (covering Years 2 and 3), people were asked how they had heard about the event (Figure 3.1). The Figure shows that most people heard about events via the internet (this includes social media), with the size of the words indicating the frequency of how people heard.

At the Community Session, participants:

- Were aware of Deadwater Valley Trust events as these had been advertised on Facebook.
- Were not aware of the Nightjar walk or the events on the two Commons and asked how they were advertised; if they had known about them they would have attended.
- Made various suggestions for advertising events, including, Facebook, parish magazines, posters, boards at Heathland Reunited sites.
- Pointed out that names being used to promote events may not mean anything to people e.g. one participant saw the sign for the Secrets of Shortheath event, but wasn't sure where Shortheath was.



Encouraging a diverse range of people, including hard to reach groups, in the project had proved a challenge. To address this issue, a Communities Outreach Officer post had been advertised with the aim of a person being in post in the summer of 2019. It will be important that this person establishes a baseline of what is currently happening, identifies the gaps and designs a clear strategy to address the issues identified. That will make it easier to assess progress.

Diversity data on the gender and age groups of attendees has been collected for public events from responses to questionnaires/postcards completed by attendees at the events (HeRe 033 Public Events & Activity datasheets) for period late July 2017 to March 2019 (including 'Serpent's Trail' 17/7/17 to 3-day 'Lynchmere Common Heath Walk' event 20/03/19).

- Collingwood Environmental Planning

- As the data are from just a sample of participants and it is not known whether the sample is representative of those attending the events, drawing conclusions from these data is difficult. Furthermore the data only reflect the gender and age group of the participants who filled in the feedback forms; diversity data is not available on other people who might have accompanied the respondent.
- From the data obtained across all 31 events, there were many more females compared with males who attended the events and completed forms, accounting for 68% and 25% of the sample respectively (Figure 3.2). A small proportion of those who attended and completed forms, comprised 'Male and Female' and 'Other' (1% each) and approximately 6% did not provide gender information.

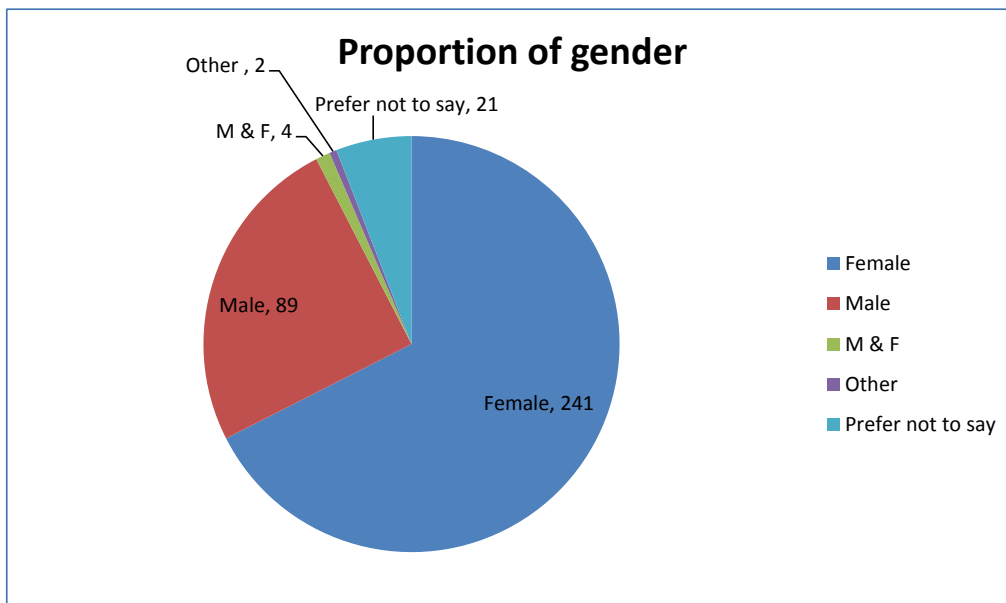


Figure 3.2: Gender of Participants who attended events and completed feedback forms (data source: HeRe 033 Public Events & Activity Data sheets).

- Across the 31 events, most of those participating and who completed forms were aged 45-64, though the distribution was fairly evenly split across three age groups 25-44, 45-64, and 65+ (Figure 3.3).
- The category 'prefer not to say' includes those not providing age data in the completed form.
- The age groups 15-24 and 'under 15' seem less well represented in the sample. However, the responses to a separate question on whether any children accompanied those attending the event and who completed a form indicate that around 23% were accompanied by children. Approximately 40% of the sample was not accompanied by children, and 36% did not provide information on this.

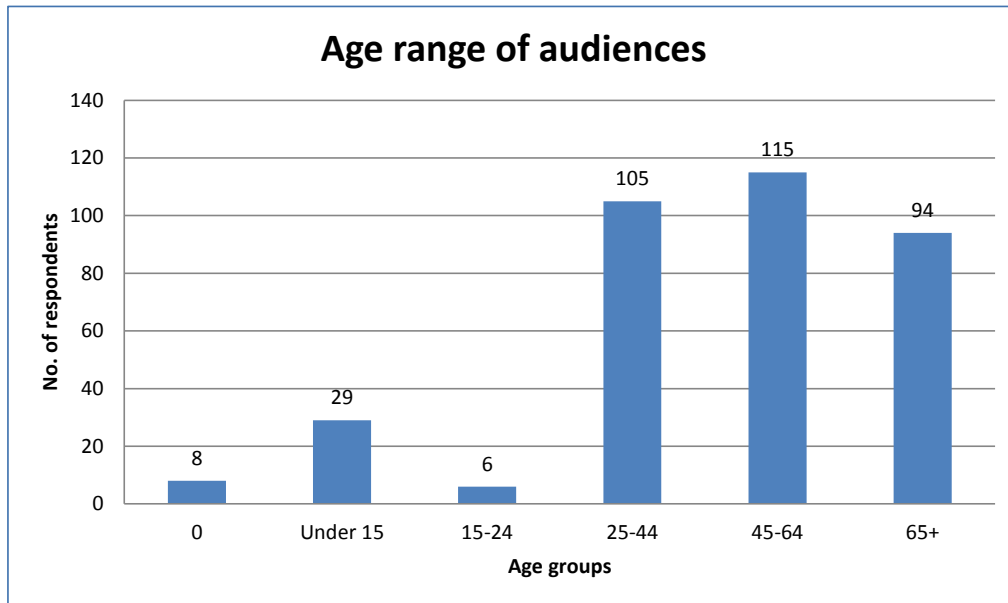


Figure 3.3: Age distribution of participants who attended events and completed feedback forms (data source: HeRe 033 Public Events & Activity Data sheets).



Bioblitz Event at Lynchmere, 31/7/18. Photographer: Katy Sherman.

An additional indication of the diversity of participants in relation to characteristics such as ‘young’, ‘older’, BME, disabled, and ‘deprived communities’ of the target audiences were obtained from de-brief sheets completed by organisers of events (HeRe 036 Debrief Sheets data). For the period from the start of the project until the end of March 2019:

- 10% of these events were attended by ‘young people’ (21 events), only 3% of events were attended by ‘older people’ (7 events) and no events were attended by ‘disabled’, ‘black and minority ethnic’ groups, nor ‘deprived communities’.
- It should be noted that data was not collected for all events and so these results simply provide a rough indication of the diversity of event participants. A summary of the main audience types for events is provided in Figure 3.4.

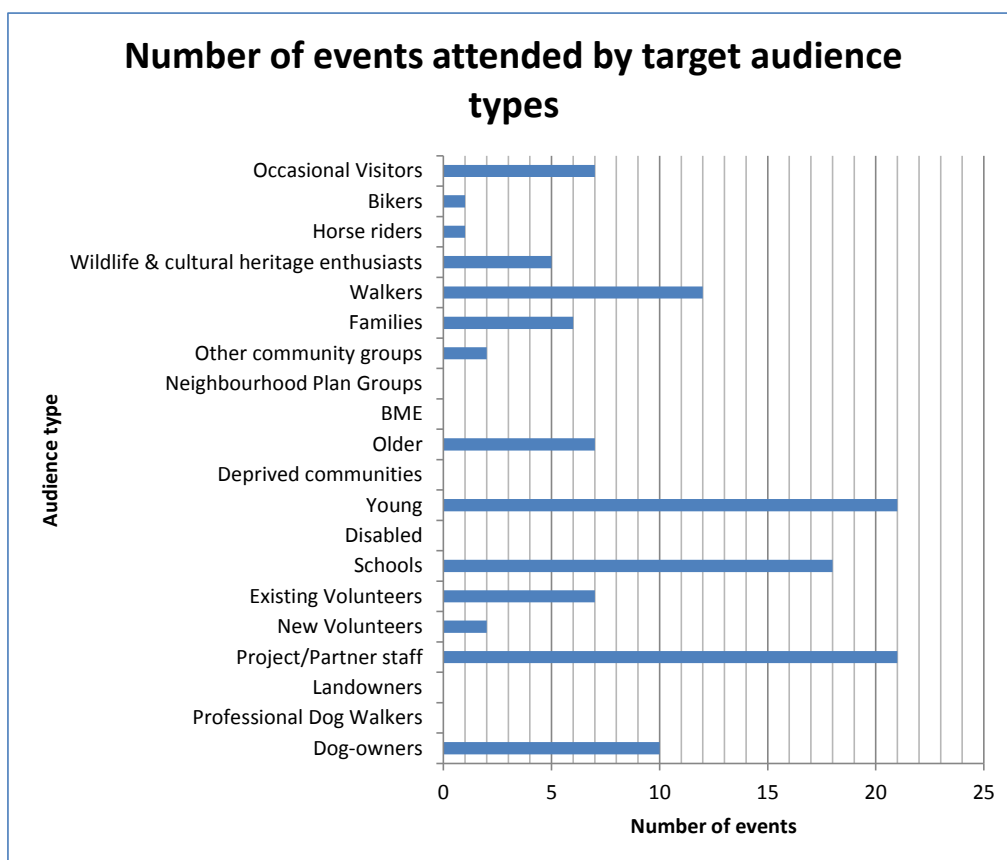


Figure 3.4: Number of events attended by target audience types as recorded by event organiser – note that the time period for this data is from the start of the project to the end of March 2019 (source: HeRe 036 DeBrief Sheets).

Indicator: Percentage of heathland under active management at start and end of project.**Q9: What area of heathland has been actively managed as part of this project?**

- ☺ By the end of March 2019, 388.53 ha of heathland had been actively managed (Table 3.3). Of this 332.47 ha of heathland habitat, (out of the planned 582 ha) had been restored (conserved) and 45.46 ha, (out of the planned 66 ha, re-created (increased). The remaining 10.6 ha constituted the area of corridor created to form links between patches of heathland habitat.
- For practicalities of recording and monitoring, the length of corridor to be created had been converted into an area measurement (in ha) by multiplying the length of corridor to be created by an average width of 40m. This was to get around the difficulty of measuring a length of corridor when works take place over an area of land.

Table 3.3: Area (ha) of heathland actively managed up to the end of March 2019 (data source: Capital Work Plan (HeRe 005)).

Heathland management	Project target	Achievements to end of Year 3
Reconnect (link)	10 ha	10.60ha
Re-create (increase)	66 ha	45.46ha
Restore (conserve)	582 ha	332.47ha
Total	666 ha	388.53 ha

- At the start of the project in 2016, capital works were programmed for each year of the five year project. Some of these works have been brought forward while others have been delayed for various reasons.
- ☺ Up to the end of Year 3, 339.65 ha of heathland were planned for management whereas this had been exceeded with 388.53 ha of heathland managed by the end of March (Table 3.4).

Table 3.4: Area (ha) and percentage of heathland actively managed up to the end of March 2019 (data source: Capital Work Plan (HeRe 005)).

Year of project	Area of heathland managed to end April 2019	Percentage of total planned heathland managed

Indicator: Number of people engaged in different events.**Q10: Have awareness-raising events been successful at engaging people? How many people have engaged?**

Drawing on data contained in the Debrief data sheets (HeRe 036) for the period from late July 2017 to March 2019:

- The project held approximately 75 events, which in total were attended by approximately 4532 people (Appendix H)³.
- According to the Project Activity Plan, the projected total number of events for the five years of the project is 313 (as listed in Appendix F⁴); and the total number of participants is expected to be 7428 people.
- For the first three years of the project up to the end of March 2019, 78 events have been held with 9521 participants. This suggests that the project, while behind on the number of events to be held, has already exceeded the projected total number of attendees for these events. This result is largely attributable to the Secrets of the Heath events which have proved extremely popular, although it should be noted that the count of number of attendees is an estimate (Project Team pers. comm.⁵).
- The activities which have attracted the largest number of attendees include: Secrets of the Heath, Health Walks, Heathlands for Humans Walks & Talks, Heathlands Schools Programme, Sculpture Trail Stone Carving Workshops, and the Celebration of the Heathlands Day, as well as the Bioblitz & Community Habitat Mapping.
- based on the data for this evaluation period alone the Health Walks activities have exceeded the projected total number of participants by the project end (Appendix H).
- Another five activities also made good contributions to meeting the projected total number of participants by project end: Heathlands for Humans Walks & Talks, Secrets of the Heath, Heathlands Schools Programme, Bringing Heathland Home, and Bioblitz & Habitat Mapping. Several of these activities build on those undertaken in earlier evaluation periods (see Year 1 evaluation report).
- Two additional events not listed in the Activity Plan, 'Celebration of the Heathlands Day at RSPB Pulborough Brooks' and the 'Volunteer Networking Event' received 175 and 41 attendees respectively. Also, the 'Sculpture Trail Stone Carving Workshops' (Activity 1.A.1) are additional to the creation of the linked interpretation trail using sculptured 'totems' itemised in the Activity Plan. This demonstrates that the team have been able to adapt the original events plan based on their experience and what's happening at the time.
- Based on the data in Appendix H, one activity which has not made such strong contributions to meeting the projected number of attendees by project end is the Guided Dog Walks. During Year 2, five Guided Dog Walks were to have taken place with a projected number of at least 100 dog walkers, while only one walk has happened so far with just 14 dog walkers attending. Again, the team has reported an adaptive management approach.
- A useful point made at the Community Session as a means of increasing attendance, was to coordinate community engagement events with other events taking place organized by non-Heathlands Reunited partners.

³ This is likely to be an underestimate since not all activity events were listed, for example, the Horse rider Information Event (Activity 3.A.4) held on 20/09/17 does not appear in Debrief data sheets (HeRe 036) but is included in the Public Events and Activity Data Sheets (HeRe 033) (Table 3.8).

⁴ This includes most events listed in Table 3.5 plus activities for under-represented groups (not yet held) but excludes the two events listed as 'other'.

⁵ Information supplied by personal communication with the Heathlands Reunited Project Team.

Indicator: Number of people who have been involved in heathlands and volunteered time.**Q11: How many people have contributed to the improved management and maintenance of heathlands through their involvement in project activities and how? Has their input been effective in helping to improve the heritage?**

- A total of 114 volunteers are registered specifically with the Heathlands Reunited project (Table 3.5); of these, 40 volunteers have been actively engaged in volunteer activities. These figures do not include volunteers who are active in the project but who are volunteers with partner organisations (e.g. ARCT, HCC and National Trust).
- The total of 114 Heathlands Reunited registered volunteers at the end of March is an increase on the 60 to whom surveys were distributed as part of the Year 2 internal evaluation.
- The volunteer effort of all volunteers engaged in Heathlands Reunited is recorded through the number of volunteer hours contributed to the project (Table 3.6).

Table 3.5: The number of registered and active volunteers up to the end of March 2019 (source: Volunteer Numbers and Hours spreadsheets).

Type of volunteering role	Number of registered volunteers*	Number of active volunteers**
Dog Ambassador	11	0
Fixed Point Photographer	11	0
Heritage	24	14
Practical Management	19	0
Health Walk Leaders	11	8
Wildlife Monitoring	33	0
Heathland Host	5	0
Total	114	40

* Indicates that they have completed a registration form and have said that they would be interested in volunteering in this role.

**Indicates the number of individuals volunteering in this role.

- 😊 The total amount of volunteer time contributed from the start of the project to the end of March 2019 has been 12,568.45 hours, consisting of both skilled and unskilled labour (Table 3.6).
- 😊 During the first three years of the project 1165 individual tasks have been recorded. Activities have covered: practical management tasks (scrub, Scot's pine, birch and Rhododendron clearance, tree felling, Christmas tree cutting, cutting back gorse, cutting and pulling bracken regrowth, electric fence installation, looking/livestock checking); wildlife monitoring (reptile and amphibian surveys); community engagement (Secrets of the Heath events); Dog Walking Ambassadors; fixed point photography; and cultural heritage research.
- Volunteers responding to the Year 2 internal evaluation showed that most spent between 2 and 5 days per month volunteering.
- The application to NLHF indicated that the project would train and support 200 volunteers who would contribute at least 5,700 days. The number of volunteers registered with Heathlands Reunited is 114, which is less than this figure, although volunteers with partner organisations also contribute to the project. Assuming that a volunteer day is 7.5 hours, the projected number of hours to be contributed by volunteers is 42,750 (5,700 days x 7.5 hours). Thus the number of hours contributed to the project so far (12,568.45) is well below target for this stage in the project (Table 3.6).

- While there is a good number of volunteers signed up (114) this isn't necessarily translating into volunteer hours. We know from research that a lot of the factors that make people engage in volunteering relate to the personal satisfaction of being with others, feeling that they are doing something worthwhile, etc, so understanding people's experience is important.

Table 3.6: Skilled, unskilled and professional volunteer hours contributed to the project from the start to the end of March 2019 (source: Volunteer Numbers and Hours spreadsheets).

Participants at the Review Session identified the ways in which volunteer input had been effective at helping to improve heathland sites:

- The model of 'roaming' volunteers who are well trained and work on any sites e.g. South Downs roaming team/Basingstoke volunteers has proved successful with the volunteers acting as a cohesive, cross partnership group.
- Volunteer lookers⁶ have helped to meet targets on cattle welfare.
- Volunteers act as 'eyes and ears' on the ground.
- Making contact with the local community, educating, raising awareness and spreading good messages.
- Generally having extra people on the ground.
- Low cost input to management and activities.

Indicator: Number of responses to participant surveys reporting an improved understanding of heathlands following community events.

Q12: Have methods of interpretation and information provision, through events and the web portal, been successful? How many people are known, or estimated, to have increased their knowledge and awareness through provision of interpretation?

Information on the heathlands has been provided through awareness-raising events and the web portal. In addition nine interpretation boards have been installed at the following eight sites:

1. Iping and Stedham Common
2. Ambersham and Heyshott Common x2
3. Wiggonholt Heath
4. Kingsley Common
5. Lynchmere Common
6. Chapel Common
7. Shortheath Common
8. Broxhead Common

Events

Participants at some of the awareness-raising events were asked to complete and return feedback forms. Drawing on data contained in the Public Events and Activity Datasheet (HeRe 033):

⁶ Lookers are those who check on livestock.

- 31 events were held between late July 2017 and the end of March 2019, for which attendee feedback forms were completed (Appendix I).
- Note that more events were conducted during this period but attendee feedback data is not available for these – see Appendix H in relation to Q10⁷. For some events (such as health walks) it has been difficult to get people to complete feedback forms at the end and so the only feedback has been via the event organiser completing a Debrief sheet (Project Team pers. comm.⁸).



Stone age re-enactors during the Secrets of Shortheath event on Shortheath Common.
Photographer: Anne Purkiss.

Numbers of attendees at events

- All information from feedback forms has been included in the analysis. However it should be noted that for the 17 events for which the total number of attendees is not available (see Appendix I), and for other events where the number of completed forms is very small (e.g. Secrets of the Heath Main 2018 event only 2% of attendees completed forms), the representativeness of the feedback should be weighed with these caveats in mind.
- The most successful and popular events were considered by participants at the Review Session to be: the main 'Secrets of the Heath' events which attracting a few thousand people and which have developed a reputation and become part of the town's (Petersfield) calendar, a huge success of the project; the Bioblitz events which attract local families who wouldn't necessarily otherwise visit a site, again a successful outcome; walks such as 'Reptile

⁷ Feedback data for the evaluation period 17/7/17 – 31/03/19 is taken from the Public Event & Activity datasheet (HeRe 033), during this period 31 activities/events were listed, compared with approximately 74 events listed for the same period in the DeBrief datasheet (HeRe 036).

⁸ Information supplied by personal communication with the Heathlands Reunited Project Team.

encounters' and some health walks, which attract high numbers of people; 'Meet the cattle' events, which are of value to both site managers and dog walkers; and dog fun days which people can join in.

- Participants at the Review Session said that events receiving the best feedback were those that were more interactive, provided a balance between education and fun, and/or included animals (e.g. snakes).

"Bioblitz are popular – timing means they are successful i.e. school holidays. Also, there is active participation which is the main reason for people enjoying etc. Also, e.g. where people digging turfs – people are involved in doing things – makes them feel special."

- It was suggested that the huge success of some of the events, such as 'Secrets of the Heath' **could** be replicated in other geographical areas. This useful model is already being rolled out to other heathland areas through 'mini secrets' events such as Secrets of Shortheath. More targeted promotion, developing new forms of marketing and promotion through social media, and reaching new and more diverse audiences were identified as measures for improving the success of events.
- Participants in the Community Session suggested that new or less familiar activities could be combined or held in conjunction with successful activities like Bioblitz and Secrets of the Heath; this might act as a means of engaging people in perhaps new, less familiar or different. It was also pointed out that once people had attended a particular type of walk (e.g. Nightjar Walk) they may not wish to come along to that particular walk again but may want to go on another wildlife walk to see something different. This suggests that learning new things and/or doing different things may be important to retain attendees.

Learning outcomes

Respondents to the participant feedback forms were asked to score their learning on a scale of 1 to 10 to the questions⁹:

- Did they gain a better understanding of heritage heathland?
- Did they learn more about heathland wildlife?
- Did they feel inspired to visit heathlands?
- Did they understand why heathlands should be looked after today?

The average of the self-assessed scores in response to these questions across all 31 events and also in relation to each Activity group are listed in Table 3.7. (Note that the Activity may comprise more than one event; the list of events for each Activity group is contained in Appendix I).

- 😊 Across the 31 events, average scores are high for all of the four learning outcomes, with each scoring an average of 8.5 or above.
- 😊 The differences in scores between the four learning outcomes is relatively small, slightly higher learning outcomes have been achieved in relation to 'Feel Inspired to visit heathlands' (average score of 8.9) and slightly lower outcomes in relation to 'Gain a better understanding of heathland heritage' (average score of 8.5).

⁹ The question/ scale wording was: 'On a scale of 1-10 (where 1 is not at all successful and 10 is very successful) how successful has this event been in helping you to...[followed by the 3 learning outcome statements]?'

Table 3.7: Average of self-assessed scores of learning outcomes from all events and selected events during period 17/7/17 – 31/03/19

Activity	No. of completed Forms	Average of Gain a better understanding of heathland	Average of Learn more about heathland	Average of Feel inspired to visit	Average of Understand why heathlands should be protected
2016-17 'Health Walk' leaders	31	7.5	7.1	7.7	8.0
2016-17 'Health Walk' participants	31	8.1	8.0	8.0	8.5
2016-17 'Health Walk' leaders	26	7.9	7.2	9.0	7.9
Heathland Forum	10	7.7	8.7	8.7	8.7
Total (all activities)	357	8.5	8.7	8.9	8.7

Source data: Public Events and Activity Data spreadsheets (HeRe 033) for period 17/07/19 – 31/03/19..

- 🟢 Table 3.7 and Figure 3.5 illustrate how average scores for the four learning outcomes vary across the eleven activities (note that activities may comprise more than one event; the list of events for each Activity is contained in Appendix I).
- 🟢 ‘Bringing Heathland Home’, ‘Guided dog walks’, and ‘Heathlands for Humans’ each achieved an average self-assessed score of 9.0 or more for all four learning outcomes, closely followed by ‘Deadly Heathlands’ which achieved an average score of 9.0 or more for three outcomes.
- 🟢 The ‘Meet the Cattle days’ was the only activity to achieve an average score of 8.0 or less for all four learning outcomes, though it appears to have successfully contributed to each outcome.
- 🟢 The ‘Secrets of the Heath’ ‘main’ events scored marginally higher than the ‘mini’ events for all four learning outcomes.

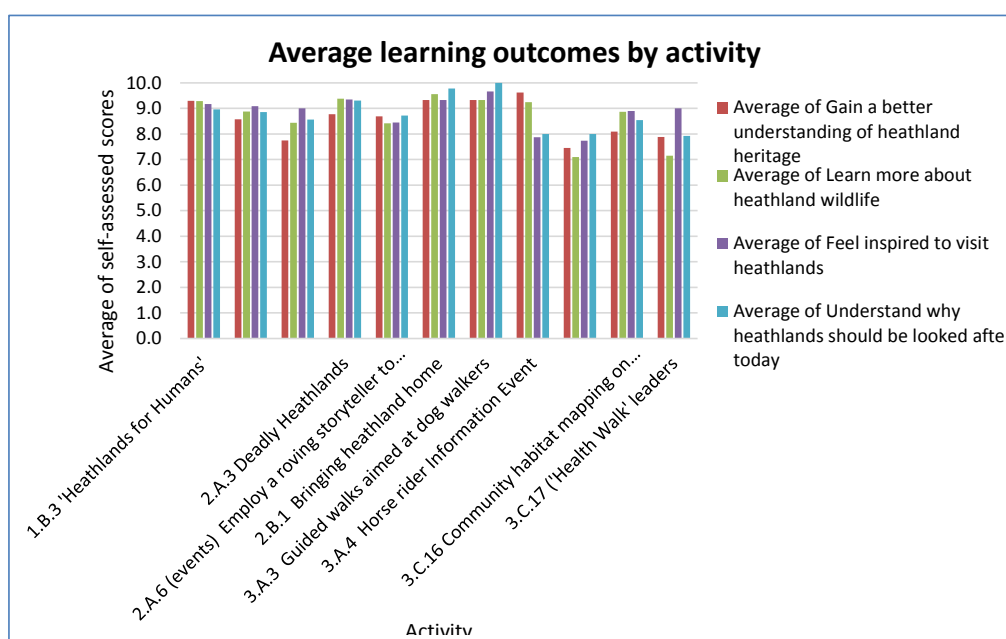


Figure 3.5: Average of self-assessed scores of learning outcomes resulting from different Activities in the period 17/7/2017 – 31/03/2019 (data source: Public Events and Activity Data spreadsheets (HeRe 033))

Have people gained a better understanding of heathlands?

- ☺ All of the activities were found to be successful in helping people to gain a better understanding of the heathlands, each scoring an average of 7.5 or above.
- ☺ The 'Horse rider Information Event' was the most successful of the activities at helping people to gain a better understanding of heathlands with a high average of self-assessed scores of respondents of 9.6 (Table 3.7 & Figure 3.5). This was closely followed by 'Heathlands for Humans', 'Bringing heathland home', and 'Guided dog walks' which each scored an average of 9.3.
- ☺ The 'Secrets of the Heath' 'main' events appeared to be more successful than the 'mini' events in helping people to gain a better understanding of the heathlands with average self-assessed score of 8.6 and 7.8 respectively.
- ☺ The 'Meet the Cattle days' was the least successful in helping people to gain a better understanding of the heathland heritage, though still contributed positively with an average self-assessed score of 7.5.
- ☺ Participants at the Review Session suggested that 'Secrets of the Heath' and 'Bioblitz' events were good for teaching people about heathlands and increasing people's knowledge; and also health walks...
"Health walks are an effective engagement tool, people from a different background, may know nothing about heathlands etc. but they go on health walk and learn – face-to-face engagement is good – reach people in way unexpected."
- ☺ Participants at the Community Session mentioned the Broxhead Bioblitz event as being a good example of showing how the local area has so many species and also that this was good for children to experience. There was also general agreement that people enjoy

receiving site specific information e.g. telling people/guiding them about the area, explaining to them about what 'scrapes' are and answering questions about what they've seen.

- 😊 One Community Session participant mentioned that she had learnt finger braiding through the historical re-enactment at the Secrets of Shortheath event and had taken this learning back to school and disseminated to others.

Have people learnt about heathland wildlife?

- 😊 All of the activities were found to be successful in helping people to learn more about heathland wildlife, each scoring an average of 7.1 or above.
- 😊 The 'Bringing Heathland Home' was the most successful of the activities at helping people to learn about heathland wildlife with a high average of self-assessed scores of respondents of 9.6 (Table 3.7 & Figure 3.5). This was closely followed by 'Deadly Heathlands' with an average score of 9.4, and 'Heathlands for Humans', 'Guided dog walks' and the 'Horse Rider Information Event' which each scored an average of 9.3.
- 😊 The 'Secrets of the Heath' 'main' events appeared to be more successful than the 'mini' events in helping people to learn about heathlands wildlife with average self-assessed score of 8.9 and 8.4 respectively.
- 😊 The 'Health Walk Leaders' and 'Meet the Cattle days' were the least successful in helping people learn about heathland wildlife, though both still contributed positively with an average self-assessed score of 7.2 and 7.1 respectively.
- 😊 The Review Session identified 'Bioblitz' events and 'Reptile encounter' walks as being particularly good for enabling people to learn about heathland wildlife. These adult and family orientated events helped people learn about species, including helping to bust myths about adders.

"If you can show people what is on the heath then that is successful – having reptiles to see is good, also cattle; with walks people are seeing as they go along."

- 😊 At the Community Session, one participant conveyed considerable learning gained from the Heathlands Reunited project about sand lizards and their burrows. The resulting discussion was suggested to provide a good example of dissemination of knowledge which had been learnt about through the project.

Have people been inspired to visit heathlands as a result of the awareness-raising event?

- 😊 All of the activities resulted in people indicating that they were inspired to visit heathlands, each scoring an average of 7.7 or above.
- 😊 The 'Guided dog walks' was the most successful activity at inspiring people to visit heathlands with a high average of self-assessed score of respondents of 9.7 (Table 3.7 & Figure 3.5). A further six activities were also particularly successful at inspiring people to visit with average self-assessed scores of 9.0 or above: 'Bringing heathland home', 'Deadly Heathlands', 'Heathlands for Humans', 'Secrets of the Heath' both 'Main' and 'Mini' events, and 'Health Walk leaders'.
- 😊 The 'Horse Rider Information event' and 'Meet the Cattle days' were the least successful in inspiring people to visit heathlands, though both still contributed positively with an average self-assessed score of 7.9 and 7.7 respectively.

- 😊 A participant at the Review Session noted:
“Secrets of the Heath – most people engaged – then people go on to visit other heathland events – how much people link to other sites is not known but the event reaches lots of people from different social backgrounds. Good feedback from these events.”
- 😊 At the Community Session the point was made that people are often unaware of what is on their doorstep and some participants mentioned that they have often heard the phrase: *“I didn’t know that was there”*.

Do people have a better understanding of why heathlands should be looked after today?

- 😊 All of the activities resulted in people having a better understanding of why heathlands should be looked after today, each scoring an average of 7.9 or above.
- 😊 The ‘Guided dog walks’ was the most successful activity at helping people to understand why heathlands should be looked after, with all three respondents providing a self-assessed score of 10.0 (Table 3.7 & Figure 3.5). This was closely followed by ‘Bringing heathland home’ which scored an average of 9.8, and by ‘Deadly Heathlands’ and ‘Heathlands for Humans’ with average scores of 9.3 and 9.0 respectively.
- 😊 The ‘Health Walk’ leaders’ event was the least successful in helping people to develop a better understanding of why heathlands should be looked after today, though still made a good contribution with an average self-assessed score of 7.9.
- 😊 The Review Session identified that ‘Bringing the Heathlands Home’ events enabled people to learn a lot about management and ‘Meet the cattle’ events were good for engaging with dog walkers.
“Meet the cattle [are successful events] – because engages people that may not necessarily be interested in heathlands but gives important information for dog walkers.”

Web portal

The SDNPA website includes pages dedicated to Heathlands Reunited¹⁰.

- In addition to the ‘home’ page, there are separate pages on a range of topics, including ‘About the project’, ‘Heathland Events’, ‘Heathland walks and talks’ and ‘Take the Lead’.
- Various pages provide for documents to be downloaded, such as a Heathland walks and talks programme.
- A portal specifically for partner and volunteer use enables internal communication about the project.
- The total number of visits to the portal and the various web pages as well as the number of downloads has been collated for the time period December 2018 to end of May 2019 (Table 3.8).

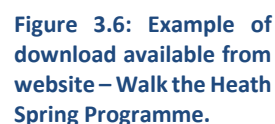
¹⁰ <https://www.southdowns.gov.uk/care-for/heathland/heathlands-reunited/>.

Table 3.8: Total number of web site and page visits and downloads.

Type of visit	Total number of portal and web page visits and						
Home page							
Web page visits							
	Volunteer with us /	80	81	61	124	86	75
Downloads							
	Newsletter	2	4	4	5	4	2
	Spring Walks Programme	n/a	n/a	n/a	n/a	7	0

Use of the website and portal

- The data indicates that use of the web portal by partners and volunteers was relatively high during the winter of 2017/2018 (229 visits in Dec-Feb 2018) but that visits have fallen off since to 61 visits during Mar-May 2019.
- Views expressed by partners in the Year 2 internal evaluation indicated that while the portal was a useful resource it wasn't heavily used. A similar view was expressed at the Review Session.
- 😊 In contrast, the number of visits to the Heathlands Reunited 'home' page has steadily increased over time from a total of 354 visits in Dec-Feb 2018 to 671 in Mar-May 2019.
- 😊 The 'Heathland Events' and 'Heathland walks & talks' pages appear to have come on line in the Dec-Feb 2019 quarter and appear to be relatively popular with 213 and 234 total visits respectively during Mar-May 2019, perhaps coinciding with the time when people are thinking of getting out and visiting heathlands.
- Only a few documents appear to have been downloaded from the website, such as the Walks Programme (Figure 3.6). While this is a valuable resource, it is possible that people simply read the document online or obtain paper copies from elsewhere.



website at increasing knowledge and understanding about heathlands

- The website was considered useful for general understanding of the existence heathlands and also for finding about heathland walks and events.
- 😊 Elements of the website mentioned as particularly helpful were the heathlands documentary video, newsletters, and the social media feed.
- 😊 The 'Take the Lead' videos were also considered good for reaching new audiences.
- 😊 Consistent imagery and style between the website and information boards was also noted as being good for project recognition.

- ☹ In terms of improvements, the comment was made that from the point of view of a visitor or volunteer the website was poor for engagement as it was not user friendly. (This point would need to be explored further with a working group to identify how to make more user friendly.)
- ☹ There was also some discussion on the lack of knowledge among partners on the use of the web portal.
- Comments made at the Review Session about the website included:
 - “A partner or person in the know can navigate around the website but for the public or volunteer, then it may not necessarily be the best place to find information – not the best way of getting information.”*
 - “Way website and social media works together is the way to look at it – the website may not be the best way of hooking people but if people get there through other means then fine.”*
 - “One of best things on the website is the SDNPA articles (not on HeRe pages) – so project reach is through articles that then get posted elsewhere.”*

Q13: Are people more aware of: a) the value of heathlands for wildlife? b) the need to manage heathlands and what management entails? c) the benefits to people including for access and recreation?

Participants in the Community Session had been involved in training for leading health walks and in conducting reptile and bird surveys.

- 😊 They reported that they had learned a great deal from being involved as volunteers in the project and that they were sharing this learning with others:
 - “When you learn about all the wonderful things that go on on the heaths, you can tell other people about them when you are going through these areas.”*
 - “Surveying endangered species gives a measure of the benefit achieved.”*
- 😊 Teachers from a local school commented that children who had gone to one of the events about reptiles had talked about what they had learned when they returned to school.
- A reflection of participants’ awareness of the importance of heathland habitats for wildlife was their concern about the pressures on sensitive sites (e.g. from increased traffic and the rise in the numbers of dogs and cats). However, at least one participant was a long-standing volunteer who is likely to have been aware of the value of heathlands for wildlife before the start of the project.
- Representatives of local organisations, including organisations that are not partners in the project, who participated in the Community Session have been involved for some time in managing heathlands so there was not change in their awareness of what this entails. Community members were not directly involved in heathlands management.
- Community participants commented on many of the benefits of accessing heathlands areas, for example to improve mental and physical health, through Health Walks. Increasing accessibility to disabled people was specifically noted. An interesting part of the discussion focused on how to create awareness among people moving to new housing developments in the area who might not appreciate the benefits of heathlands.

- ⊖ One phenomenon that reflects a less positive relationship between local people and heathlands is arson, with several recent cases and damage to 2 ha of heathland. One participant commented that some people don't think that burning heathland is a problem and that the habitat will restore itself.



Dog parcours¹¹ during the Secrets of Shortheath event on Shortheath Common, 29/5/18.

Indicator: Responses to participant survey questions relating to the success and enjoyment of community and training events.

Q14: What did participants like most about the training events? Did participants consider that anything could be improved?

Participants on training events were asked to complete feedback forms which asked: 'What did you like most about the training?' and 'What if anything could be improved?' For each training event, responses to these questions have been grouped according to emerging themes (Appendix J).

- 😊 All training events received positive comments on feedback forms. Training events were generally found to be informative and enjoyable.
- 😊 Themes emerging from the comments that illustrated aspects of training events that were particularly liked by participants were:
 - Information (whether on dogs/dog behaviour, species or health walk leading).
 - Quality of the presentations and expertise of speakers.
 - Discussions, interactions and good answers to questions.
 - Well organised and structured sessions.

¹¹ A term for obstacle course.

- 😊 Specific comments about what people liked most about the training covered:
 - *“Dog information, meeting other like minded people.”* (Dog Ambassador Training, 19/10/17).
 - *“Very friendly and informative, especially on butterfly identification. The guided walk was really excellent and the butterflies put in an appearance too.”* (Butterfly transect and species ID training, 5/5/18).
 - *“Excellent presentation and content. Very informative. Essential for site manager.”* & *“New ways of engaging and thinking about motivation as to why there are problems.”* (Dog Walker Engagement Workshop, 25/1/1).
 - *“Mix of activities with lots of information about the Health Walks & good answers to questions.”* (Health Walk Leader Training, 8/3/19).
- A few comments were made on aspects of the training that could be improved that were specific to the particular training event, e.g. more information about transects was raised by two people in relation to the Butterfly Transect and Species ID training (5/5/18).



Workshop for Heathlands Reunited volunteers with sculptor Graeme Mitcheson at the South Downs Centre, 10/4/18. Photographer: Anne Purkiss.

Q15: What did participants find most informative and engaging about community events? How did participant describe the events?

People who attended events were requested to complete a feedback card and respond to the question: What did you particularly enjoy?

Particularly enjoyable part of the event

Responses to the question on what participants found particularly enjoyable have been grouped according to emerging themes (Appendix K).

- 😊 All events received positive feedback and comments highlighted the elements that they most enjoyed.
- 😊 Themes emerging from the comments that illustrated aspects of events that were particularly enjoyable included:
 - Being able to see nature and insects generally (Summer on Iping, 21/6/18).
 - Informative/information provided (mentioned in relation to several events e.g. Navigating Heathlands Walk (18/8/18).
 - Articulate and humorous speaker (Harting Society SWT Talk, 7/2/19).
 - Lots for kids to do and range of activities (Secrets of the Heath, 2/9/17).
 - Re-enactments / Demonstrations (Secrets of the Heath, 8/9/18).
 - Seeing Reptiles and Amphibians on the walk itself (Reptile Encounter/ Deadly Heathland, 22/8/17).
- 😊 Specific comments about what people liked most about the events included:
 - *"Getting a better understanding of heathland conservation & management."* (Grafham Common Walk, 7/8/18).
 - *"All absolutely BRILLIANT, informative, just great in every way."* (Navigating Heathlands Walk, 18/8/18)
 - *"Great range of activities suitable for all ages. It is a wonderful event- thank you for organising such a great event."* (Secrets of the Heath, 2/9/17).
 - *"The stone age and the falconry display."* (Secrets of the Heath, 8/9/18).
 - *"Really enjoyed seeing the reptiles and amphibians before the walk but also whilst walking."* (Reptile Encounter/ Deadly Heathland, 22/8/17).
 - *"I've walked many of the paths we went on in the past, but never as a single walk – it was good to be able to see how they all link up together. Really enjoyed learning more about the landscape from the different people who joined us during the day, plus good company."* (Serpent's Trail Week Long Walk, 17/7/17).
 - *"The displays and talks were very informative. Everyone was very friendly/chatty and the chilli and refreshments were much appreciated. Thanks."* (Horseriders Event, 20/9/17).

Indicator: Number of people who have developed and applied skills.

Q16: Have training sessions been successful at developing skills? How many people have developed different skills?

The number of people trained in different skills between 17/7/17 and the end of March 2019 is calculated to be 96 (Table 3.9).

- After an initial burst of training in Year 1, overall few training events were held in Years 2 and 3 of the project.

- Comparing the number of training sessions held with the number and timing of training planned on the original Activity Plan, indicates that training delivery is behind target. This is to be addressed in the coming year with the appointment of a Communities Outreach Officer (Project Team, pers. comm.¹²).
- 😊 For the training delivered in Years 2 and 3 of the project, some sessions exceeded planned numbers of attendees, some were on target and some had fewer attendees than anticipated.
- 😊 The number of attendees on the Butterfly Transect and Species ID Training exceeded the numbers planned by one. The Conditional Assessment Training and Health Walker Leader training both had the target number of attendees of 15 and 10 respectively.
- 😞 Numbers were lower than expected for the Dog Walker Engagement Workshop held on 25/1/19 (25 people trained compared to the desired 40).

Table 3.9: Number of participants at training events compared to projected number of attendees (data sourced from: Training Feedback Data spreadsheets (HeRe 032) and Events & Activity Data spreadsheet (HeRe 035) unless otherwise stated).

Training event	Date	Projected number of attendees (from Activity Plan & Events &	Number of	Number of espondents to
Dog Ambassador Training	19/10/17	3.C.10 12 Dog Ambassadors (recruited & trained) at 1 event	9	8
Oral History Training	6/12/17	1.B.1 6 volunteer groups	10	4
Archive Training	15/1/18	1.B.1 6 volunteer groups	6	6
Butterfly Transect and Species ID Training	5/5/18	3.C.1 20 volunteers (& 5 new butterfly transects established)	21	17
Conditional Assessment Training	17/9/18	3.C.14 60 volunteers (trained on relevant land management skills over 5 workshops)	15 staff	4
Dog Walker Engagement Workshop	25/1/19	3.A.5 40 people	25 staff	11
Health Walk Leader Training	8/3/19	30 volunteers (trained over 3 sessions)	5 staff, 5 public	9

- Training feedback forms requested participants to rate their knowledge and understanding, pre and post training, in response to a series of questions using a 1 to 10 scale.
- 😊 For all training events, participant who completed feedback forms indicated that their knowledge and understanding had increased in relation to all questions asked (Appendix L).

Q17: Have the skills been applied in practice?

Participants at the Review Session highlighted how skills developed on training sessions had been applied in practice (Table 3.10).

¹² Information supplied by personal communication with the Heathlands Reunited Project Team.

- Certain volunteer tasks on heathland sites rely on being trained in certain skills (e.g. rapid assessment surveys, fixed point photography and leading health walks).
- 😊 Volunteers involved in the cultural heritage projects directly apply skills gained on the Oral History Training and Archive Training to recording and collating historical information and stories.
- Gaps in training needs were also identified at the Review Session e.g. ground nesting bird surveys / upskilling practical volunteers.

Table 3.10: Application of training skills.

- Rolled out Fixed Point Photography to other, non Heathlands Reunited sites.
- Some skills are transferrable to everyday life.
- Cultural heritage – useful to deliver many mini-projects.
- Continuation training e.g. those trained have engaged with different audiences & lessons are confirmed.
- Demonstrable improvement in output from fixed point photographs.
- Public have been feeding back regarding dog behaviour on MOD sites.
- SDNPA staff reviewed fire plans for Heathlands Reunited sites e.g. Chapel Common, as have other partners for their sites.

Indicator: Reduced disturbance to livestock and wildlife by dogs at the end of the project compared to the start.

Q18: Has disturbance to livestock and heathland wildlife been reduced as a result of changed attitudes and behaviours?

One of the main ways in which visitors to heathlands sites learn about the impact of disturbance to livestock and heathland wildlife is through the 'Take the Lead' campaign, and the presence of Dog Ambassadors.

- 😊 Review Session participants suggested that there was evidence of a change in behaviour of dog walkers with regard to reduced dog waste. While there were further improvements to be made there had been a definite improvement in levels of awareness. Unfortunately, there was reported negative feedback regarding 'policing' of people's behaviour. However, it was recognised that the Dog Ambassadors are having a valuable input on sites where they are being seen by the same people each day.
- 😊 At the Community Session (Appendix E) there appeared to be little awareness of the local Dog Ambassador at Broxhead Common. Furthermore, one participant, who regularly dog walks on Broxhead, commented that she was not aware nor had seen nor heard of the Dog Ambassador. This may be because the Dog Ambassador was new at the site. The impact on changing behaviours of dog walkers is therefore too early to tell for this site.
- It was also reported at the Review Session that walkers were becoming more used to seeing management works on site. Awareness of heathland management needs was being helped by posters explaining why the works were taking place and through conversations with the public.

Indicator: Local area is a better place to live, work or visit.

Q19: Is the local area a better place to live, work or visit as a result of changed attitudes or behaviours in and around heathlands and, if so, what brought about this change?

This question was not addressed in the Community Session as the focus was on participants' experience of the project. As many of the members of the community at the session had only become involved in the project quite recently, it did not seem appropriate to ask about changes in attitudes and behaviours in the wider community. This indicator will be explored in depth in Year 5.

Indicator: More sustainable relationship between communities and heathlands.

Q20: Has a better and more sustainable relationship developed between communities, their Heathland and those who have responsibility for managing it?

Participants at the Community Session discussed the sense of community within the Shortheath and Broxhead Commons area.

- One participant said that Shortheath and Broxhead are seen as different to other project sites due to their socio-economic setting. These two commons have a strong sense of community, which may not exist in the other commons.
- 😊 There was some general agreement at the Community Session (Appendix E) that events have created a stronger connection between people and the heathlands, for example they'll take a friend and show off their knowledge gained.
- 😊 Participants highlighted an advantage of the Secrets of Heath and Bioblitz events in that people are there at the commons already and so the walks are very well attended, providing the opportunity to show people the heaths.
- 😊 There was general agreement that it is nice to have events on site so that people can get a feel for the place, good will is generated and people may have a new experience that they may not have got on their own.
- 😊 The oral history work was said to have brought out a lot of history and created a legacy for others.
- 😞 One participant expressed concern about a missed opportunity within the project related to the 10 sculptures – it was felt that commissioning a renowned local artist could have helped to avoid issues which arose with planning and local communities.

The importance of legacy and the future of the project were raised by participants at both the Review and Community Sessions. In particular, putting plans in place for the ongoing sustainability of the project once ended, with, for example, opportunities for children, greater links with communities and public transport links.

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Visitors handling reptiles and amphibians during the Secrets of Shortheath event on Shortheath Common, 29/5/18. Photographer: Anne Purkiss.

4. Evaluation Summary

The findings from the analysis of the data and information against the evaluation questions (Section 3) has been summarised in relation to each of the respective indicators (Table 4.1).

Table 4.1: Evaluation of *Heathlands Reunited* against indicators at the end of Year 3

Project has been well-managed.	<p>Governance. The partnership's main strengths are: common aims; high level of expertise and experience; joint working within a landscape scale approach; and a strong network¹³.</p> <p>Sharing of resources was viewed to be a strength, although it was recognised that there could developed further to give greater benefits.</p> <p>Communication was seen as both a strength and a weakness, indicating that there is still potential for improvements¹⁴.</p> <p>Other weaknesses covered issues of: corporate representation and awareness of the project; competing organisational priorities; time required to build relationships; and lots of people involved in the project along with the changes in staff.</p> <p>Staff changes appear to have caused delays early on in the project¹⁵. However, the project appears to be on track with the new project manager overseeing progress. A further challenge with the turnover in staff had been with retaining organisational memory and partners buy-in to the project.</p> <p>The Review Session highlighted that overall, good working relationships between partners have been established and partners are now beginning to think about planning for the future beyond Heathlands Reunited.</p>	<ul style="list-style-type: none"> • Ongoing need for succession planning and sustaining buy-in of all involved. • Continue to improve communication (e.g. by better targeting of media/messages to the right audiences). • Clarity to be provided on the decisions that can be made by the Project Manager and those that need to go to the Steering Group, as a means of speeding decision making. • Encourage use of the partner portal especially for posting questions. • Set up sub-groups, as necessary, to focus on improvements with different elements of the project. • Seek opportunities for even greater sharing of resources. • Begin planning for the future after Heathlands Reunited e.g. 'Son of Heathlands Reunited'. • Seek opportunities for unstructured discussion sessions amongst partners to explore ideas and issues, perhaps as part of the Year 4 interim

¹³ Year 3 Review session.

¹⁴ Year 3 Review Session.

¹⁵ Sellers, D. (2018) *Heathlands Reunited Internal Evaluation Report – Year 2*. South Downs National Park Authority.

		evaluation (interest expressed at the Review
	<p>Capital works. The area of heathland being conserved, restored and created appears to be on target with 388.53 ha of heathland works undertaken by the end of March 2019 compared to a planned figure of 339.65 ha. While not all works planned for the first three years of the project have been undertaken, other works planned for years 4 and 5 have been brought forward.</p> <p>Activities Plan. The majority of activities within the Activity Plan have been started, although some are behind schedule. Some activities that were programmed to start in Year 2 that have not yet started are: work with under-represented groups (Activity 2.A.1); workshops in setting up 'friends of' groups (Activity 3.B.1); volunteers trained in presentation skills (Activity 3.C.11); and volunteers trained as guided walk leaders (Activity 3.C.12). These activities are likely to require time to become embedded and generate results in terms of the involvement of under-represented groups and the setting up of 'friends of' groups, so their delay is of some concern. A further activity that has not yet started is the training in the biodiversity value of heathland cultural assets (Activity 3.C.8) which was due to start in Year 1. In general, it appears that, by the end of March 2019, the number of public events and training events held is lower than anticipated at the start of the project. However, the overall number of attendees at public events has exceeded anticipated numbers. A Communities Outreach Officer has been appointed to help move forward with events and training sessions.</p> <p>collating monitoring data for the project have been put in place since Year 1 of the project (helped through the support of a Business Admin</p>	<p>Review and plan for the remaining capital works to ensure completion during the next two years.</p> <p>Set up a capital works sub-group bringing together the specialists to cover the detailed planning of this major part of the project (not normally possible in other groups) and as a means of improving performance in achieving targets.</p> <p>Review the reasons for the delay with some activities in the Activity Plan and assess which are relevant and crucial to the success and legacy of the project for taking forward.</p> <p>Ensure that activities that are likely to require time to become established (e.g. involvement of under-represented groups and the setting up of 'friends of' groups are progressed at the earliest opportunity.</p>

	Apprentice). This is enabling the Project Manager and other members of the Project Team to monitor project progress against targets. However, there are inconsistencies between different data sheets resulting in	
Percentage of volunteers and participants in activities who are from under-represented groups	<p>Various mechanisms are used to engage people in the project, including, the website, social media, newsletters, leaflets, signage, information at events and word of mouth. Feedback from community events indicates that most people heard about events through the internet (including social media).</p> <p>Diversity data has been collected via event feedback forms on gender and age of participants only. However, as the data is from a sample of participants it is not known whether the sample is representative of those attending the events. Furthermore the data only reflect the gender and age group of the participants who filled in the feedback forms; diversity data is not available on other people who might have accompanied the respondent.</p> <p>While the range of people attending events has been recorded on a Debrief sheet (on a yes/no basis) by the event organiser, no work has been undertaken to date on engaging hard to reach groups. This point has been recognised by the Project Team and a Communities Outreach Officer has been appointed to address this issue.</p>	<ul style="list-style-type: none"> The current tools for collecting participant data and diversity monitoring appear to be somewhat inefficient as multiple forms are used but the data is incomplete. We suggest that the new Communities Outreach Officer is tasked with reviewing the tools and drawing on the experience of other similar projects to propose a new approach for the future.
Percentage of heathland under active management at start and end of project	<p>Approximately 332.47 ha of heathland (planned for management) has been actively managed since the start of the project up to the end of March 2019. Up to the end of Year 3, 339.65 ha of heathland were planned for management whereas this had been exceeded with 388.53 ha of heathland managed by the end of March. Of this 332.47 ha of heathland habitat, (out of the planned 582 ha) had been restored (conserved) and 45.46 ha, (out of the planned 66 ha, re-created (increased). The remaining 10.6 ha constituted the area of corridor created to form links between patches of heathland habitat.</p>	<p>seen opportunities for income from home-grown timber (logs & biomass), in locations where trees are being cut for recreation of heathland habitat.</p> <ul style="list-style-type: none"> Make better use of this evidence to publicise the benefits of the project.
engaged in	(Table 3.5). Over the first three years of the project 78 events had been held out of the 313	Secrets of the Heath and mini secrets and see if

different events.	planned for the whole project, indicating that the project is behind target with holding events. However, the number of participants at events during the first three years is estimated to be 9521, which exceeds the target of 7428 participants anticipated over the life of the project (Appendix F). This success reflects good marketing and communications. It also demonstrates that the events held have been very successful and illustrates quality versus	more people are becoming involved in project activities as a result.
Number of people who have been involved in heathlands and volunteered time.	<p>Over the course of the project it is projected that 200 volunteers will be trained and contribute at least 5,700 days (equivalent to 42,750 hours). From the start of the project to the end of March 2019, a total of 114 volunteers registered with the project; of whom, 40 volunteers have been actively engaged in volunteer activities. In the same period, the volunteer efforts of all the volunteers engaged in Heathlands Reunited amounted to 12,568.45 hours, consisting of both skilled and unskilled work. These figures do not include volunteers who are active in the project but who are volunteers with partner organisations (e.g. ARCT, HCC and National Trust). Thus the number of hours contributed to the project so far is well below target for this stage in the project.</p> <p>During the first three years of the project 1165 individual tasks were recorded. Volunteer activities have covered: practical management tasks (scrub, Scot's pine, birch and Rhododendron clearance, tree felling, Christmas tree cutting, cutting back gorse, cutting and pulling bracken regrowth, electric fence installation, lookering/livestock checking); wildlife monitoring (reptile and amphibian surveys); community engagement (Secrets of the Heath events); Dog Walking Ambassadors; fixed point photography; and cultural heritage research.</p>	<ul style="list-style-type: none"> Obtain information on the number of volunteers with partner organisations who undertake Heathlands Reunited tasks. Suggestions made at the Review Session for more, younger volunteers, and for flexible volunteering to enable volunteers to join in tasks when time permits, should be explored. The model of 'roaming' teams of volunteers who move around covering tasks on different sites had proved successful. The idea of micro-volunteering has been investigated by the Volunteer Development Officer at SDNPA and so it is anticipated that the Heathlands Reunited Project Team will learn from and apply (Project Team pers. comm.¹⁶).
responses to participant surveys reporting an improved	participants found events to be informative. Scores of 7 or more (using a 1-10 scale) were given for all events for the learning outcomes. The 'Bringing Heathland Home', 'Guided dog walks', and 'Heathlands for Humans' each	

¹⁶ Information supplied by personal communication with the Heathlands Reunited Project Team.

understandir of heathland following community	achieved an average self-assessed score of 9.0 or more for all learning outcomes. (See Q12 for more detail on learning gains.)	
Responses to participant survey questions relating to th success and enjoyment o community and training events.	<p>All training events received positive comments on feedback forms. Training events were generally found to be informative and enjoyable. People particularly liked, for example, the quality of presentations and expertise of speakers, along with the good discussions.</p> <p>Positive comments were also received from people about community events. Examples of most enjoyable aspects were the range of activities for children at events such as 'Secrets of the Heath' and seeing reptiles and amphibians during 'Reptile encounters'.</p>	
Number of people who have developed and applied skills.	The number of people who attended training sessions during Years 2 and 3 of the project is calculated to be at least 96 (Table 3.11). Following an initial burst of training in Year 1, overall few training events were held in Years 2 and 3 and it appears that that training delivery is behind target (Appendix G). It is understood that this issue is to be addressed in the coming year with the appointment of a Communities Outreach Officer.	
Reduced disturbance to livestock and wildlife by dogs at the end of the project compared to the start.	The 'Take the Lead' campaign and the presence of Dog Ambassadors on sites are the main ways in which visitors to heathlands sites learn about the impact of disturbance to livestock and heathland wildlife by dogs. Review Session participants suggested that reduced dog waste was evidence of a change in behaviour by dog walkers, and felt that there had been a definite improvement in levels of awareness. However, there is insufficient evidence at this stage to say whether there have been improvements or reduced disturbance to livestock and wildlife across all sites within the project area. This aspect is being addressed through a separate piece of research on dog walking behaviour.	
to live, work or visit.		evidence for this indicator (what would in mean in practice for the local area to be a better place to

		<p>live, work or visit?) to be discussed and agreed with the project team.</p> <ul style="list-style-type: none"> Ensure this indicator is covered in the Review and Community Sessions planned as part of the
<p>More sustainable relationship between communities and heathlands.</p>	<p>Participants at the Community Session suggested that events have created a stronger connection between people and the heathlands, for example by individuals who have attended an event taking a friend and showing off their knowledge gained. This contributes to the sustainable relationship between communities and their heathlands. The oral history work highlighted the local history of the area and created a legacy for others.</p>	<ul style="list-style-type: none"> Evaluators to propose criteria for assessing evidence for this indicator (what would a more sustainable relationship between communities and heathlands look like in practice?) to be discussed and agreed with the project team.



Heathlands Reunited - Volunteers networking event at the South Downs Centre, Midhurst, 24/2/18. Photographer: Anne Purkiss.

5. Conclusions

The conclusions of the Year 3 evaluation take account of the project's logic model and focus on the extent to which, and how well, the planned outputs have been achieved, along with understanding the reasons for any changes. The project is accountable for the resources contributed by NLHF, and partners are accountable to their own members and funders, so the evaluation seeks to provide a transparent account of how these resources have been used and with what results. Outcomes, of the project can be expected to become more apparent as the project develops up to Year 5; some longer-term impacts may emerge towards the end of the project, while others may not be appreciated until after the project has ended.

In this section we draw together conclusions about the outputs of the project's activities, including capital works, and seek to identify learning and recommendations that are relevant for project management.

Conclusions

To what extent were outputs achieved?

The project has a clear **governance structure** and has established **processes for monitoring** project activities and works. As such project management is working well and monitoring data is helping the Project Manager and Steering Group oversee progress and address challenges. One example of how challenges are being identified and addressed has been the appointment of a Communities Outreach Officer to address the need to engage hard to reach groups and ensure that training sessions and community events are taken forward.

In terms of the **restoration and creation of heathlands habitat**, management works had been undertaken on 388.53 ha of heathland by the end of March 2019, compared to a planned figure for this period of 339.65 ha. Although not all works planned for the first three years of the project have been undertaken, other works planned for years 4 and 5 have been brought forward. By the end of March 2019, 59% of the heathland management works planned for the five years of the project had been undertaken. The target for the creation of 9 km of corridor had been converted to an area measurement of 18 ha for practicalities of recording and monitoring. By the end of March 2019, 10.6 ha of corridor had been created to form links between patches of heathland habitat representing 59% of the planned corridor work.

Progress on the **restoration and creation of heathlands habitat** was on target, although concern was expressed at the Review Session that, while some capital works were programmed for the coming winter, about 1/5th of the planned works were not programmed and therefore potentially at risk. The idea was raised for joined-up management plans between partner organisations to avoid issues of double-funding.

All activities planned to **inform people and local communities about their heathland heritage** (Appendix M) had been started and the production of the web portal (Activity 1.A.3) completed. In addition to the creation of a linked interpretation trail (Activity 1.A.1), sculpture workshops had been held. The production of 'Horrible Histories'-style storybook of heathland tales (Activity 1.A.4), due to start in Year 4, has been completed. However, other activities, such as the development of a heathland learning resource for schools (Activity 1.A.5) and the workshop for heathland site managers on 'Access for All' were behind schedule.

Most activities to **engage people and communities** (Appendix M) were underway with the exception of work with under-represented groups (Activity 2.A.1). Training in the John Muir Award (Activity 2.B.2) had been completed in Year 1. Since then four people who were trained in Year 1 have gone on to lead awards, most of which have been the 'Discover' level group award with young people (61

young people between the ages of 7 and 18 awarded) and one for the 'Conserve' level award. At the Review Session there was the suggestion that the John Muir Award could also be rolled out during school holidays for families to attend; this might then result in more young people volunteering with the project as they would have to do volunteering as part of the requirements of the reward. Overall, events had been well attended with numbers of participants exceeding expectations, helped by the success of the 'Secrets of the Heath' events (Activity 2.A.2).

Several activities to **involve local people and communities with their heathland heritage** (Appendix M) had been held during Years 2 and 3 of the project, such as 'Meet the Cattle' (Activity 3.B.2) and 'Bioblitz' events (Activity 3.C.16) both of which had proved successful. Some activities were behind schedule and had not started, such as training volunteers in presentation skills (Activity 3.C.11) and guiding walks (Activity 3.C.12). Other activities had been completed, such as the information sharing event for horseriders (Activity 3.A.4), the best practice event for site managers on managing people with dogs (Activity 3.A.5) and 'Butterfly Transect training' (Activity 3.C.1). However, Activity Plan priorities will change over time based on the learned experiences from the project.

How well were outputs achieved?

The commitment to good **partnership working** was demonstrated at the Review Session with participants reporting where relationships were working well and leading to improved outcomes (e.g. at Woolmer). There was also a strong feeling of partners wanting to continue working together after the end of the Heathlands Reunited project, incorporating the learning into improved ways of partnership working. One aspect raised by partners, as being good for project recognition and with increasing knowledge and understanding about heathlands, was the consistency of imagery and messages across sites. This appears to be an improvement on the comments made in the Year 2 internal evaluation report where the need was recognised for promoting the project identity.

Events and activities to **inform, engage and involve people and communities** with their heathland heritage have proved successful, with the overall number of participants at events exceeding expectations. 'Secrets of the Heath' has been the most successful and popular event, attracting thousands of people, developing a reputation, and which is now included in Petersfield town events plan. Positive feedback about events and training sessions demonstrates that they have been well organised, enjoyable and have increased levels of knowledge and understanding. Participants at the Community Session also mentioned how informative events had been. The need for more, younger volunteers has been identified along with different ways for volunteers to become involved to suit their personal lifestyles.

There was a strong interest in the Community Session in taking forward the legacy of the project, for example through networking with other groups across the project area and maintaining the improvements to heathlands habitats. This is a resource that the project should seek to support and grow in its last two years, starting with planned activities such as training in setting up 'friends of' groups.

Learning and recommendations

The following lessons and recommendations are suggested:

- The partnership appears to have benefited from the lessons learned early on in the project (including learning gained from the Year 1 external evaluation and the Year 2 internal evaluation). on the improvements in partnership working should continue to be taken forward incorporating:
 - the need for succession planning and sustaining buy-in of all involved;
 - clarifying decisions that can be made by the Project Manager and those that need to go to the Steering Group, as a means of speeding decision making;

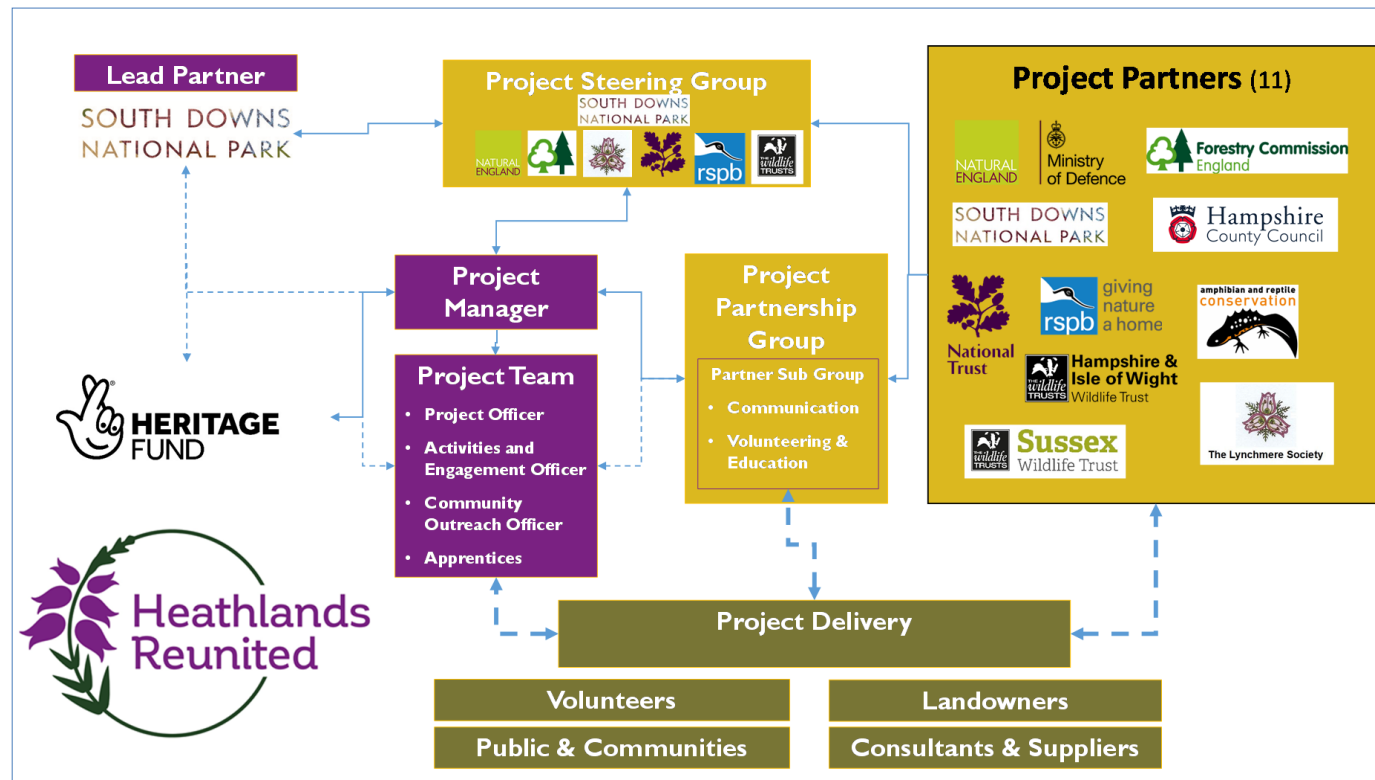
- setting up sub-groups, as necessary, to focus on improvements with different elements of the project;
- seeking opportunities for unstructured discussion sessions amongst partners to explore ideas and issues; and
- seeking opportunities for even greater sharing of resources.
- Partners should urgently review the capital works programme, where possible timetabling works for the coming winter season to avoid a rush to get activities completed in the last year, identify sites most at risk in terms of completion of tasks and ensure that the target for area of heathland restored and created is achieved. Continued steps should be taken to avoid issues of double funding. Establishment of a capital works sub-group should help with this. Future opportunities for joint site management plans between partners (made at the Review Session) could be pursued as part of the group, along with opportunities for income from timber.
- Review the reasons for the delay with some activities in the Activity Plan and assess which are relevant and crucial to the success and legacy of the project for taking forward. This review should encompass gaps in training provision, such as ground nesting bird surveys and upskilling practical volunteers (identified in the Review Session). Ensure that community events and training sessions are timetabled for the remaining duration of the project.
- Find ways of involving local communities in taking forward the project, drawing on the resource represented by the newly-appointed Communities Outreach Officer. Consider opportunities at locations such as Bordon with considerable development pressure for holding an event similar to that held at Petersfield to: attract new audiences; encourage awareness of heathlands as well as links between communities and their heathlands; and contribute to the legacy of the project. Working closely with local organisations - both project partners and external organisations - could help engage the community. As part of this, opportunities for public transport links with heathlands and events should be considered.
- Involvement of under-represented groups and the setting up of 'friends of' groups should begin with some urgency, as time will be required to establish contacts, interests and the way forward. Friends groups, in particular, will need to be established and running before the end of the project to ensure continued legacy of the project.
- Ways to encourage involvement of more, younger volunteers should be explored, building on some of the most successful engagement activities such as the John Muir Award training in Year 1 and taking learning from ARCT which reports a high proportion of younger volunteers in its activities. Opportunities for micro-volunteering should also be pursued.
- Obtain information on the number of people volunteering with partner organisations who undertake Heathlands Reunited tasks to provide a more precise picture of the number involved.
- While huge improvements appear to have been made with communication compared to the situation at the time of the Year 1 evaluation, there is a continuing need to seek improvements in the following areas:
 - improving partner representation/communication so that partners are involved in discussions of all the issues faced at partnership and Steering Group meetings;
 - encouraging use of the partner portal especially for posting questions;
 - improving advertising of events through social media to reach the right audiences; and

- taking care to use well-known place names in the titles given to events so that people are aware of the location.
- There is an ongoing need to encourage the return of more feedback forms from both community events and training sessions. Also, more robust collection of diversity data would help determine the extent to which different groups of people are engaging with the project.
- There appeared to be considerable enthusiasm at the Review Session for continuing the good relationships that have established within the partnership through work on a follow-up project to Heathlands Reunited. Planning for the future and legacy of the project should begin urgently in order to capitalise on the successes of the project and avoid discontinuity with any follow-on project. Learning gained on the benefits of strong project management to oversee all aspects of the project should be taken into account.
- The monitoring data collected by the project has improved enormously since Year 1, enabling Project staff to assess progress and address shortfalls. However, a lack of consistency between different data sets on certain aspects (e.g. numbers of attendees at events, recording of dates for some events), has made analysis of the data more difficult as well as time consuming.
- In preparation for the Year 5 Evaluation, the project team and evaluators should explore what is meant by the indicators: 'Local area is a better place to live, work or visit' and 'sustainable relations between people and heathlands' in order to agree what aspects should be used for the assessment.



Visitors handling reptiles and amphibians during the Secrets of the Heath event on Shortheath Common, 29/5/18. Photographer: Anne Purkiss

Appendix A: Governance/project management structure



Appendix B: Logic model/theory of change

The logical model/theory of change is structure around heritage, people, communities and governance, which constitute the four elements for evaluation of *Heathlands Reunited*. Text highlighted in bold represents the specific aspects that the project management team required the evaluation to take into account.

<ul style="list-style-type: none"> • Staff time and expertise. • Volunteer time • Funds. • Capital Works Plan. • Contractors. 	<ul style="list-style-type: none"> • Capital works in the 14 clusters of sites and other areas. • Training in skills to manage and record the heathland heritage (included in the Activity Plan). 	<ul style="list-style-type: none"> • Capital works undertaken. • Positive impact on over 250 ha of heathland. • Skills developed to manage and record the heathland heritage. 	<ul style="list-style-type: none"> • Heathland is better managed, in better condition, better identified and recorded. • Skills developed have been used to manage and record the heathland heritage. • Conservation management objectives fulfilled. • Development of sustainable approaches to heathland management. 	<p>Improved state of the heathland heritage – Bigger, better and more joined up. More sustainable heathlands management.</p> <p>Improved status for heathlands as an important habitat within the National Park?</p>
People				
<ul style="list-style-type: none"> • Staff time and expertise. • Volunteer time. • Funds. • Activity Plan. • Contractors. 	<ul style="list-style-type: none"> • Activities included in the Activity Plan. • Learning and participation opportunities made available to all. • Hard to reach groups encouraged and supported to get involved. 	<ul style="list-style-type: none"> • Targets & measures of success for each activity in the Activity Plan. • A diversity of individuals engaged and involved in the project. • Increased the awareness and understanding of 30,000 people. • Directly involved over 8,000 people in project activities. • Trained 330 people in heathland skills. 	<ul style="list-style-type: none"> • People have developed skills¹⁷. • People have learnt about the heritage¹⁸. • People have volunteered time¹⁹. • Impacts on heathland from negative behaviours reduced. 	<p>Greater recognition of the benefits of heathlands to people. Greater understanding of the need to manage heathlands.</p> <p>Deeper levels of understanding gained through volunteering.</p> <p>Reduced conflict between all heathland user groups.</p>

¹⁷ Activity Plan Outcome 3C.

¹⁸ Activity Plan Outcomes 1A & 1B.

¹⁹ Activity Plan Outcome 3B.

<ul style="list-style-type: none"> • Staff time and expertise. • Funds. • Activity Plan. • Contractors. 	<ul style="list-style-type: none"> • Activities included in the Activity Plan. 	<ul style="list-style-type: none"> • Targets & measures of success for each activity in the Activity Plan. 	<ul style="list-style-type: none"> • Environmental impacts that affect communities have been reduced²⁰. • More people will have engaged with the heritage²¹. • The local area will be a better place to live, work or visit²². 	<p>Better and more sustainable relationship developed between communities, their Heathland and those who have responsibility for managing it?</p> <p>Communities feel a stronger connection to their local heaths and feel that they are better informed about ..</p>
<ul style="list-style-type: none"> • Governance arrangements for partnership working. • Partners' time. 	<ul style="list-style-type: none"> • Steering Group meetings. • Project management and delivery. • Project monitoring. • Partnership working strengths and weaknesses. 	<ul style="list-style-type: none"> • Outputs from Steering Group Meetings. • Monitoring data • Key challenges for the project addressed by Steering Group and project staff. 	<ul style="list-style-type: none"> • Lessons learnt. • Effectiveness of opportunities at enabling people to get actively engaged in the project. • Elements of project governance and ways of working contributed to achieving outcomes. • Wider benefits arising from the collaborative approach to delivering Heathlands Reunited. 	<p>Lessons transferred to other situations. Achievement of influence beyond the project area.</p>

²⁰ Activity Plan Outcome 3A.

²¹ Activity Plan Outcomes 2A & 2B.

²² Activity Plan Outcome 3A.

Appendix C: Evaluation questions and indicators

Evaluation questions and indicators have been devised and linked to the different elements within the logical model (Appendix B). Aspects required by the project management team to be taken into account in the evaluation framework are highlighted in bold.

INPL	Heritage, people, community	Project has been well-managed.		§ 1 & 3 Review sessions. 5 Review session with partners project staff.
			What are the Partnership working strengths & weaknesses?	
ACTI	Heritage, people, community and govern	Project has been well-managed.	Has the project proceeded according to plan?	§ 1 & 3 Review sessions. 5 Review session with partners project staff.
			What is working well? What is working less well? What lessons are there for improved performance?	
			What are the Partnership working strengths & weaknesses?	
	People	Percentage of volunteers and participants in activities who are under-represented groups.	How were learning and participation opportunities made available to all? Were hard to reach groups encouraged and supported to get involved and, if so, how?	§ 1 & 3 Review sessions. § 3 & 5 Community Session. 5 Review session with teens. 5 Review session with partners project staff.
OUT	Heritage	% of Heathlands under active management at start and end of project.	What area of Heathland has been actively managed as part of this project?	Conducted on capital works undertaken within the Management Maintenance Plan.
		participants in activities who are from under-represented groups.		Conducted within the Activity Plan.
		different events.	Engaging people: How many people have engaged?	Conducted within the Activity Plan. § 3 & 5 Community focus group.
				§ 1 & 3 Review sessions.

OUT	Heritage	Improved state of the heathland heritage and more sustainable management compared with the start of the	Have conservation maintenance objectives of the project been fulfilled?	collection on capital works undertaken within the Management Maintenance Plan. 5 Review session with partners
			Have sustainable approaches to Heathland Management	
	Heritage and people	Number of people who have been involved in heathlands and volunteered time.	How many people have contributed to the improved management and maintenance of heathlands through their involvement in project activities and how? Has their input been effective in helping to improve the heritage?	collection on activities undertaken within the Activity Plan. § 1 & 3 Review sessions. 5 Review session with
	People and community	Number of responses to participant surveys reporting an improved understanding of heathlands following community events.	Have methods of interpretation and information provision, through events and the web portal, been successful? How many people are known, or estimated, to have increased their knowledge and awareness through provision of interpretation?	collection on activities undertaken within the Activity Plan. § 1 & 3 Review sessions. § 3 & 5 Community Session. 5 Review session with volunteers.
	People	Responses to participant survey questions relating to the success and enjoyment of community and training events.	What did participants like most about the training events? Did participants consider that anything could be improved?	collection on activities undertaken within the Activity Plan. § 3 & 5 Community Session. 5 Review session with volunteers.
		Number of people who have developed and applied skills.	Have training sessions been successful at developing skills? How many people have developed different skills?	collection on activities undertaken within the Activity Plan. § 1 & 3 Review sessions. 5 Review session with volunteers.
		livestock and wildlife by dogs at the end of the project compared to the start.	reduced as a result of changed attitudes and behaviours?	5 Review session with partners project staff.
		success and enjoyment of	the events?	§ 3 & 5 Community Session.

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		Local area is a better place to live, work or visit as a result of the project.	Is the local area a better place to live, work or visit as a result of the project?	s 3 & 5 Community Session. 5 Review session with partners project staff.
	Governanc	Project has been well-managed.	Which elements of the Project's governance and ways of working have been most effective?	5 Review session with partners project staff.
			What wider benefits have come from the collaborative working?	
			How effective were the opportunities offered at enabling people to get actively involved in the project?	s 3 & 5 Community Session. 5 Review session with partners project staff.
IMP.	Heritage	Improved state of the heathland heritage and more sustainable management compared with the start of the project.	Has the project resulted in the heathland heritage becoming bigger, better and more joined up? Are landowners and managers able to sustain the improvements beyond the life of the project and, if so, why?	5 Review session with partners project staff.
	People	Number of responses to participant surveys reporting an improved understanding of heathlands following community events.	Are people more aware of: d) the value of heathlands for wildlife? e) the need to manage heathlands and what management entails? f) the benefits to people including for access and recreation?	s 3 & 5 Community Session.
			and engagement been achieved through volunteering?	nteers.
		between communities and heathlands.	developed between communities, their Heathland and those who have responsibility for managing it?	5 Review session with partners project staff.
			developed between communities, their Heathland and those who have responsibility for managing it?	
			developed between communities, their Heathland and those who have responsibility for managing it?	

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		Wider project influence.		

[illegible]

1. Capital works/heathland management – Natural England (Table D3)
2. Public engagement, volunteering & training – HeRe & HCC (Table D4)
3. Heathland events – HeRe & ARCT (Table D5)

Presentation on Heathland management / Capital works

- Introducing corridors, resilience etc.
- Capitals works split into 2: main nuts and bolts work and supporting activities.
- List of hectare outputs – but need to not lose sight of wider outcomes, i.e. not just focus on the lines on the spreadsheet which created the project.
- Think about process of project management and how work is divided up between partners. Do we see ourselves as part of this bigger project which we are creating i.e. the bigger outcomes? What are we achieving?
- The question was asked: what if the capital works was more based on existing management plans of the various partner organisations? Sometimes we struggle with the potential for double-funding – i.e. which pot to draw on? If the management plan is the focus on each site then this might make things clearer?
- The question was asked: if the project is based on existing management plans, how does that deliver more? It was pointed out that you might get funding for secondary woodland clearance but not for the ground prep needed to enable the creation of heathland.
- Need to consider how we can join the sites up e.g. to enable certain species to migrate.
- Need to consider the future after the project – ‘Son of HeRE’ or ‘SHERE’ – risk of no funding or funding can’t carry on.
- Targets are substantial e.g. approx. 500 hectares of restoration to be achieved.
- Good success to date – two-thirds done or programmed in, which leaves one-third not programmed – and perhaps 1/5 at risk.
- Doing okay – but if slow next winter could be playing catch up in year 5!
- Why aren’t we further along? Are there barriers to that? Is it because we have done easy wins up front? Are there barriers to partners’ capacity? Or to do with processes? Or to do with finance? Food for thought.
- Often the lowest hanging fruit are picked first. Everyone is going to want to see the lines [on the graph, illustrated on a slide] go up to the top.
- No dramas or big outcry between organisations and no big public outcry – which reflects good communication of project.
- Woolmer – SSSI – really successful project – good partnership working between ARC, DIO (MOD) etc. Work has been able to start early, due to good stewardship. Public have been very supportive.

Table D4: Public engagement, volunteering & training points covered and discussed.

- Dog ambassadors – 4 ambassadors recruited.
- Fixed point photographs – photographs show change over time.
- Bird surveyors training carried out.
- Health walks – providing training to anyone who leads health walks.
- Big events – BioBlitz and secrets of Shortheath – in collaboration with ARC and other local partners. Over 100 attendees on Broxhead 28th May and 273 species found.
- New welcome boards – one at Shortheath and one Broxhead – enables tailored messaging to those that come on site – and have space to put up posters – important for interpretation for public engagement.
- Walks programme includes e.g. nightwalks.
- Sharing work parties – big advantage of the project it has enabled a lot more partnership working, enabling broader sense of the project by visiting different sites.
- In future – sculpture trail to be completed and children's books to get to the schools.

Table D5: Heathland events points covered and discussed.

- Overview of events calendar – events meeting each year in September to discuss what went well previous year, aims and the events for next year.
- Meet the cattle – event for dog walkers.
- Secrets of Heath in September often attract 2000 people over the weekend.
- As well as events calendar also do pop-up events e.g. pop up dog engagement. And join up to partner events e.g. National Trust dog fun day!
- Plus also have a new walks programme, released quarterly, covers whole project area – includes health walk leaders too.
- ARC coordinates with HeRe events – been to 12 events – 300+ volunteers hours on the ARC stall. Estimated 8000 member of public engaged with.
- Main thing that draws people to events is the live animals amphibians and reptiles. Really engages people. People overcoming fears of snakes through these sessions. Very effective. Volunteer help essential to run stalls.
- Also do school visits – which HeRe has enabled ARC to get involved in, not something they typically do. Good engagement with young minds.
- Also guided walks – a successful engagement tool that has come out of the project which ARC didn't previously do.
- Volunteering: doing more work with partnership volunteers from other organisations. Example – Broxhead Bioblitz 28/5/19 – brings together all the elements – fun, guided walks, and serious record keeping. Would not have been possible without volunteers.

Session 3: Healthy Heathlands – are our capital works helping?

Participants were asked to tick which statements applied to them for each of the listed sites (Table D6).

Table D6: Number of participants familiar with heathland sites and their management.

Site	<i>I am familiar with this site</i>	<i>I / my organisations helps to manage* this site</i>	<i>The heathlands heritage* of this site has improved in</i>	<i>There are aspects of the site's management that work</i>	<i>There are aspects of the site's management that don't</i>
1. Kingsley Common (MOD)					
2. Kingsley Common (MOD)					
3. Ludshott Common, Passfield Common,	7	4	2	2	3
4. Woolmer Forrest and	10	8	8	8	6
6. Durford Heath, Combe Hill, Hambledon Piece, Tullamore	5	4	3	3	3
7. Coldharbour Wood, Chapel Common	14	10	8	10	3
8. Shufflesheeps, Iron Hill, Stanley and Lynchmere Common	10	6	8	8	3
9. Marley Common, Black Down	11	10	9	10	2
10. Woolbeding	10	7	5	6	3
11. Iping, Stedham and Trotton Common	10	5	6	6	3
12. Ambersnam and Heysnoth Common	8	6	4	4	3
13. Gramham Common, Lavington Common / Plantation, New Piece, Welches and Warren	10	5	7	6	3
Rackham Plantation	9	5	8	8	5

*'Manage' here is understood broadly as being involved in any kind of activity that improves or contributes to the site, so including volunteer activities.

**'Heathlands heritage' here refers to the habitat & biodiversity, i.e. the overall 'heathland', not just 'heritage' items like tumuli

Participants divided into groups according to their familiarity with sites and discussed their management (Table D7, D8 & D9).

Table D7: North Group discussion outputs.

- 1. How has the site improved/not improved in the past three years? Why?**
 - Longmoor + Woolbeding – improved from scrub clearance – one off capital works.
 - Iron Hill/Tullecombe/Coldharbour – invasive species removal.
- 2. What are the aspects of management of this site that have worked well? Why?**
 - Closer working between two partners led to meeting of both organisations goals – good communication, 6 monthly updates.
 - Corridor widening/secondary woodland removal/bracken spraying is achievable for FE.
- 3. What are the aspects of management of this site that have not worked so well? Why?**
 - Capital works delayed as conflict with HLS fund.
 - Heathland goals don't match FE long term visions – scrub management of Ludshott Common not undertaken sensitively.
 - Pavments are not enough for FE. Is there a facilitv for in-house work?

Table D8: Middle Group discussion outputs.

- 1. How has the site improved/not improved in the past three years? Why?**
 - Iping – timber left/brush left, fir trees growing unchecked.
 - Cattle on Iping – positive but need more. *Molinia* grazing working well.
 - Chapel Common – confusion over management and CS but all sorted now. CS & HeRe now planned.
- 2. What are the aspects of management of this site that have worked well? Why?**
 - Lynchmere – cattle very good last year – much improved, more heather regrowth, bracken removed. Issue this year with not having cattle on Lynchmere.
 - Volunteers – good.
 - Conservation grazing – good.
 - 5-10 years Blackdown – less dense heath, better age structure due to scraping & burning.
 - Chapel Common – bird surveyors & FPP good. Need Dog Ambassadors.
- 3. What are the aspects of management of this site that have not worked so well? Why?**
 - More volunteers needed.
 - Marley – lots of gorse. Issues with dog walking. Poor connectivity from Marley to Iron Hill.
 - Chapel Common – need Dog Ambassadors. Need more work for silver studded blue in Bunny Valley where core population is. More connectivity needed.

Table D9: South Group discussion outputs

- Fencing at Iping – challenges with gates being shut.
 - Fire at Iping & Stedham Common – not as bad as expected and positive for management.
 - Lots of work at all sites (I, S & T Common) – all southern sites.
 - Room to improve on people engagement
 - All had activities and people engagement
 - Ambersham & Heyshott Common crime – areas are hotspots – not part of project but impacts.
- 2. What are the aspects of management of this site that have worked well? Why?**
 - Public engagement at Wiggonholt – being able to see at landscape protection – good to have support when seeing works a that scale.
 - Common messages about works – having lots of partners is an asset in supporting it.
 - Partnership working is good – consistency across sites is good i.e. interpretation signs.
 - Take the Lead – cohesion in messaging across sites.
 - 3. What are the aspects of management of this site that have not worked so well? Why?**
 - Crime not attributed to project but worry about the increased attention of site – creates management issues at the sites.

- Public engagement – especially at Iping area.

Groups were asked to identify up to four lessons about the management of heathland habitat (Table D10).

Table D10: Lessons about heathland management identified by each group.

Nor Groi	<ol style="list-style-type: none"> 1. Communication good with some sites but not consistent across all areas. 2. Lack of clarity of organisational and funding roles – new starters not fully briefed. 3. Funding not appropriate. 4. Achieving the heathland target for reconnecting habitats is not straightforward – need to look at bigger picture. Potential for expanding the original habitat management aims to encompass non-heathland work to improve connectivity will prove difficult to recreate true 'heathland' corridors between sites on a landscape level but maybe suitable areas of marginal 'heathy' corridors could allow wildlife dispersal/achieve similar aims. 5. Ongoing heathland management – a result of this project or done anyway? Inconsistent
Mid Groi	<ol style="list-style-type: none"> 1. More volunteers needed – some volunteers are getting older & need different types of volunteers. 2. Better connectivity of sites needed. 3. Rationalisation of capital works on HeRe plan based on <i>current</i> needs and not those when the project was started (in the development phase).
Sou Groi	<ol style="list-style-type: none"> 1. Being very clear and detailed on management plans that consider Stewardship. (Having a plan focussing on outcomes (planning then funding) – having overarching management plan – but being aware of the issue of double funding and that this is an issue and having lateral thinking). 2. Using the products that arise from different works and getting value from these (i.e. valuable products to sell from clearing land to make heathland): <ul style="list-style-type: none"> • Reinvesting. • Value from assets – forestry activity. • Working together to get efficient value – bigger scale – more from it. 3. Working across partnerships and good communications are useful for partnership working and public engagement – consistent messaging. Can also help with capital works as people can know what we are doing, so linking the capital works to the community/people engagement – positive as it supports the capital works – especially when all partners are doing it.

Session 4: People Power – how well are we providing learning, skills and volunteering opportunities?

Participants were divided into four groups, two looking at questions relating to training and two focusing on volunteering (Table D11 & D12).

Table D11: Responses from groups focusing on training (different colours represent responses from the two different groups).

<ul style="list-style-type: none"> • Sharing training opportunities with volunteers • Existing interests encourage specific training. • Broad programme covers range of volunteers. • Social media, website, wider media e.g. newsletters, local paper, ads, posters. • ISSUE – people left out of training network due to staff changes etc. • Approaching existing engaged individuals familiar with sites e.g. Longmoor Dog Ambassador. • MOD promote at 6 monthly conservation sessions – local stakeholders in attendance. • Partners have asked staff to attend training sessions e.g. Health Walk Leaders. • Heathland Forum – email sent to partners.
2. Who has/what type of people have attended training sessions? <ul style="list-style-type: none"> • Those with existing interest in subject. • Existing volunteers for partner organisations.

<ul style="list-style-type: none"> • Staff and interns/apprentices/work experience... • Often same people on training events. • Meet the Cattle: dog walkers and families with kids. • Estate managers trained on cattle sessions & allowing access to land. • Dog Ambassadors attend cattle training session for visibility & awareness & to answer questions from public. • Heathland Forum – partners & volunteers & appropriate personnel were trained on fire prevention and controlled burning. <p>3. What training activities have people been involved in?</p> <ul style="list-style-type: none"> • Wildlife risk management. • FPP – can be replicated on other sites. • Health walk leadership. • Dog workshop. • Heathlands Forum. • Butterfly ID. • Y1 training. • Reptile training. • Survey training. • Dog Ambassador. • Meet the Cattle. • Health Walk Leaders. • Heathland Forum. <p>4. Have people applied the skills they have learnt? In what way?</p> <ul style="list-style-type: none"> • Rolled out FPP to other, non HeRe sites. • Some skills are transferrable to everyday life. • Cultural heritage useful to deliver many mini-projects. • We've identified some gaps e.g. ground nesting bird surveys /upskilling practical volunteers. • Q. How useful is certain, less role-specific training e.g. Fire management? Legislation training? • Continuation training e.g. those trained have engaged with different audiences & lessons are confirmed. • Demonstrable improvement in output from fixed point photographs. • Public have been feeding back regarding dog behaviour on MOD sites. • SDNPA staff reviewed fire plans for HeRe sites e.g. Chapel Common.
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Table D12: Responses from groups focusing on volunteering (different colours represent responses from the two different groups).

<p>1. How have people been encouraged to volunteer?</p> <ul style="list-style-type: none"> • Different events. • Word of mouth (✓✓). • Centre in Midhurst. • HeRe Newsletter. • Leaflets. • South Downs View. • Talking to people on sites. • Outside signage (e.g. cover boards & welcome boards). • Internal recruitment processes. • Coffee & biscuits! • To retain – how you run session – make it fun. • On site posters/signs. • Social media. • Websites.

- Word of mouth.
 - Partnership staff spreading word.
 - Events.
 - Benefits e.g. training.
 - Seeing other volunteers.
- 2. Who has been involved? (Young, old, skilled, unskilled, individuals, groups, etc.)**
- Retired people.
 - Some trained e.g. chainsaw/some unskilled.
 - Some young but not enough.
 - Work experience.
 - Skilled HeRe apprentices.
 - DofE volunteers.
 - “Roaming” volunteers – groups of trained volunteers.
 - Volunteers have gained a lot of skills through the HeRe project – were unskilled, now skilled.
 - Mostly retired.
 - Some students.
 - Skilled & unskilled.
 - There is a need for younger people encouraging groups e.g. community service & corporate groups.
 - ARCT experience is different – they have younger volunteers doing surveys, events, different sites, not just practical management.
- 3. What volunteering activities have people been involved in?**
- Oral history training.
 - Production of book – story writing.
 - Health walk leader training.
 - Fixed point photo on Woolbeding, Black Down & Iron Hill.
 - Wildlife ID training.
 - Lone worker training.
 - Practical management training.
 - Interviewed project sculptor.
 - Creating a new walk (heritage/health walk).
 - Bird ID training.
 - GPS training.
 - Conditional assessment training (Natural England).
 - Outdoor first aid.
 - Dog Ambassador training.
 - HeRe Apprentice Ranger!
 - Events e.g. Fernhurst.
 - ISSUES:
 - need more volunteers also to replace the older volunteers.
 - Volunteer numbers not evenly distributed across the project.
 - More difficult in rural areas.
 - Barrier to getting involved in partner organisations for volunteers interested in particular sites if they already have lots of volunteers – more signposting needed to area with less volunteers.
 - Practical management.
 - Fixed Point Photography.
 - Surveys – rapid assessment (plants).
 - Events.
 - Heritage – research, interviewing & writing.
 - Admin.
 - Dog Ambassadors.
- 4. Has volunteer input been helpful? In what way?**

- Model of “roaming” volunteers who are well trained and work on any sites e.g. South Downs roaming team/Basingstoke volunteers – act as a cohesive, cross-partnership group. Helps to inform an organisation’s core volunteers.
- SDNPA roaming volunteers are very skilled.
- Raising awareness of sites, community link, “eyes & ears” on sites.
- Very low cost!
- Making community contacts.
- Lookers – help to meet targets on cattle welfare etc.
- Yes, extra resource people on the ground.
- Connecting people with their site, spreading good messages and educated knowledge.
- Eyes on the ground.
- Partnership connecting work. showing good practise.

During the plenary session each group fed back one point from each question.

Plenary session feedback

1. **How have people been encouraged to volunteer/participate in training?**
 - Voluntary training networks.
 - Word of mouth.
 - Promoting benefits e.g. training.
 - Approaching existing engaged individuals.
2. **Who has been involved in volunteering/attended training sessions?**
 - People with an existing interest and volunteers from similar organisations.
 - Some young e.g. DoE.
 - Retired.
 - ARC has lots of young because of types of things offered.
 - Sessions attended by a range of people.
 - Need for more young people – encourage community service groups + corporate groups.
 - Volunteers not evenly distributed across area so signposting to new sites or new volunteers needed.
3. **What volunteering/training activities have people been involved in?**
 - Plethora of training opportunities, e.g. survey method etc (see sheet for Group 1).
 - Long list (see Group 2 sheet).
 - Similar for Group 3 – once people keyed in will then do other activities.
 - Dog Ambassadors (and see Group 4 sheet).
4. **Has volunteer input been helpful/have people applied the skills they have learnt?**
 - Certain practical works undertaken on sites and sharing of skills between partners/sites.
 - Useful tasks e.g. FPP, lookering etc., but also good to have eyes and ears at sites + community links.
 - Extra people on ground connecting with sites, spreading good will messages and help evaluate the project.
 - Looked at how training applied – evidence is that SDNPA has reviewed fire plans, feedback on dogs on estates, improvement in output from FPPs, continuation training e.g. those trained can then train the public.

The plenary discussion focused on areas of good practice and areas for improvement.

Areas of good practice or needs for improvements:

- Looking at what training already delivered has identified gaps e.g. ground nesting bird training.
- Organisationally – micro volunteering e.g. do on own terms to fit in own timetable. This would help e.g. working people. To make a reality have a volunteer coordinator to provide the opportunities for flexible volunteering.

- For site management training – gap is understanding forestry sector better – conservation managers may understand own area but perhaps need to understand the commercial side and this is missing from HeRe – to add impact and value.
- Could do better – communications SDNPA and project as a whole – more outreach/talking to people.
- HeRe constrained by number of volunteers it can cope with as each one needs supporting. Looking to recruit a group of volunteers for short term project – with potential to draw more people in just for a short term. Have to manage expectations of volunteers – for say the HeRe project, what happens at the end? Question: is there another way of volunteering, micro, short burst, so volunteer base is those with a more structured state to their life?
- John Muir award could be done in school holidays and attended by families.
- Volunteer, who signed up for practical management on a Sunday – said at time that need to be really flexible on this, so micro volunteering concept sounds good. Would prefer a drop-in volunteering event that can go along if available.
- ARC – has about 80 registered volunteers – regularly 8-10 come every week but about 40 others will turn up as and when, e.g. every Tuesday there is something on offer and volunteers turn up if want – typically get 10-20 on a management task.

Session 5: Project evaluation – a brief overview of evaluating Heathlands Reunited

A short presentation given by CEP (external evaluation consultants) was followed by Q&A. Reporting the Year 3 Evaluation due for end of July and final project evaluation end of May 2021.

Points discussed:

- Reporting the Year 3 Evaluation due for end of July and final project evaluation end of May 2021.
- Year 2 interim evaluation:
 - Project delivery and communication has improved.
 - Low response from the SG (31%) to the internal evaluation was due to SG and staff change over, some leaving SG and some coming in. Now has been addressed.
 - If the internal evaluation was run again in Year 4 then might expect all the (8-10) people in SG to respond.
- Project governance:
 - Lead partner SDNPA – the organisation that applied to NLHF for funding.
 - Disconnections do happen within the partnership.
 - Important to ensure organisations do not feel they are feeding in to the project manager but rather they feel that they are the project. This is how SDNPA work, and to do this need to ensure the SG is empowered.
 - The governance model used for the project is best practice according to the original bid; any substantive changes to this model require approval / liaison with key part of governance model
 - The suggestion was made to have a capital works sub-group. It's a big part of the project which may require bringing together these specialists to do this detailed work which is not normally possible in other groups. This group could really add value and ensure that funds go to the right place.

Session 6: Community Connections – are we creating engaging events?

This carousel session looked at the successfulness of community events and comprised four stations each with a main question and a sub-set of further questions, as prompts. The four participant groups responded to the questions in turn (Table D13).

Table D13: Outputs from the carousel session (the four different colours represent responses from the four different groups).

Which events are attended by most people - why? & Which events are attended by important key audiences – why?

- Secrets of the Heath
 - Few thousand people (mini secrets less popular).
 - Location & catchment – close to people.
 - Reputation.
 - Key part of town's calendar.
 - Well established.
 - Audiences: families, will be reaching out to new audiences.
- Bioblitz
 - Local families who wouldn't necessarily visit.
 - Limit on attendees due to car parking (pre-booked).
- Reptile encounters – 20 on walks.
- Some health walks – 30-60 people on established walks.
- Meet the cattle
 - Site managers & walkers.
 - Limit on attendees – directed at key audiences – dog owners (important to establish key audiences – are these different for each site?).
- Dog Fun Day – people can join in.

Which events get best feedback – why?

- More interaction/getting more out of attending events.
- More specific events.
- Smaller/more 1-to-1.
- Clear message & expectations.

What else makes an event successful ? Give examples and say why

- More interaction/getting more out of attending events .
- Neighbourhood networks & social media – walks.
- Food.
- Snakes.
- Accessibility.
- Balance between 'fun' & education.
- Engaging with right audience for your event & delivering at appropriate level.

Is anything missing that would make events more successful?

- Broader geography i.e. not only Petersfield – perhaps Bordon?
- More targeted promotion.
- Social media influencer – new forms of marketing/promotion.
- Reaching new audiences – Beth's new role.

- Bioblitz Broxhead
 - Knowledge and understanding of heathlands.
- In terms of numbers of people reached – Secrets of the Heath.
 - More of an entertainment event than knowledge.
 - Ladder of stewardship.
 - Family fun day – taking that first step into engagement with heathlands.
 - But opportunities for talking to people is good, signpost to other activities e.g. NT raising awareness of grazing.
 - For HCC not as useful as their sites.
- Engaging with other organisations events useful.
- Meet the cattle – teaches people who don't know how to act.
- Secrets of the Heath – teaches people about heathlands.
- Secrets of the Heath – comprehensive coverage of use of heathland past & present plus biodiversity etc.

<ul style="list-style-type: none"> • Heathland Forum – site managers & practitioners – always well received + positive feedback. • Smaller events are tagging on to partner hosted events – a credit to partners. • Events that are direct and bring people to the heath – ones that are more focused. • Events with active aspects, experiential learning (not passive) i.e. Bring Heathlands Home, Meet the Cattle. • Reptile encounters – very popular with families and adults. • Fernhurst furnace – heathland walks – very informative & well attended. <p>What aspects of knowledge and understanding have they increased (e.g. knowledge of habitats, species, risks, etc)?</p> <ul style="list-style-type: none"> • Bioblitz Broxhead <ul style="list-style-type: none"> ◦ Species specific value & targeted talks. • Meet the cattle event – good for engaging with dog walkers. • What a heathland is, how managed – fragility. • Managing risks – ticks, cows, adders. • Myth busting – adders. • Bringing Heathlands Home – people learnt a lot about management and were enthusiastic <p>What factors have been most important in increasing knowledge and understanding, e.g. people leading the event, materials used, organisation and structure, etc?</p> <ul style="list-style-type: none"> • Face to face engagement • Consistency of delivery & experience of hosting event creates success. • Time builds a more engaged and aware audience. • Good balance between fun and education. <p>Is anything missing that would make events contribute more effectively to increasing knowledge and understanding?</p> <ul style="list-style-type: none"> • Can be difficult to get enough time with people at bus events i.e. Secrets of the Heath. • Most events are inaccessible on the heaths by any public transport.
<p>Station 3: How has the website increased knowledge and understanding about heathlands?</p> <p>What elements of the website have contributed most to increasing knowledge and understanding of heathlands – why?</p> <ul style="list-style-type: none"> • Need to look at hits/section on website • Using website and social media together helps reach public. • Documentary video. • Importance of using partners web etc – ARC benefit with HeRe & SDNPA. • More added recently – hasn't been up long enough to see impact of it. • From partner – found information easily to put into presentation e.g. project activities – 'heathlands video' is very impressive. <p>What aspects of knowledge and understanding have they increased (e.g. knowledge of habitats, species, risks, etc)?</p> <ul style="list-style-type: none"> • General understanding of existence of heathlands. • Health walk events. <p>Were any tools or techniques particularly successful e.g. blogs, videos, news items, etc?</p> <ul style="list-style-type: none"> • Newsletter, social media feed, video. • Consistent imagery and style has been good for project recognition – through boards. • Take the Lead videos good for reaching new audiences. • Publication of a children's book of heathland stories written by volunteers will reach a lot of children. <p>Is anything missing that would make the website contribute more effectively to increasing knowledge and understanding?</p> <ul style="list-style-type: none"> • A lack of knowledge amongst partners about use of website and visitor engagement. • Negligible use of partner portal – not currently useful – need to use it a lot or not at all. • Mixed responses to Take the Lead campaign. • From volunteer/member of the public – website poor for engagement, not user friendly.

<ul style="list-style-type: none"> • Dog Behaviour: Take the Lead Dog Ambassadors <ul style="list-style-type: none"> ○ Evidence of change in behaviour of dog walkers regarding reduced dog waste. Still improvements to be made but definite improvement in awareness levels. ○ Some negative feedback regarding ‘policing’ of peoples’ behaviour. • Use of heathland: <ul style="list-style-type: none"> ○ Families more aware of heathland to access locally (Secrets of the Heath). ○ Difficult to establish whether increased use is down to the project itself. • Walkers are more used to works and management on sites from coming across it on sites. • Posters explaining why and conversations with public. • Less criticism. • Fire safety, response by fire service. • Behaviour change is very difficult to measure and also to change. • Dog Ambassadors are working in sites. Valuable input – seeing same people every day.

Plenary session

Groups fed back on what they considered to be features of successful events.

Features of successful events

- Had a stand at Fernhurst Furnace – Bruce did a walk, a healthland walk that was well attended and a very knowledgeable walk. Bruce gave most knowledge and engagement – imparting knowledge and being led around site.
- Meet the cattle – because engages people that may not necessarily be interested in heathlands but gives important information for dog walkers.
- Secrets of the Heath – most people engaged – then people go on to visit other heathland events – how much people link to other sites is not known but the event reaches lots of people from different social backgrounds. Good feedback from these events.
- Bioblitz are popular – timing means they are successful i.e. school holidays. Also, there is active participation which is the main reason for people enjoying etc. Also, e.g. where people digging turfs – people are involved in doing things – makes them feel special.
- If you can show people what is on the heath then that is successful – having reptiles to see is good, also cattle; with walks people are seeing as they go along.
- Lots of events raise awareness of heathlands but don’t necessarily see behaviour change. Change may not be a result of this project.
- Website – a partner or person in the know can navigate around the website but for the public or volunteer then it may not necessarily be the best place to find information – not the best way of getting information.
- Way website and social media works together is the way to look at it – the website may not be the best way of hooking people but if people get there through other means then fine.
- Partners may be looking at website for specific information but if the public are just searching then more difficult.
- Project now 3 years in, wonderful stuff and thinking about legacy – but most sites are inaccessible from public transport, difficult to advertise etc. – so somehow need to think about how to get people onto sites. If thinking forward and about reality then there is no public transport.
- Website – one of best things on site is the SDNPA articles (not on HeRe pages) – so project reach is through articles that then get posted elsewhere.
- As an organisation, attend boomtown festival – found beacon film shows – so may be reaching other places without knowing it. So influencing behaviour change in a way too subtle to measure.
- Video on heathlands – should blog about it.
- Health walks are an effective engagement tool, people from a different background, may know nothing about heathlands etc. but they go on health walk and learn – face-to-face engagement is good – reach people in way unexpected.

Session 7: Project management – how well are we working as a partnership?

A short presentation was given by SDNPA on the Year 2 Internal Evaluation to set the scene for further discussion on governance. This was followed by participants working in two groups answering questions within a grid (Table D14).

Table D14: Outputs from participants to questions on governance and partnership working (the two different colours represent the responses from each group).

	<u>Strengths</u>	<u>Weaknesses</u>
What are the Partnership working strengths & weaknesses	<ul style="list-style-type: none"> • Experience & expertise. • Communication – vertically/chain of command. • Integration & sharing of resources. • Being able to join up/landscape scale approach – break down silos. • Lots of expertise. • Strong network. • Sharing equipment & ideas/best practise. • Common aims. • Shared communications. • Access to funding/resources. • Sharing workloads. 	<ul style="list-style-type: none"> • Communications. • Corporate representation – organisational resource. • Corporate awareness of project. • Different/competing organisational priorities. • Not sharing resources enough at moment. • Lots of coordination. • Competing priorities. • Additional commitments. • Time needed to build relationships. • Makes project complicated. • Lots of people involved/changes of
What have been the project's key challenges?	<p><u>Key challenges to build on strengths</u></p> <ul style="list-style-type: none"> • Changing behaviour of public – using partnership – consistency of messaging. • Delivering media to reach right audience. • Getting better value from funding – e.g. using collective approach to letting contracts. • Create a capital works subgroup. • Sharing management plans. • Active participation of steering group/partnership group members. 	<p><u>Key challenges to address weaknesses</u></p> <ul style="list-style-type: none"> • Changing staff/turnover – need succession planning. • Keep organisational memory of project – sustain buy in. • Addition of community outreach post. • Demonstrating added value of NLHF's funding. • Measuring outputs of the project.
Have key challenges of the project been addressed and how?	<p><u>Addressed</u></p> <ul style="list-style-type: none"> • Better awareness of key personnel & how organisations work. • Use of portal to communicate between partners. • Resource issue – addition of Communities Outreach Officer and Business Admin Apprentice. 	<p><u>Not addressed</u></p> <ul style="list-style-type: none"> • Nowt! • Accessibility of sites e.g. by public transport – need to engage the organisations involved with this e.g. councils & SDNPA's transport lead. • 'Targeted' public transport e.g. for walks.

Session 8: Learning and Next Steps – what's going to change?

The discussion covered:

- Potential external risks to the project.
- Other useful points to think about in more depth.
- Areas for improvement to project management.

Discussion points:

- Risks - ongoing development pressure, especially around Bordon, Liphook, Hampshire end – which is a big chunk of the heaths. The Petersfield event is so popular, need something like that near Bordon as it may be strategically more valuable due to the development pressure – it may not impact the partnership tomorrow but thinking forward for this area is important.
- Opportunity for additional funding.

- Another opportunity timber prices now are very good – Brexit means prices are good for home grown logs, e.g. birch firewood is very valuable and most of the stuff being cut down to make heathland habitat is a valuable resource which could be capitalized on. There is an opportunity for biomass, with a big biomass plant in Kent – biomass is more of a waste product but there are also sawn logs which are more valuable and present an opportunity.
- Planning for next element after the Heathlands Reunited?
 - Q: has anyone actually thought about what will happen at the end of the project?
 - A: Yes, working on it. SHERE! (Son of HeRe).
 - Big question is what do the partners want to do next? There is interest to continue to work together as a collaborative, take forward the learning on working effectively together and smarter. Feelers are being put out to see how this could happen.
- Within the life of the project, given what remains to do, setting up a capital works sub-group seems a good idea, given the potential risk identified in the earlier (Capital Works) presentation. This could help mitigate the risk, whether by improving communication, or making plans on how to address the risks, etc.
- Wider feedback on evaluation session flagged interest in having more opportunities for bringing partners together for more unstructured discussion. Discussion covered whether to have less structure in another session i.e. more anarchic? The risk would be not getting through as many things. The session today was structured to address evaluation questions. If an unstructured session between project partners is something that people would like, the question was asked if it could be done through the SG? It was felt that it would be desirable to have more free time within the project to explore unstructured discussions. It was considered less valuable to have an unstructured discussion during the Year 5 evaluation session as it wouldn't be the right setting, so perhaps an opportunity for unstructured discussion needs to be built in elsewhere in the programme for the project to bring everyone together. The evaluation sessions are a valuable opportunity where everyone is same room at same time, and brings different perspectives. Perhaps the internal evaluation session (if this happens again) would be a good time to have this unstructured session?
- Getting quick decisions on site works has been an issue in the past. What is the best way for the SG to work, rubber stamping things/enabling project managers to have more autonomy? Is it possible to enable partners to put things through the project manager to the SG? The SG give the project manager strategic direction, other things can be authorized by the project manager if it doesn't necessarily need to go through the SG. If a decision has to be taken to SG then it can delay the decision, not always necessary for things to go to SG meetings, can be dealt with outside of meetings and the project manager can also authorise things. Sometimes changes will require the project manager to make a change request to the SG but it depends on the change. (It would be helpful to provide partners clarity on how and what decisions can be made by the project manager and which need to go to SG.)
- Partner portal – doesn't get used. If partners could please use the portal for any suitable queries/questions.

Feedback forms

22 completed feedback forms received.

1. Were you clear about the purpose of the Review Meeting? (Please circle as applicable)

<p>- new to the project as such & I have been overwhelmed by the complexity and impressed by the perceived improvements of communications between participating organisations.</p> <ul style="list-style-type: none"> • Not sure what the review is for – will it practically affect the running of the project or is it more a 'next time we will do ... better' exercise? • Fully briefed by my CofC. • Self explanatory. • Very important for the evaluation. • It was clear how this will be fed into a report and relates to past reports. 		

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2. Do you know how your input will be used? (Please circle as applicable)

<p>Comments:</p> <ul style="list-style-type: none"> • I am not officially part of the HeRe delivery team, so perhaps not as fully informed as some others as to how my input will be used. • Not sure how comments will be converted into actions – measurable ones! • Content for all or any of my comments or inputs to be used to inform the project report. • Address weaknesses. - Yes, hopefully. 		

3. Are there any other related issues that were not discussed during the Review Meeting that you think should have been included? If so, please specify:

- Communication needs improvement with project/partners/SDNPA/volunteers (website not good for that).
- None all covered in detail.
- No I felt the day covered the main areas but there was opportunity to raise other issues if necessary.
- Legacy planning! We only have 2 years left and I feel the review should have raised this as something to comment on/get the ball rolling on.
- More discussion of site capital works delivery and issues.
- Legacy?
- Perhaps the training/volunteering should be discussed as separate questions in the same section. The apprentice scheme wasn't really discussed. More of a focus on legacy and how to start planning for after the project as early as possible.

4. Any other comments?

- I feel that a slightly more organic approach to things could be taken – a couple of interesting conversations were delayed and then never returned because there was a perceived need to move onto the next scheduled session.
- Some time allowed for less structured/unstructured discussion.
- Fascinating and I would hope to be able to participate in some aspects. Excellent organisation. I hope you gain and can use points raised. Thank you.
- The structure of the day was good and captured most of the project, but not having an in depth understanding of the area and project meant that the recording of our comments felt slightly unsatisfactory, as if certain aspects/concerns won't be recorded or reported on.
- Coffee was awesome! Fruit was spot on. Presentations extremely informative.
- Good to see engaged partners and useful communication.
- Excellent day – very well organised and controlled.

Appendix E: Community Session Outputs

This appendix provides a summary of the main discussion point from the Community Session based on the notes and observations of the facilitators.

The purpose of the Community Session was to contribute to the objectives of the Heathlands Reunited Evaluation by:

- Exploring the way the Heathlands Reunited project is perceived and has made a difference to a range of participants from two communities in the project area in terms of
 - Tangible ecological and heritage impacts
 - Community engagement
- Encouraging participants to identify what elements or aspects of the project are working well for their communities, what is not working so well and why.
- Drawing out lessons from practice to inform future delivery.

The Community Session was held on Wednesday 26th June between 3.30-5.30pm at the Kingsley Centre, Bordon.

The session was attended by 13 participants, comprising²³:

- five HeRe volunteers (1, 3, 4, 11, 12),
- one (non-HeRe volunteer) local community member (2)
- four representatives from two HeRe project partner organisations (5, 6, 7, 8);
- two representatives from a local school (9, 10), and
- one representative from a (non-HeRe partner) local charitable environmental organisation (13).

Introduction session- participant memories / involvement with Broxhead and Shortheath

Participants were invited to share a recent memory of Broxhead and Shortheath commons. These included:

- A recent day out at Broxhead Common, lots of plants and wildlife, very interesting and lucky to have this (13)
- BioBlitz at Broxhead Common: a wonderful experience, the highlight was going on the bird walk. (12)
- Dog walking on Broxhead and Shortheath (11)
- –Local school participation in HeRe events/activities (10)
- Local school trip to Woolbeding Common (9)
- Walking for Health walks on Broxhead and Shortheath commons (3)
- Finding a Nightjar nest on Broxhead Common. .
- Seeing progress on butterfly numbers on Broxhead Common: now it's an open area its allowing the butterflies to thrive – a big success (1).

Session 1: what's been happening with the Heathlands Reunited project in the local area?

A series of photographs (see Table E1 for list of photographs used) of Heathlands Reunited activities on Shortheath and Broxhead Commons were used as prompts for discussion about what has been happening in the last 3 years and to explore participants' experiences and views on the activities.

- Photo 1: New Welcome board for advertising walks at Broxhead (7). At least two others volunteer participants in the group were also aware of the new boards.

²³ Numbers in parenthesis indicate the identification numbers for each participant.

- Reptile walk recognised (12)
- Face painting at the Bioblitz recognised (13)
- Photo 2 – Broxhead Bioblitz
 - A butterfly walk on Broxhead Bioblitz: the walk had been very inspiring even though not many butterflies were seen as had learnt about things on the walk (12).
 - Lots of small children were in attendance at the Bioblitz (13), this was thought to be the case as it was half term – having lots of children was considered to be very nice. Parents were very engaged.
 - One participant commented that there no health events, and so didn't attend/correspond as volunteers were too busy. The event was however promoted to Health Walk walkers through the Facebook page, to help network and extend out the reach of the project and event.
- Photo 6 – Shanie Dog Ambassador at Broxhead: low awareness within the group of the dog ambassador at Broxhead:
 - Only one participant (a representative of a Partner Organisation) recognised the Dog Ambassador photo (7).
 - A volunteer participant had heard about the dog ambassadors through online information.
 - It was suggested that one of the reasons for little awareness may be that the dog ambassador at this site is new (7)
- Photo 7 – Broxhead Bioblitz: at least two participants recognised the photo as relating to Sand Lizards at Broxhead (1, 12).
 - One participant gave a detailed explanation of the photo, conveying learning gained through the He Re project, explaining that the site was for test burrows made by the Sand Lizard: looking for test burrows, female sand lards lay eggs and explore into the burrows and then seal up the hole to stop predators (1). This discussion was suggested to provide a good example of dissemination of knowledge which had been learnt about through the project (8)
 - The sign pictured in the photo which explained the links to the HeRe project, was not familiar to at least one participant (12).
- Photos 9 & 10 – Reptiles/snakes - several participants had experienced holding/handling snakes or toads through the HeRe project:
 - People at Bioblitz can hold the snakes, it's very satisfying (1).
 - This was considered to be a great example of showing how the local area has so many species, and good for the children to experience (13)
- Photos 11 & 12 & 13 Shortheath - Secrets of the Heath:
 - Secrets of the Heath was a brilliant event, except for the weather; it had fantastic information about everything, all the different things happening through the project (2).
 - Photos historical re-enactment – one participant had learnt finger braiding through the event (13); this learning was disseminated to others.

Is there anything important not captured by these photos?

- None of the pictures include birds or butterflies (12). This was considered to be a important omission because people don't realise how many birds and butterflies there are – they know about the reptiles. It was suggested that the project may need to promote other wildlife (i.e. birds etc.) more (13)?
- There is no picture of a working party
- Oral histories element of the project is not captured (4)

Table E1: List of Photos of Heathlands Reunited Community Events shown to session participants.

Session 2: what changes have you seen on the two commons in the last three years?

Using two maps of the commons, participants were invited to consider what changes they had seen on Shortheath and Broxhead Commons in terms of the heathland and its management, and where /which part of the commons, for example any changes in the condition of the heathland habitat, wildlife, issues and problems. Participants added post-it notes to the map, covering:

- **Changes to habitats**
 - Reduction /clearing of silver birch (2 participants noted this)
 - Scrapes
 - Many habitat improvements work
 - Clearing of land (better signs)
- **Paths**
 - More foot paths defined and walkways across boggy ground put place (both commons)
 - Paths improved (Broxhead)
 - Some paths overgrown
- **Signage/Information boards:**
 - New interpretation/welcome boards
 - Signage is clear and information (both commons)
- **Community engagement and involvement (both commons)**
- **Issues:**
 - Arson fires: Broxhead Common
 - Housing development impact

In the group discussion participants raised themes of particular interest:

- **Arson** was considered by several participants to be a big issue on Broxhead Common: 2ha of land being managed for reptiles has been affected (1, 13)
- Some local people think that the burning of heathland is alright (12)
- **Footpaths:** Very impressed by the clearing of footpath around the Sleaford crossroad: able to get to a corner of the Broxhead Common for first time. A man came out of a nearby office and said it was the first time he had seen walkers – he seemed pleased! (2) The volunteer coordinator has made a big difference to getting this area cleared and the contractors have also done some work (7)
- Work to improve habitats for reptiles can go hand in hand with work for butterfly habitats. Longmoor is a good example. (1, 8)
- There is a boggy part of Shortheath where there is now a footpath – discovered a lovely corner. Signage is also good. Walking group feels it is benefitting (3)
- (Another walking group) has noticed improvements in paths and easier access for all sorts of people (13)
- Wheelchair accessible walks are held once a month: it looks like a lot more areas will become accessible for these (3)
- **Pressure of development on sensitive sites:** People living near Shortheath have expressed concerns about the impact of housing development and roads on sensitive sites – traffic has an impact (4)

- Collingwood Environmental Planning

- Event coordination: It would be helpful to have information collated about what events other organisations (not partners) are doing and when – coordinating events around what is going on may mean better attendance at events, even if the audiences are different (8). Some people want to go to all events (12)

Promoting/advertising: How do HeRe community events get advertised?

- Deadwater Valley Trust (DWVT) events are seen as they appear on Facebook, but not aware of the Nightjar walk and the events on the two commons – how do they get advertised? These would be of interest if had known about them (10)
- Advertising of community events like the Nightjar walk is a problem, there is a lack of infrastructure/capacity to advertise (8)
- Lots of people put things on Facebook, so it's a good way to advertise especially for new people in the area
- <https://Nextdoor.co.uk> was noted as a useful place to advertise local community events (11)
- Lots of HeRe events go into the Parish magazines, also use posters and HeRe wipe clean boards at sites (7)
- It was noted that some people don't like Facebook so also advertising through things like the DWVT Board is a good idea (12)
- There is a webpage for the Health Walks – all the HeRe events and other events are advertised on this to encourage people to get out – seen as a great way to promote (3)
- Different people use different medium, so it's good to use a range of promotion/advertising channels
- 'Correx boards' are used to promote events around town for example the Bioblitz etc (7). These boards are very well noticed (3). But these boards only work for Broxhead as it very urban. Shortheath is very rural so not so good to use Correx boards to advertise there.
- Some of the names being used to promote events don't mean anything to people, for example, one participant saw the sign for the Secrets of Shortheath event, but wasn't sure where Shortheath was (12)

Shortheath and Broxhead Commons have a different socio-economic setting to other project sites (4)

- Shortheath and Broxhead seen as different to other project sites due to their socio-economic setting. These two commons have a strong sense of community, which may not exist in the other commons. (4)
- The dense population is an advantage as it gives people a sense of identity to help relate to the area (3)
- Bordon is the most affordable area for miles around, but has poor transport connections (12)
- Lots of the activities are free so that is an advantage (3)

Will project communications reach new people coming into the area?

- DWVT takes flyers to the new housing development show houses and puts them through letter boxes (13)

Who is attending the community events?

- Secrets of Shortheath 2018 event:
 - Mainly attended by local people
 - There was bad weather (torrential downpour), so it was less well attended
- Reptile Encounter at Shortheath: attracts around 85% from local community went on the Reptile walk (6)
- Health walks: attended by some locals but also people from further away / outside the area e.g. Farnham, Greatham (3)
- Nightjar walk on the 25th June was attended by 8 people: 6 locals and 2 from further away who had found out about it due to an advert through the Bioblitz

What makes a successful event, what makes people come back?

- General agreement that people enjoy receiving information about site specific stuff e.g. telling people/guiding them about the area, explaining to them about what 'scrapes' are and answering questions about what they've seen (6, 7, 13)
- People are often unaware of what is on their doorstep, e.g. have often heard 'I didn't know that was there' (1, 3, 13)

- What do we mean by local? Within 3 or 4 miles (7)
- For established groups there are people that come regularly for walks, but wildlife walks are a little different as once people have seen for example a nightjar they may not come on that particular walk again, but may want to go on another wildlife walk to see something different.
- Group agreed that the social element is also important and may encourage people to come again.

Did any of these events result in stronger ‘connections’ with your local heathlands or commons? Why, what was it about the event?

- Agreement among many in the group that events create stronger connections (3, 6, 7, 13) – for example, they’ll take a friend and show off their knowledge gained.
- One of the advantages of the Secrets of Heath and Bioblitz events is that people are there at the commons already and so the walks are very well attended, and you can show people the heaths (1)
- Agreement among the group that is nice to have events on site so that people can get a feel for the place, good will is generated and people may have a new experience that they may not have got on their own.

Are there any events on the list, that no one has heard of?

- Secrets of Heath (mini) nor the Reptile Encounter - two participants had not heard of these events (9 & 10).
- Sculptures for Schools – only four participants had known about these events (9, 10, 7 & 8), most of the attendees were not aware of these events, though as it was a school events it was not advertised to the general public.
- One participant had not known about some of the events as he lives outside the area – this suggests there may be an opportunity to widen promotion/advertising to other neighbouring communities e.g. Grayshott (1)?
- Schoolchildren’s parents would probably like to know more about activities on the commons.
- There is a book being produced through the project, with around 500 copies going to schools and it includes a story about Shortheath Common (4)

Session 4: people participation – have you been involved with heathlands reunited?

In this part of the session, participants discussed their experience of volunteering. Six participants had been involved in volunteering for HeRe, two had not volunteered and five were from organisations that run activities for volunteers. Among the activities that participants had been involved in as volunteers were the Bioblitz, conservation activities, surveys, oral history and running health walks.

Volunteers’ experience of training

- Reptile and bird surveys (12, 8) This is still ongoing, we’ve been backwards and forwards. It’s still evolving (12)
- Walking for health – this training was a massive help: trainer offered so many elements, including history and archives (4)

What was the most enjoyable aspect of the volunteering?

- Oral history: the work brought out a lot of history and created a legacy for others. We got to talk to a lot of amazing people from all over the commons (4)
- Being outside: you feel like you’ve been useful and there is a sense of community. Surveying endangered species gives a measure of the benefit achieved.-

How did you find out about volunteering opportunities?

- Through the parish magazine (2)
- Had an interest, wanted to get involved - various opportunities offered through HeRe, These were mentioned in emails sent out by various sources (3)
- Advert on a signpost at the top of Broxhead Common seen when taking dog for a walk (11)
- ‘Old hand’: listening out for someone who might want to volunteer when doing stands or talking to people who walk past during walks or surveys (1, 12)

- Advertised on nextdoor.com. People responded to the ad but the volunteer day was on a weekday - they said it was a shame it wasn't at the weekend (11)
- Have to be careful about health and safety when working with volunteers on heathlands conservation: they have to have all the training. When working with people with educational needs, you have to do 1-2-1 training to make them comfortable (1)
- Community First usually promotes volunteering opportunities or people can go to them (Communities First) directly. There is a regular meeting in Bordon for groups that use volunteers – some organisations use it to raise awareness of their work (3)

What have you learnt from your volunteering?

- Got a bag of materials at the Bioblitz (12)
- When you learn about all the wonderful things that go on on the heaths, you can tell other people about them when you are going through these areas (3)
- You begin to appreciate the networking between groups (12)
- The children who went to the event on reptiles talked about it at school (9)

What could be done to encourage volunteering?

- There could be more volunteering but some organisations are cutting back because they don't consider volunteering that successful. There are costs for them of having volunteers (4)
- SDNPA is getting too many requests from people who want to volunteer. Other partners don't have enough volunteers. Some organisations have a national profile. They get a big volunteer hit. And some organisations have to cover a big area. If there is a big distance between sites, transport for volunteers can be a problem (7, 12)
- The successful areas for volunteering are those which have their own communities: Broxhead, Deadwater Valley, Lynchmere, Midhurst. (4) People are parochial (12)

Session 5: what would you like to see happen with the heathlands reunited project, particularly for your local community?

Participants were invited to comment on the 'one thing' they would like to see happen over the rest of the project lifetime as well as the future. Discussion points included:

- **Getting the groups to link up better** across the whole area of the heathlands. People aren't communicating as well as they could do. The idea that people should not be keeping it just as their backyard/their bit (11)
- **'More of the same'** and looking back and to the long-term of the heathland. Need for continuation for example, if areas are left unmanaged then in 3 years' time they could be as bad as before they were cleared. It is very important to have future legacy plans in place – important to look at future pressure (e.g. Brexit and others) and challenges on conservation and plan accordingly (1)
- The **importance of legacy and the future of the project** were raised by several participants:
 - At the end of the project, the partners could end up being distant again, so need another project to ensure the legacy! (4)
 - Work on sustainability of the project is needed, so its strong, so it can keep going forward (3)
 - Need to ensure project is strong and will continue after the end (13)
 - Hope that the government will prioritise nature over roads, development/building etc (12)
- **More project exposure and opportunities for the children** will help to sustain the project for example, children will take their parents to see where they went, and this helps to bring parents in (10)
- **Relationships will maintain as long as the same staff are in place** – if staff leave there is a risk to maintaining relationships without an overarching organisation (7)
- **Pieces of kit:**
 - A tractor-mounted cut and collect machine which costs around £20k, is crucial for the project to enable more mowing on Shortheath and Broxhead. This can be done through contractors but it's better to do it in-house and will be good for the legacy of the project (7).
 - There is a need for 'kit' and sharing this among partnership is a good way to do it (8)
- One participant expressed concern about a missed opportunity within the project related to the 10 sculptures – it was felt that commissioning a renowned local artist could have helped to avoid issues which arose with planning and local communities. Additionally, the decision to appoint a sculptor from

the North of England was perceived to have been made by someone without a relationship with the local area/communities nor with longevity in the Heathlands Reunited project itself: the person is no longer involved in the project (4).

Conclusions

Some of the key points coming out of the discussion to incorporate in the evaluation included:

- Changes on the heathlands
 - Improved footpaths and accessibility
 - Increases in butterfly numbers and habitat improvement
 - More community engagement, e.g. through signage and activities. As a result people have greater ownership and knowledge of the area
 - In addition to these positive changes, several participants expressed concern that the pressure of a growing population and the associated increase in pets (dogs and cats) and traffic would have a negative impact on sensitive sites of importance for science and conservation..
- Community events and engagement:
 - Some participants displayed evidence of learning through the HeRe project activities e.g. discussion on the sand lizard test burrows in Broxhead, and the learning from historical reenactments.
 - Participants were aware of many of the project activities taking place in Shortheath and Broxhead Commons. No-one attended the Shortheath, Binswood and East Worldham circuit nor the most recent Shortheath health Walk
 - Bioblitz and Secrets of Heath events considered to be successful.
 - No health events at Bioblitz – opportunity to include health events?
 - Important aspects perceived to contribute to success of local events included: telling people/guiding them about the area, explaining to them about what ‘scrapes’ are and answering questions about what they’ve seen, opportunities to handle wildlife etc
 - Low awareness of dog ambassadors
 - Engaging with children can be a useful way to expand reach of project since they involve /share knowledge with their parents
 - Perceived need to promote other types of wildlife such as birds and butterflies not just the reptiles
 - Consider including a variety of wildlife walks since there is often appetite to see new/different wildlife rather than the same thing again
 - Some general agreement that events have created a stronger connection to the heathlands
- Advertising and promoting events:
 - Advertising /promoting events through a range of media seen as important
 - Care needed in promoting events eg one participant saw the sign for the Secrets of Shortheath event, but wasn’t sure where Shortheath was.
 - Consider promoting events to those outside the local area eg in adjacent areas such as Grayshott
 - Coordinating community engagement events with other events taking place in the local area by non-HeRe partners may increase attendance
- People participation – have you been involved with heathlands reunited
 - Volunteering opportunities are being advertised through a range of media, include on websites, in organisations’ regular mails, through local organisations like Communities First (which promotes volunteering), by putting up posters and through contact with members of the public during project events and activities.
 - Participants had positive experience of volunteering with the project, reporting that this had been enjoyable and that they had learned new things and had been able to network with others.
 - Participants (including people from organisations that run activities for volunteers) commented that there was a mismatch between volunteers and volunteering opportunities, with some organisations unable to offer opportunities to the large number of people approaching them while others are unable to recruit all the volunteers they need.

- Looking to the future participants are keen to see ‘more of the same’, better linking up between groups, putting plans in place now to achieve sustainability and ensure legacy of the project, more project exposure and opportunity with children, retention of project staff, new pieces of kit, and better consultation with local communities on sculptures and harnessing opportunities to promote local artists. Also important to consider future risks / opportunities eg housing development and how to engage those new to the area?

Finally, the community session included representatives from partner organisations as well as community members and volunteers making it a rich discussion although not completely neutral. It would be important for the Community Session in the final year evaluation to include local community members only in order to gain an unbiased reflection on the project’s impact on local communities.

Feedback forms

Thirteen completed feedback forms were received.

1. Were you clear about the purpose of the Review Meeting? (Please circle as applicable)

2. Do you know how your input will be used? (Please circle as applicable)

Yes	Partially	No
Comments: None		

3. Are there any other related issues that were not discussed during the Review Meeting that you think should have been included? If so, please specify:

- Can’t think of any
- No particular expectations!

4. Any other comments?

- Thank you for including local schools in your project

Appendix F: Summary of events planned and held

The following table lists events planned over the five years of the project along with the number of events held and number of attendees for the first three years of the project up to the end of March 2019. Data on planned number of events and participants has been extracted from the Activity Plan and Events and Activity data sheets (HeRe 035); and data on actual number of events held and number of attendees extracted from the Debrief data sheet (HeRe 036), Public Events and Activities data sheet (HeRe 033) and the Events and Activity data sheets (HeRe 035).

Some inconsistencies have been found between the various data sheets which have been itemised in the notes below the table. Where figures differ, the higher figure has been taken.

Event	Planned number of events over 5 years of project	Actual number of events held up to end of March	Planned number of attendees over 5 years of	Actual number of attendees up to end of March
1.A.1 Sculpture Trail: Stone Carving	0	6	0	195
1.B.2 Accessing and enjoying heathland events	3 Events	1 Event	48	7
1.B.3 (events) 'Heathlands for Humans' themed talks	50 Talks	20 Talks	600	273* ²
2.A.1 Activities for under-represented groups	18 Events	0 Events	180	0
2.A.2 Secrets of the Heath events	10 Events	6 Events	5000	7772
2.A.3 Deadly Heathlands' family events at heathland sites.	10 Events	6 Events	500	254
2.A.6 Serpents trail story teller walk	2 Walks	1 Walk	90	27
2.A.7 Heathland schools programme	20 Schools	11 Schools* ³	500	383* ⁴
2.A.8 'Heathland home' events	3 Events	1 Event	75	22
2.A.9 Events aimed at dog walkers led by site managers.	5 Walks	1 Walk	100	14* ⁵
2.A.10 Events accessing heathland areas with grazing animals.	1 Events	1 Event	15	20
2.A.11 Events at heathland sites				
2.A.12 Events at heathland sites				
2.A.13 Events at heathland sites				
2.A.14 Events at heathland sites				
2.A.15 Events at heathland sites				
2.A.16 Events at heathland sites				
2.A.17 Events at heathland sites				
2.A.18 Events at heathland sites				
2.A.19 Events at heathland sites				
2.A.20 Events at heathland sites				
2.A.21 Events at heathland sites				
2.A.22 Events at heathland sites				
2.A.23 Events at heathland sites				
2.A.24 Events at heathland sites				
2.A.25 Events at heathland sites				
2.A.26 Events at heathland sites				
2.A.27 Events at heathland sites				
2.A.28 Events at heathland sites				
2.A.29 Events at heathland sites				
2.A.30 Events at heathland sites				
2.A.31 Events at heathland sites				
2.A.32 Events at heathland sites				
2.A.33 Events at heathland sites				
2.A.34 Events at heathland sites				
2.A.35 Events at heathland sites				
2.A.36 Events at heathland sites				
2.A.37 Events at heathland sites				
2.A.38 Events at heathland sites				
2.A.39 Events at heathland sites				
2.A.40 Events at heathland sites				
2.A.41 Events at heathland sites				
2.A.42 Events at heathland sites				
2.A.43 Events at heathland sites				
2.A.44 Events at heathland sites				
2.A.45 Events at heathland sites				
2.A.46 Events at heathland sites				
2.A.47 Events at heathland sites				
2.A.48 Events at heathland sites				
2.A.49 Events at heathland sites				
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2.A.52 Events at heathland sites				
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2.A.93 Events at heathland sites				
2.A.94 Events at heathland sites				
2.A.95 Events at heathland sites				
2.A.96 Events at heathland sites				
2.A.97 Events at heathland sites				
2.A.98 Events at heathland sites				
2.A.99 Events at heathland sites				
2.A.100 Events at heathland sites				

*¹This is an additional event to that planned and links with the production of a linked sculpture trail (Activity 1.A.1).

*²The total number of attendees from the Debrief data sheet (HeRe 036) is 273 (an underestimate as number of attendees has not been provided for all walks/talks held), while the number of attendees from the Events & Activity Data sheet (HeRe 035) is 120.

*³The number of school events is given as 8 in the Events & Activity Data sheet (HeRe 035) but the Debrief data sheet (HeRe 036) indicates that 11 school events have taken place.

*⁴The number of participants is given as 200 in the in the Events & Activity Data sheet (HeRe 035) but the Debrief data sheet (HeRe 036) gives a bigger total (note: for the two events where the number of participants has been given as 10 to 30, the average of 20 has been taken).

*⁵The number of participants is given as 14 in the Debrief data sheet (HeRe 036) but only 4 in the Events & Activity Data sheet (HeRe 035).

*⁶The Debrief data sheet (HeRe 036) shows that 4 events have taken place, while the Events & Activity Data sheet (HeRe 035) gives 3 events.

*⁷Number of attendees has not been provided in the Debrief data sheet (HeRe 036); this figure has been taken from the Events & Activity Data sheet (HeRe 035).

*⁸The Events & Activity Data sheet (HeRe 035) gives a total of 129 participants while the Debrief data sheet (HeRe 036) lists 116.

*⁹The Events & Activity Data sheet (HeRe 035) indicates that 19 walks have taken place while the Debrief data sheet (HeRe 036) lists 17.

*¹⁰This activity covers both the training of health walk leaders and walk events. The Events & Activity Data sheet (HeRe 035) provides information on the number of volunteer health walk leaders to be trained and who have been trained, 30 and 9 respectively. Neither the original Activity Plan nor the Events & Activity Data sheet (HeRe 035) provide information on the anticipated number of participants on walks. The Debrief data sheet (HeRe 036) shows that 17 walks have been held with 338 participants.

Appendix G: Summary of training sessions planned and held

The following table lists training sessions planned for volunteers and land managers over the five years of the project along with the number of training sessions held and the number of attendees for the first three years of the project up to the end of March 2019. Data has been extracted from the Activity Plan and Events and Activity data sheets (HeRe 035).

Training event	Planned number of training sessions over 5 years of project	Actual number of training sessions held up to end of March	Planned number of attendees over 5 years of project	Actual number of attendees up to end of March 2019
3.A.4 horseriders on accessing heathland areas	1 Events	1 Events	15	20
3.A.6 'Dogs on Heathlands' workshop aimed at dog walkers (2018/19)	24 Workshop	2 Workshop	200	8
3.C.4 Butterfly Transit	4 Workshop	4 Workshop	20	24
3.C.11 Volunteers trained in presentation skills	1 Workshop	0 Workshop	12	0
3.C.12 Guided walks leaders	15 Walks	0 Walks	12	0
3.C.13 Identifying and recording heathland species	5 Workshop	1 Workshop	60	17
3.C.16 Workshop on Community habitat mapping & 'bioblitz'	5 Workshop	2 Workshop	200	129
3.C.4 Fixed point photography	1 Workshop	1 Workshop	20	25
Training for land managers				
1.A.6 Access for All Workshop.	1 Workshop	0 Workshops	16	0
3.A.5 Managing people and dogs at heathland sites	1 Events	1? Events	40	25
workshop	6 worksnop	0 worksnops	N/A	N/A
management skills and crafts.	5 Workshop	3 Workshop	60	18
heathland sites				
using heathland products				
management of heathland sites				
assets				

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Training event	Planned number of training sessions over 5	Actual number of training sessions held up	Planned number of attendees over 5 years of	Actual number attendees up end of March

Appendix H: Number of participants at events

Number of participants at events compared to projected number of attendees by activity, for period late July 2017 to March 2019 (drawing on Debrief data sheets HeRe 036).

Activity	Projected Number of Attendees across all 5 years of the project (from Activity Plan and Events & Activity data sheets)	Number of events (from Debrief data sheets)	Number of attendees (from Debrief data sheets and Events & Activity data)
1.A.1: Sculpture Trail: Stone Carving Workshops	Year 1-2 (June 16-Jun18): not specified	6	195
1.B.2: Accessing Heathlands Events	Years 2-4: 3 events. At least 6 local community groups take part. At least 48 participants.	1	7
1.B.3: Heathlands for Humans Walks & Talks	Years 2-5: 50 combined talk & walk events. 600 people will know more about the heathland sites.	20	273
2.A.2: Secrets of the Heath	Years 1-5: 1 annual event & 5 mini-events. At least 5000 attendees.	2 annual main & 2 mini events	2600
2.A.3 Deadly Heathland Events	Years 2-5 total: 10 events at 5 project sites. 500 participants.	6	254
2.A.6: Serpents Trail Story walk (week long)	Years 2 and 3: 90 walk attendees and 100 people contribute to stories.	1	27
2.A.7: Heathlands Schools Programme	Years 2-5: 300 schoolchildren engaged from 6 local schools	11	383
2.A.8: Heathland Home Event		1	22
Walks	volunteers to lead. At least 100 dog walkers.	1	14
Days	attendees		50
Heathland Mapping	volunteers trained and 200 attendees		
Pulborough			

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Appendix I: Number of event feedback responses

Number of respondents completing event feedback forms for period 17/7/17 – 31/03/19 by activity.

Activ	Event details	Event name*	Date	No. of respondents	No. of respondents to
1.B.3	Heathlands for Humans				
		Heathlands for Humans	18/08/2018		
		Heathlands for Humans	18/08/2018		
2.A.2	Secrets of the Heath – Main	Secrets of the Heath, Petersfield Heath	17/08/2017		22
		Secrets of the Heath, Petersfield Heath	18/09/2018	2500	62
	Secrets of the Heath – Mini	Across the Ages	13/08/2017		6
		Secrets of Shortheath	19/05/2018	100	10
2.A.3	Deadly Heathland event	Reptile Encounter/ Deadly Heathland	12/08/2017		14
		Reptile Ramble/Superhero Safari	17/07/2018		12
2.A.6	Serpents Trail Roving Storyteller	Serpent's Trail Week Long Walk	17/07/2017		21
		Serpent's Trail	17/07/2018		8
2.B.1	Bringing Heathland Home	Bringing Heathland Home	14/09/2018	22	9
3.A.3	Guided dog walk	Wildlife Dog Walk	11/08/2018	14	3
3.A.4	Horse rider Information event	Horse riders Event	10/09/2017		8
3.B.4	Meet the Cattle days ("Hairy not Scary!")	Meet the Cattle,ipping Common	14/08/2017		4
		Meet the Cattle, Hairy not Scary, Longmoor Enclosure	14/08/2018		16
					22
	community habitat mapping				
	Walk' leaders				

Notes: * Event name, date and number of response feedback forms data sourced from Public Events & Activity Data spreadsheets (HeRe 033). **Attendance data for the specific event name and date sourced from Debrief data sheets (HeRe 036)²⁴.

²⁴ Note that the Debrief data sheets (HeRe 036) contain additional events with the same name but occurring on other dates and which have not been listed in the Public Events & Activity Data spreadsheets (HeRe 033).

Appendix J: Most enjoyable aspects about community events

Responses to the question on feedback cards about what participants found most enjoyable about community events have been summarised.

1.B.3 'Heathlar for Humans'	Summer on Iping (21/6/18)	<ul style="list-style-type: none"> Being able to see nature and insects generally (8) Seeing the Butterflies (6) Enjoying learning or information (4) The talk and leader (Michael) (2) Learning about heathland management (2) and the Fire at Iping Common (2) Seeing specific species: Purple Emperor (3), Silver Spotted (1), Sundew (1), Silver Studded Blue (1), Dragonflies (1), Birds (1) <p>Selected summarising quote:</p>
1.B.3 'Heathlar for Humans'	Graffham Common Walk (7/8/18)	<ul style="list-style-type: none"> The walk leader (Michael) (4) Style of delivery and humour (3) Everything (2) Learning about heathlands <p>Selected summarising quote:</p>
	Navigating Heathlands Walk (18/8/18)	<ul style="list-style-type: none"> Informative (6) Map reading info (3) Walk (2) Guide (2) Expert/ Knowledgeable guide (2) Everything (1) Area/ Surroundings/ Landscape (1) Nature info (1) Views/ Landscape info (1) Finding new places (1) Enthusiastic guide (1) Small group (1) Info from other team members (1) <p>Selected summarising quote:</p> <ul style="list-style-type: none"> "All absolutely BRILLIANT, informative, just great in every way."
	Heritage Walk (21/8/18)	<ul style="list-style-type: none"> Informative (2) Pace of walk (1) Everything (1) Interesting talk (1) <p>Selected summarising quote:</p> <ul style="list-style-type: none"> "Very informative, nice pace, excellent all round."
	Landscape and Conservation Walk (22/8/18)	<ul style="list-style-type: none"> Information (2) Walk (1) History (1)
	Serpent Trail Walk (22/8/18)	<ul style="list-style-type: none"> The area and being outdoors in nature (2) The walk (2) The guide (2) Small Group Size (2) <p>"Excellent guide, small group. Lots of information."</p>
	Amble (24/8/18)	<ul style="list-style-type: none"> Learning about land management (4) Everything (2) Mix of topics (1) Ecology (1) Socialising (1)
	Heathland and Conservation Walk (25/8/18)	<ul style="list-style-type: none"> Educational and Informative (7) Everything (5) The speaker (5) Entertaining and Fun (5) Variety of topics (4) The talk (2) Images (1) Birdsong (1) Holds attention (1) <p>attention throughout.</p>

	Event Name	Activities (4)
2.A.2 'Secrets of the Heath' event - Main	Secrets of the Heath (2/9/17)	<ul style="list-style-type: none"> • Historic Displays (8) • Lots for kids to do and range of activities (7) • Bird Displays and Stand (5) • Crafts (5) • Neolithic Man (3) • Fun for kids (3) • Badges (2) • Sash Making (2) • Freebies (2) • Medieval Stalls (2) • Animal Handling (1) • Food (1) • Interesting People (1) • Knowledgeable people (1) Learnt a • Toads (1) • Free (1) • Relaxed (1) • Hands on activities (1) • Good for all ages (1) • Making a spatula (1) • Archery (1) • Seeing friends (1) • Highwaywoman (1) • Not needing to be with parents (1) • VR Headsets (1) • Stalls (1) • Partner stands (3), ARCT (1) • Everything (1) • Romans (1) <p>Selected summarising quotes:</p> <ul style="list-style-type: none"> • "Great range of activities suitable for all ages. It is a wonderful event- thank you for organising such a great event." • "The Stone Age man was excellent- I could listen to him all day! Archery was great, and the animal handling were the favourites of my two children. Thanks"
	Secrets of the Heath (8/9/18)	<ul style="list-style-type: none"> • Re-enactments / Demonstrations(18) • Bird Displays and Stand (14) • Highwaywoman/ Horses (8) • VR Headsets (7) • Wildlife Stalls / Nature Stalls (7) • Archery (6) • Stone Age Man (4) • Saxons (4) • Walking (1) • Badge-making (3) • Kids activities (2) • Take the Lead (2) • Meeting people (2) • Wildlife Handling (2) • Amphibians/Lizards/Reptiles (2) • Ice Cream (1) • Everything (1) • Bug Hunting (1) • Craft (1) • HeRe Staff (1) • Activities (1) • Puzzle (1) • Everything (1) • Fernhurst (1) • Cows (1) • RSPB (1) • Crafts (2) • History (1) • Romans (1) • Bugs (1) • Reporter (1) • Colouring (1) <p>"Historical re-enactments/camps- the children's activities such as badgemaking."</p> <p>"The stone age and the falconry display."</p>
Secrets of the Heath event - Mini	(3/9/17)	<ul style="list-style-type: none"> • Freebies/safety for children (1) • Everything (1) • Animal ID (1) • Ice cream (1) • Not all there (1)
	(29/5/18)	<ul style="list-style-type: none"> • Reptiles (1) • Learning about conservation (1) • Enthusiasm (1)
Heathland	(22/8/17)	<ul style="list-style-type: none"> • Walk (4) • Handling and seeing Reptiles and Amphibians prior to walk (3) • Seeing Heaths (1) and Forests (1) • Interesting (1) • Knowledgeable leader (1)

		Selected summarising quotes:	
	Reptile Ramble/Superhero Safari (7/7/18)	<ul style="list-style-type: none"> Seeing specific animals – Dragonflies (3), Wasps (2), Common lizard (1) Visiting Pond (2) and catching 	<ul style="list-style-type: none"> Learning about nature- specifically wasps (1) Aimed at adults (1) Would return to event (1)
2.A.6 (events) Employ a roving storyteller to walk the Serpents trail	Serpent's Trail Week Long Walk (17/7/17)	<ul style="list-style-type: none"> Learning / Exploring (7) Experts/ Knowledge of guides (7) Informative (6) Good Talks/ guides (6) Re-enactments (5) Meeting people/ Socialising (4) Learning about local history (4) Beautiful area/ Landscape/ Views (4) Being led and having a guide to lead (3) Entertaining/ Interesting (2) Everything (2) Well organised (2) <p>Selected summarising quote:</p> <ul style="list-style-type: none"> "I've walked many of the paths we went on in the past, but never as a single walk – it was good to be able to see how they all link up together. Really enjoyed learning more about the landscape from the different people who joined us during the day, plus good company." 	<ul style="list-style-type: none"> Variety of terrain (2) Learning about natural history (2) Brewery Visit/ Pub Visits (2) Enthusiastic (1) None (1) Singing (1) Finding new areas (1) Breaks (1) Length of walks (1) Transport to start/end points (1) Seeing how they are all linked together (1) Well organised (1)
	Serpent's Trail (17/7/17)	<ul style="list-style-type: none"> Experts / Knowledge of guides (4) Everything (2) Informative (2) Re-enactments (2) Walk (2) Company/ Socialising (2) Variety of habitats (2) Views/ Landscape (2) Local rangers (1) Discovering new places (1) 	<ul style="list-style-type: none"> Learning about history (1) Smuggling (1) Roman history (1) Entertaining (1) Learning about origin of heathlands (1) Folk singers (1) Please Include loo/pub stop (1) Learning about plants (1)
Bringing heathland home	Heathland Home (4/9/18)	<ul style="list-style-type: none"> Digging up heather (2) Everything (2) Spades (1) 	<ul style="list-style-type: none"> Face to face guidance (1) Knowledgeable talkers (1) Info on Grazing (1)
Guided walks aimed at dog walkers	(21/8/18)	<ul style="list-style-type: none"> habitats (2) Walk (1) Being with other dog owners (1) 	<ul style="list-style-type: none"> Everything (1)
Informative Event		<ul style="list-style-type: none"> Meeting people (2) British Horse Society (2) Food (2) <p>friendly/chatty and the chilli and refreshments were much appreciated. Thanks."</p>	<ul style="list-style-type: none"> Information on heathlands (2) Information on grazing (1)
		<ul style="list-style-type: none"> meeting Katy (1) 	

("Hairy n Scary!")	Meet the Cattle (31/5/18)	<ul style="list-style-type: none"> • Herding/ Interacting with cows (5) • Dog training (2) 	<ul style="list-style-type: none"> • Meeting others (2) • Gaining Confidence (1)
	Meet the Cattle Woolbeding (20/6/18)	<ul style="list-style-type: none"> • Interacting with the cows (5) • Dog training (5) 	<ul style="list-style-type: none"> • Toilets (1) • Coffee and biscuits (1)
3.C.16 Commun habitat mapping heathland sites. ('bioblitz')	Bioblitz (30/7/17)	<ul style="list-style-type: none"> • Reptile Walks/Talks (4) • Learning (3) • Knowledgeable Experts (2) • Seeing wildlife (2). Adders (1) 	<ul style="list-style-type: none"> • Walk (1) • Organisation (1) • Everything (1) • Birds (1)
	Bioblitz (31/7/18)	<ul style="list-style-type: none"> • Looking for and seeing wildlife (9) • Mini beasts (4) • Grass Snakes (4) • Learning about wildlife (3), Learning about trees (1) • Walking (2) • Insects (1), Looking for bugs (1) • Facepainting (1) • Talks (1) • Pond (1) • Buzzards (1) • Looking for birds (1) <p>Selected summarising quotes:</p> <ul style="list-style-type: none"> • "Having enthusiasts telling us about what we could see and hear on the common + stroking a baby grass snake!" • "Discovering a new local place and learning about the wildlife." 	<ul style="list-style-type: none"> • Disappointed about the amount of dog poo (1) • Butterflies (1) • ID- ing creatures (1) • Discovering new site (1) • Listening to enthusiasts/experts (1) • Animal handling of snakes (1) • Variety of activities (1) • Info to help children learn (1), children being outside (1) • Lizards (1) • Seeing new animals (1)
3.C.17 (Health Walk' leaders	Woolbeding Health Walk (20/8/18)	<ul style="list-style-type: none"> • Informative (3) • Walk (2) • Landscape/ Scenery (2) • Challenging walk (2) • Expert/ Knowledgeable leaders (2) • Break (1) 	<ul style="list-style-type: none"> • Mill House (1) • Interesting (1) • Variety of terrains (1) • Getting away from everyday life/ Relaxing (1)
	Common Health Walk (10/12/18)Walk	<ul style="list-style-type: none"> • Company / Socialising (1) • Countryside (4) • Beautiful scenery (2) • Fresh air (2) • Weather (2) 	<ul style="list-style-type: none"> • Learning new things (1) • Having a guide (1) • Sheep / Grazing (1) • Views / Visibility (1) • Everything (1)
	Common Health Walk (18/3/19)	<ul style="list-style-type: none"> • Participatory / Interactive (1) • Being outdoors (1) 	<ul style="list-style-type: none"> • Fresh air (1) • Walk (1)
	Health Walk (31/1/19)	<ul style="list-style-type: none"> • Weather (2) • Company/ Socialising (2) 	<ul style="list-style-type: none"> • Nature (1) • Surroundings/ Landscape (1)
	(28/2/19)	<ul style="list-style-type: none"> • Learning about land management (1) 	<ul style="list-style-type: none"> • Being outdoors (1) • The talk (1)
	(27/3/19)		
		<ul style="list-style-type: none"> • Networking/ Meeting others (3) • Knowledgeable walk leader (1) 	<ul style="list-style-type: none"> • Seeing insects (1) • Hands on / Interactive (1)

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Appendix K: Participant Comments on Training Workshops

Responses to the questions 'What did you like most about the workshop?' and 'What if anything could be improved?' have been grouped into emerging themes. Where respondents gave more than one answer to a question, the responses have been separated and grouped according to theme.

Note: the selected quotes have been chosen as they appear to summarise what others had said about the training.

Activity No	Training	What did you like most about the	What if anything could be
3.A.6 'Dogs on Heathlands' workshop	Dog Ambassadors Training (19/10/17)	<ul style="list-style-type: none"> Information on Dogs / Dog behaviour (3) Information (2) Informal / Relaxed (2) Discussion and Interaction (1) Meeting people (1) Food (1) Good agenda (1) Could be shorter in areas (1) Learning about project (1) <p>Selected summarising quote:</p> <ul style="list-style-type: none"> <i>"Dog information, meeting other like minded people."</i> 	<ul style="list-style-type: none"> Nothing (3) Weather (1) Clearer directions to venue (1) More information on Parking (1) Less dogs (1)
3.C.1 Butterfly Transect training	Butterfly Transect and Species ID Training (5/5/18)	<ul style="list-style-type: none"> Info on Species ID / Content (5) Presentations (4) Walk / Visit (4) Seeing butterflies (3) Informative (2) Confidence Giving / Inspirational (2) Meeting other people and discussions (2) Everything (2) ID Tips (2) Friendly (1) Difficult to memorise and put into practice (1) Interesting (1) Photos (1) Nothing as better than the rest (1) Lunch (1) <p>Selected summarising quote:</p> <ul style="list-style-type: none"> <i>"Very friendly and informative, especially on butterfly identification. The guided walk was really excellent and the butterflies put in an appearance too."</i> 	<ul style="list-style-type: none"> Slower pace needed (2) Bringing own food (2) Walk to be after lunch (1) Smaller groups (1) Longer walk (1) More networking/ info on attendees (1) More advertising (1) Quiz on info (1) Nothing (4) Information on Caterpillars (1) Information on Transects (2) Binoculars (1)
on relevant land manage	Training (17/9/18)	<ul style="list-style-type: none"> Using iPad (1) Sharing training with colleagues (1) Site visit (1) <p>Selected summarising quote:</p>	

3.A.5 Managing people with dogs at heathland sites	Dog Walker Engagement Workshop (25/1/19)	<ul style="list-style-type: none"> • Presentations (6) • Experts/ Speakers (4) • Relevant to attendees (3) • Knowledge/ Information/ Content (3) • Talk about motivation/ psychology (3) • Food (2) • Different speakers/ breadth of talks (2) • Well organised (1) • Learning (1) • Interactive (1) <p>Selected summarising quotes:</p> <ul style="list-style-type: none"> • <i>"Excellent presentation and content. Very informative. Essential for site manager".</i> • <i>"New ways of engaging and thinking about motivation as to why there are problems"</i> 	<ul style="list-style-type: none"> • Heated seats (1) • More interactive (1) • Shorter (1) • Partnership not at the end (1) • Ale (1) • Early start (1)
3.C.17 'Health Walk leaders'	Health Walk Leader Training (8/3/19)	<ul style="list-style-type: none"> • Informative (3) • Practice walk (3) • Engaging (2) • Friendly / Enthusiastic people (2) • Mix of activities (2) • Good answers to questions (1) • Well structured (1) • Explained clearly (1) • Group work activities and small group (3) • Catering (1) • Facts and figures (1) • Specific content (1) <p>Selected summarising quote:</p> <ul style="list-style-type: none"> • <i>"Mix of activities with lots of information about the Health Walks & good answers to questions."</i> 	<ul style="list-style-type: none"> • Nothing (7) • Weather (1) • Linking to other Health Walk groups (1) • Repetitive (1) • Too Slow a pace (1)

Appendix L: Success of training events in developing skills

In response to Q16 on 'Have training sessions been successful at developing skills?', the success of training events is illustrated by the following comments and charts.

Dog Ambassador Training (19th October 2017)

Comparing before and after training, participants who completed feedback forms reported an increase (Figure I1) in their:

- Current understanding of what the dog ambassador role is and what is required from volunteers.
- Current understanding of the National Parks 4 key messages around responsible dog ownership.
- Current understanding of dog walkers' motivation and psychology.
- Confidence in being able to interact with other dog walkers.

The greatest increase in understanding was for 'the National Parks 4 key messages around responsible dog ownership', and 'dog walkers' motivation and psychology'. The least change was reported for confidence in being able to interact with other dog walkers.

Oral History Training (6th December 2017)

Comparing before and after training, participants who completed feedback forms reported an increase (Figure I2) in their:

- Current understanding of what the oral history interviewer role is and what is required from volunteers.
- Current understanding of how to create the right atmosphere for interviewing.
- Current understanding of how to draw out the interviewee.
- Confidence in being able to help interviewees tell their story.

The greatest increase in understanding, with an average of change in self-assessed scores of 4.0 points was for 'understanding of what the oral history interviewer role is and what is required from volunteers'. The least change was reported for 'confidence in being able to help interviewees tell their story'.

Archive Training (15th January 2018)

Comparing before and after training, participants who completed feedback forms reported an increase (Figure I3) in their:

- Current understanding of what the archive investigator role is and what is required from volunteers.
- Current understanding of how to research the Record Office Archives.
- Current understanding of how to record your research.
- Confidence in being able to find items in the archives.

The greatest increase in understanding, with an average of change in self-assessed scores of 4.0 points was for 'understanding of what the oral history interviewer role is and what is required from volunteers'. The least change was reported for 'confidence in being able to help interviewees tell their story'.



Figure I1: Dog Ambassador Training (19th October 2017) change in knowledge and understanding, based on self-assessed scores of participants, before and after training.

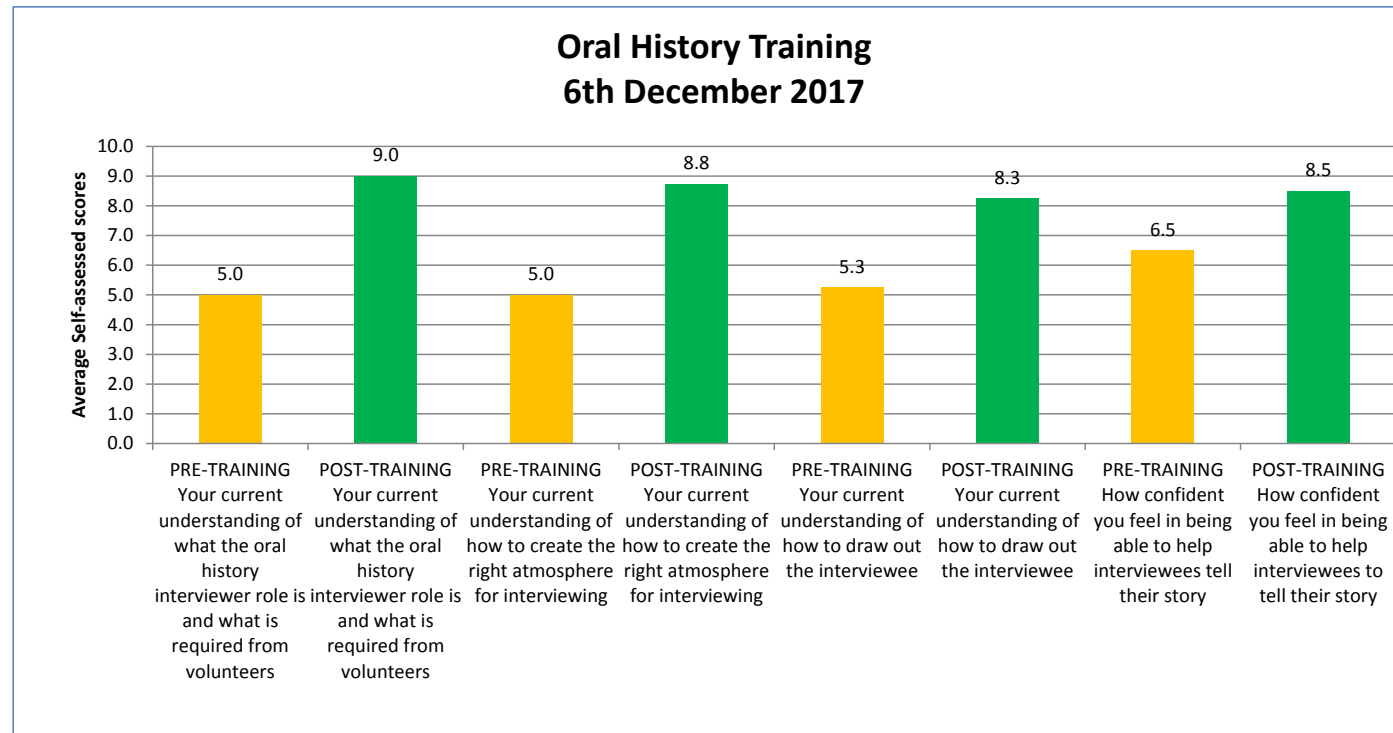


Figure I2: Oral History Training change in knowledge and understanding, based on self-assessed scores of participants, before and after training.

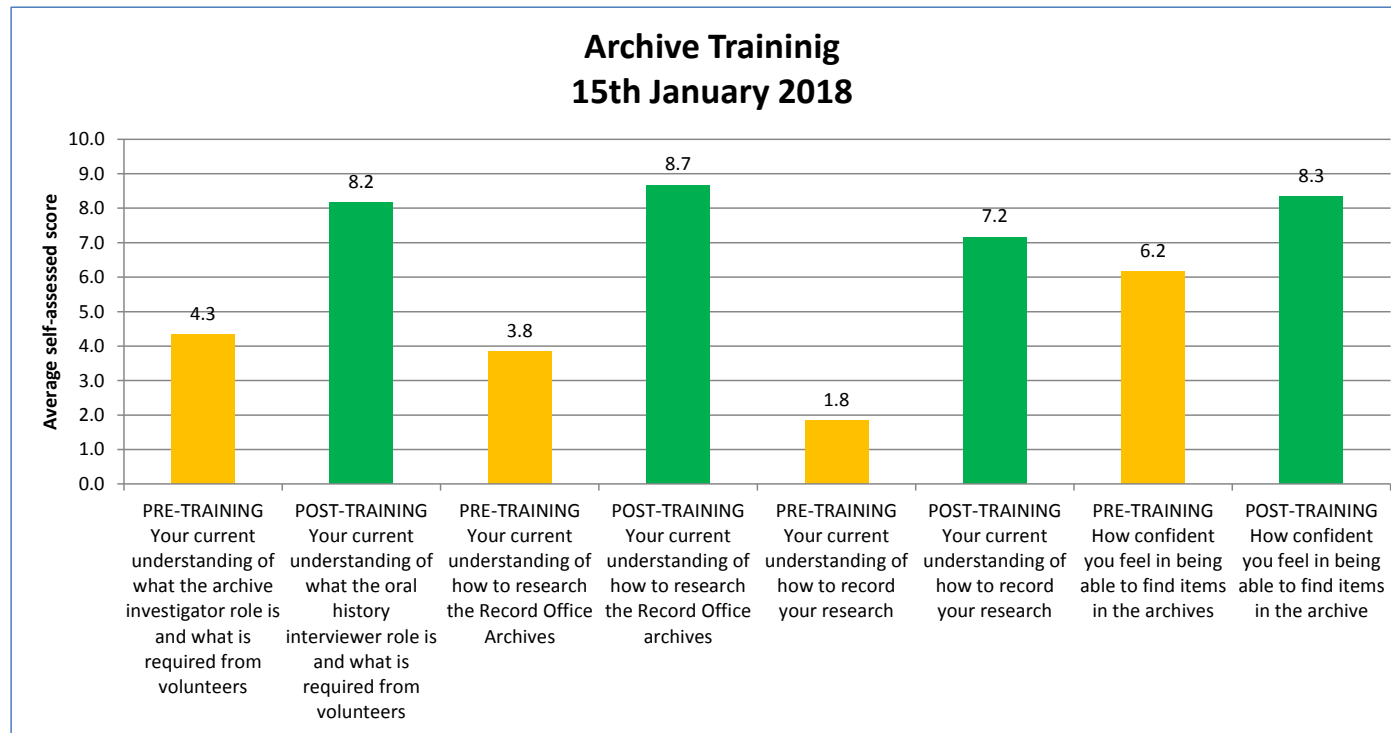


Figure I3: Archive Training change in knowledge and understanding, based on self-assessed scores of participants, before and after training.

Butterfly Transect Training (5th May 2018)

Following the training, participants were asked to rate their knowledge and abilities using a scale of 1 to 10 (Figure I4) for their:

- General understanding butterflies e.g. life cycle, habitats.
- Ability to identify different species of butterfly.
- Understanding how to record species of butterfly that they had have seen.
- Confidence in going out and identifying butterfly species on their own.

Pre-training questions were not asked. While individuals rated their knowledge and abilities in response to each the four questions differently, the averages of the self-assessed scores across the four questions were very similar.

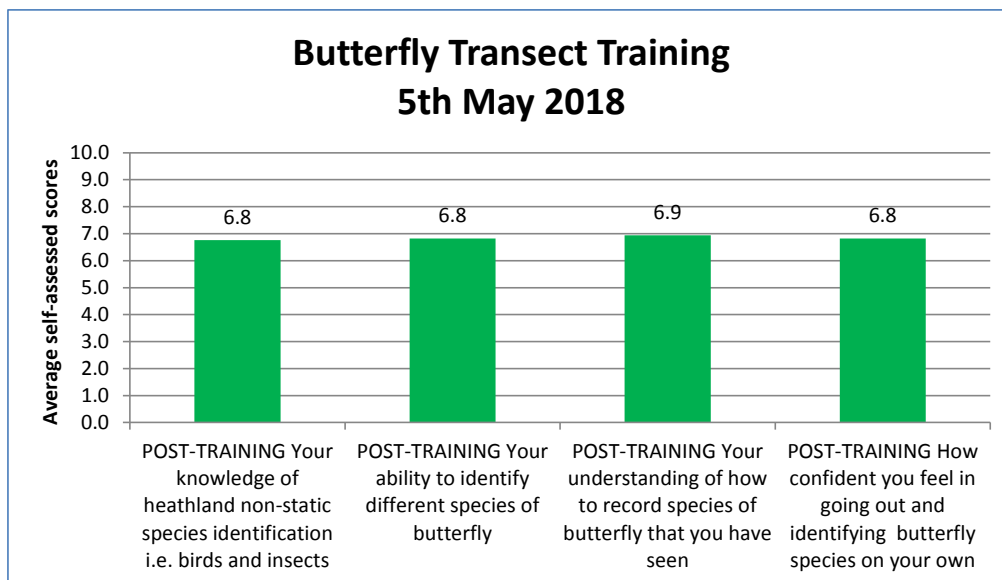


Figure I4: Butterfly Transect post-training knowledge and understanding, based on self-assessed scores of participants.

Conditional Assessment Training (17th September 2018)

Following the training, participants were asked to rate their knowledge and abilities using a scale of 1 to 10 (Figure I5) for their:

- Current knowledge of Natural England's Conditional Assessment Criteria.
- Current knowledge of your sites condition.
- Likelihood of using this training.

Pre-training questions were not asked. While individuals rated their knowledge and abilities in response to each the four questions differently, the averages of the self-assessed scores across the four questions were very similar.

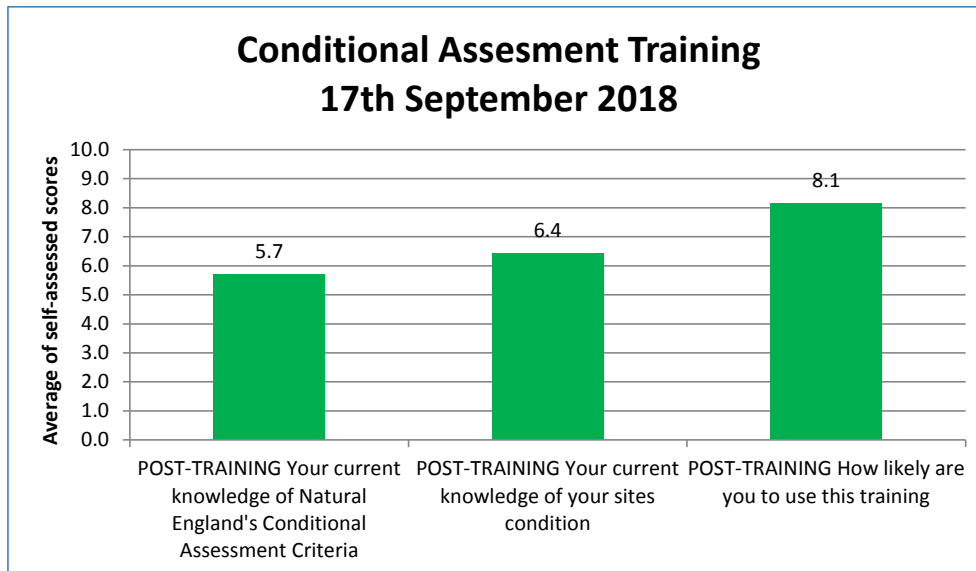


Figure 15: Conditional Assessment post-training knowledge and understanding, based on self-assessed scores of participants.

Dog Walking Behaviour Workshop (25th January 2019)

Comparing before and after training, participants who completed feedback forms reported an increase (Figure 16) in their:

- Current knowledge on how best to communicate with dog walkers.
- Current knowledge of the take the lead campaign and available resources.
- Likelihood of using this training.

The greatest increase in understanding, with an average of change in self-assessed scores of 3.9 points was for 'current knowledge of the take the lead campaign and available resources'. The least change (difference in average scores of 1.4) was reported for 'likelihood of using this training'; scores were relatively high both before and after training, but post training participants indicated that they were even more likely to use their newly learnt skills.



Figure I6: Dog Walking Behaviour Workshop change in knowledge and understanding, based on self-assessed scores of participants, before and after training.

Health Walk Leader Training (8th March 2019)

Comparing before and after training, participants who completed feedback forms reported an increase (Figure I7) in their:

- Current knowledge of the Walking for Health scheme.
- Current knowledge of leading a walk.
- Likelihood of using this training.

The greatest increase in understanding, with an average of change in self-assessed scores of 4.8 points was for 'current knowledge of the Walking for Health scheme'. The least change (difference in average scores of 0.4) was reported for 'likelihood of using this training'; scores were high both before and after training, but post training participants indicated that they were even more likely to use their newly learnt skills.

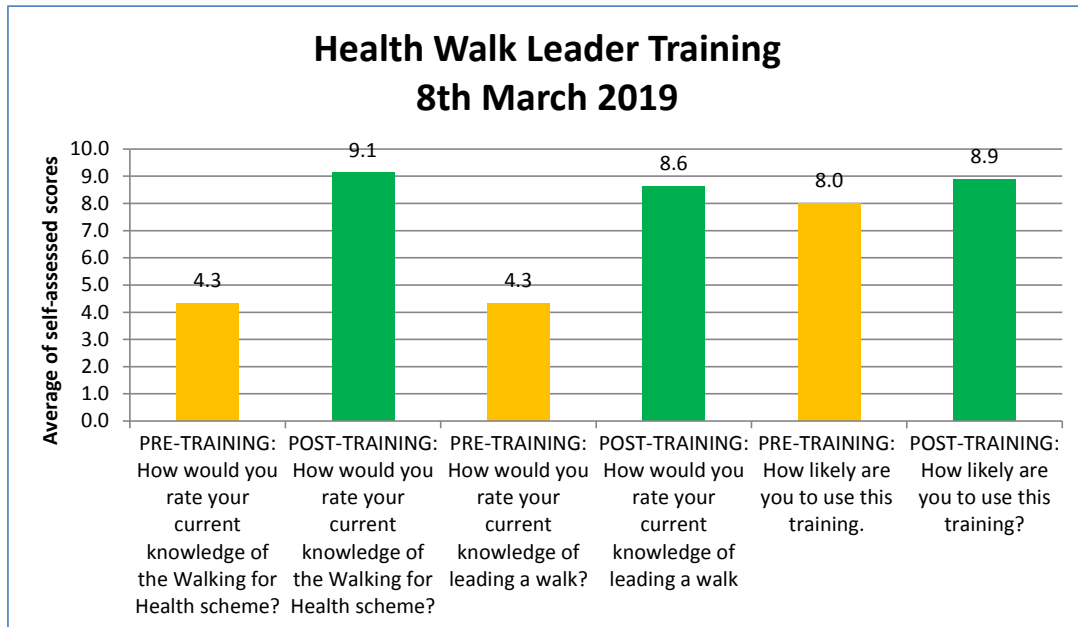


Figure 17: Health Walk Leader Training change in knowledge and understanding, based on self-assessed scores of participants, before and after training.

Year 3 Interim Evaluation
Report

31st July 2019
