

2. COMMUNITY AND EDUCATION

VISION

A sustainable community where people want to live and work, and where they are imaginatively engaged and actively participate in the management of their local landscape.

- Local people are proud and feel safe in a fair and inclusive community.
- The local community are actively involved in decision making for the planning, design and management of the WPM.
- A community with a strong voluntary sector, where all sectors of the community are encouraged to volunteer in the activities of the WPM.
- The local community take advantage of the landscape for its health and education benefits, creating a healthy and thriving community.
- The surrounding urban populations are engaged in the management of the WPM, by linking their enjoyment of the area with opportunities to help look after it.

OBJECTIVES

| OBJECTIVES | ACTIONS | TARGETS | TIMESCALE | PARTNERS |
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| [2.1] Establish a new 'Community Officer' role within the WPM Partnership. | <ul style="list-style-type: none"> • [2.1A] Investigate options for establishing a new full- or part-time Community Officer role within the WPM Partnership. The purpose of the role is to support the Lead Officer in coordinating community involvement and volunteering, skills/capacity building, sourcing funding and managing projects 'on the ground'. <p><i>NB: the establishment of this role may involve changing an existing role, rather than creating a new post.</i></p> | Options explored. Officer role established. | 2010 2011 | WPM Lead Officer WPM Partnership |
| [2.2] Improve the involvement of local stakeholders in WPM management and decision-making. | <ul style="list-style-type: none"> • [2.2A] Review existing means of involving local stakeholders in the WPM partnership, identifying areas of success and failure. Consult with stakeholders on ways of improving involvement in terms of: <ul style="list-style-type: none"> - Efficiency/effectiveness of involvement | Review of stakeholder involvement undertaken; summary report produced outlining ways of | 2010/11 | WPM Lead Officer WPM Partnership |

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| | <ul style="list-style-type: none"> - Roles and responsibilities - Inclusivity and representation | improvement | | |
| | <ul style="list-style-type: none"> • [2.2B] Ensure all WPM reports and key documents (e.g. plans, strategies and proposals) are made publicly available via the WPM website. | Key documents uploaded to the website as they become available | Ongoing | WPM Lead Officer WPM Partnership |
| | <ul style="list-style-type: none"> • [2.2C] Promote opportunities for local stakeholders to consult on major proposals and decisions affecting the WPM (e.g. via Local Advisory Groups), using existing WPM communications to raise awareness. | Key consultations promoted via the WPM website. | Ongoing stakeholder meetings. | WPM Lead Officer LAGs United Utilities |
| | <ul style="list-style-type: none"> • [2.2D] Establish a 'Young People's Forum' as part of the WPM partnership, drawing representation from existing youth groups. | Forum established | <i>To be confirmed pending Community Officer role.</i> | |
| | <ul style="list-style-type: none"> • [2.2E] Strive to ensure that public involvement in the WPM partnership extends to all members of communities and not just organised groups. | Individual feedback enabled via telephone, post/email and the WPM website (e.g. an online feedback form) | 2010/11 | WPM Lead Officer |
| [2.3] Support and encourage stakeholder involvement in the delivery and ownership of WPM projects/activities. | <ul style="list-style-type: none"> • [2.3A] Establish a volunteer ranger service for the WPM, based on best practice examples of Integrated Access Management. | Volunteer ranger service established | 2011-13 | Lancashire County Council Countryside Service United Utilities The Wildlife Trust (Volunteering Project) Local conservation volunteer groups |
| | <ul style="list-style-type: none"> • [2.3B] Identify opportunities for members of the public to get involved in WPM activities and promote via existing communication channels (to include a new 'Volunteering' section on the WPM website and active links with the LWT website). Activities to include: <ul style="list-style-type: none"> - Monitoring and managing key sites/habitats with support and training from LWT Volunteer Training Programme - Maintaining Local Nature Reserves - Maintaining access routes - Stewarding of honeypot sites during peak times - Regular events for members of the public to get involved | New volunteering opportunities identified and promoted; new section on website established; training given to LWT volunteers and increased surveying and species monitoring; number of volunteers and number of community or | Volunteering section on website by 2010/11; updated annually | The Wildlife Trust (Volunteering Project) |

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| | <p>(e.g. 'taster days').</p> <ul style="list-style-type: none"> - Encourage social and cultural diversity among WPM volunteers via established groups and networks (e.g. Re:refresh; National Young Volunteer Programme; Black Environment Network) | volunteer-led projects to increase annually | | |
| | <ul style="list-style-type: none"> • [2.3C] Develop and promote opportunities for private sector involvement in volunteering, providing means for companies to improve their Corporate Social Responsibility (CSR). | CSR scheme established for the WPM | 2012/13 | The Wildlife Trust (Volunteering Project) United Utilities |
| | <ul style="list-style-type: none"> • [2.3D] Offer <i>ad hoc</i> advice and support to community groups in securing funding and other resources for developing their own projects. | Advice given when need arises | Ongoing | WPM Partnership <i>Role to be undertaken by Community Officer if appointed.</i> |
| [2.4] Foster relationships between rural and urban communities. | <ul style="list-style-type: none"> • [2.4A] Identify existing projects in gateway towns on the fringes of the WPM, which hold potential to foster links between rural and urban communities – e.g. through conservation, interpretation and 'sense of place' activities. | Projects identified and rural/urban links established. | <i>To be confirmed pending Community Officer role.</i> | The Wildlife Trust (Community Projects Team) |
| | <ul style="list-style-type: none"> • [2.4B] Develop a programme of thematic 'Community Open Days' to local attractions, aiming to raise awareness among local people of the diverse recreational opportunities on offer. To be targeted to both local residents and urban communities beyond the WPM boundary. Activities to include free entry to attractions, behind the scenes tours, competitions, etc. | Community Open Days developed and promoted. | 2011/12 | WPM Tourism Group Local attractions / site managers |
| [2.5] Resolve conflict between different users/visitors. | <ul style="list-style-type: none"> • [2.5A] Facilitate liaison between conflicting user groups to identify and implement solutions for resolution. | Meetings and discussions held when need arises; follow-up undertaken to ensure all parties act on agreed course of action | Ongoing | JU Ranger Service LCC Ranger Service LAGs |
| | <ul style="list-style-type: none"> • [2.5B] Develop and promote 'codes of conduct' for main recreational uses; engage with established user groups/clubs to encourage positive behavioural change and self-regulation. | Codes of conduct developed for major recreational uses; user groups engaged to promote understanding of codes | 2012/13 | WPM Access Group |
| [2.6] Minimise and discourage antisocial | <ul style="list-style-type: none"> • [2.6A] Facilitate liaison between local police officers and communities via existing forums, aiming to identify and | Facilitate meetings with local police and | Ongoing | Greater Manchester Police |

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| behaviour. | develop measures to address antisocial behaviour. | communities on a quarterly basis | | Lancashire Constabulary United Utilities LAGs |
| | <ul style="list-style-type: none"> • [2.6B] Assist the monitoring and reporting of illegal activities and antisocial behaviour (such as the dumping of harmful waste into watercourses; theft and vandalism). | Illegal practices reported when necessary | Ongoing | WPM Partnership United Utilities Environment Agency Local Authority Countryside Services |
| | <ul style="list-style-type: none"> • [2.6C] Encourage positive behaviour among residents and visitors by including appropriate messages in WPM communications (e.g. anti-littering). | Positive behavioural messages included in all relevant communications | Ongoing | WPM Partnership |
| | <ul style="list-style-type: none"> • [2.6D] Investigate potential to install physical barriers to prevent or reduce illegal off-road vehicle access at sensitive sites; implement if viable. | Scoping undertaken Barriers installed where need and resources deem viable | Ad hoc in response to problems | WPM Access Group LAGs |
| [2.7] Encourage use of the landscape for education. | <ul style="list-style-type: none"> • [2.7A] Continue to promote the value of the WPM landscape in schools through partners' existing education programmes (e.g. The Wildlife Trust's Trailblazers and BEAT programmes). | Incorporate WPM messages in the Wildlife Trust schools programme, reaching 10 schools in each District per year. | Ongoing | The Wildlife Trust WPM Partnership |
| | <ul style="list-style-type: none"> • [2.7B] Incorporate educational information as part of existing WPM communications, where appropriate (e.g. website, leaflets, on-site interpretation). Possible themes include: <ul style="list-style-type: none"> - Wildlife - Heritage - Farming and land management - Water and water catchment - Natural resources and 'ecosystem services' - Climate change adaptation and mitigation (including advice on 'green lifestyle'). | Background information produced for educational themes and added to WPM website | End of 2011 | WPM Lead Officer supported by Working Groups |
| | <ul style="list-style-type: none"> • [2.7C] Promote opportunities for school visits to nature reserves and open farms (e.g. Cronkshaw Fold Educational Farm, Smithills Open Farm, Park Fold Farm, Jumbles), targeting schools both within and outside of the WPM boundary. | Information on reserves and open farms provided to schools via website and through partners' current | Information on open farms online by end of 2011 | WPM Lead Officer supported by Working Groups |

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| | | schools engagement programmes | | |
| | <ul style="list-style-type: none"> • [2.7D] Support and promote educational opportunities outside of schools – e.g. volunteering and career ‘taster’ opportunities, such as rangering, farming and land management. | Existing activities promoted via the WPM website (new ‘Get Involved’ section – see 2.3B). | 2010/11 | WPM Lead Officer supported by Working Groups |
| | <ul style="list-style-type: none"> • [2.7E] Develop and promote new educational trails, focussing on existing routes in and around local villages that offer good quality “access for all”. Trails to expand the current themes of wildlife and heritage to include education about climate change and ‘ecosystem services’. | Trails developed and made available as downloadable walking maps via the WPM website. | 2015 | WPM The Wildlife Trust (Education Team) |
| [2.8] Encourage local people of all ages to adopt healthy lifestyles. <i>(NB: in addition to recreational opportunities covered under ‘Enjoyment and Recreation’).</i> | <ul style="list-style-type: none"> • [2.8A] Promote community activities and events that aim to increase physical activity and/or benefit mental health through contact with the natural environment (e.g. ‘Walking the Way to Health’ schemes). | ‘Get Involved’ section developed on WPM website. | 2010/11; updated annually | The Wildlife Trust (Community Projects Team) Primary Care Trust(s) Blackburn Healthy Walks Team Bolton Council health walk coordinators Natural England |
| [2.9] Support local communities in interpreting and celebrating their local ‘sense of place’. | <ul style="list-style-type: none"> • [2.9A] Develop and fund a ‘sense of place’ pilot project, enabling local communities to identify, interpret and celebrate their relationship with the landscape (e.g. through oral history and storytelling; art and photography; festivals and events; printed literature; online resources). | Sense of place pilot project developed, resourced, undertaken and promoted (see action 4.1B). | 2013/14 | The Wildlife Trust (Community Projects Team) WPM Heritage Group <i>(to be established)</i> |