



## Report 'eTrail' Pilot Project in Llantwit Major

2010 by Claire Parry



## Acknowledgements

Ramblers Cymru would like to thank the funders, project partners from the community, other consultants and the partners in the Cultural Tourism Project and the Peoples Collection Project.

Creative Rural Communities  
Llantwit Major Town Council  
Llantwit Major Local History Society  
Llantwit Major Chamber of Trade  
Vale of Glamorgan Ramblers  
Valeways  
Vale of Glamorgan Council, Rights of Way Team  
View Ranger  
Gareth Kiddie Associates  
Angharad Wynne  
Black Box Media  
Engine Creative  
ITV Wales  
BBC Wales

Welsh Assembly Government, Peoples Collection with Amgueddfa Cymru - National Museum Wales, National Library of Wales – CultureNet Cymru, Royal Commission on the Ancient and Historic Monuments of Wales (RCAHMW), CyMAL: and Sequence

dathlu cymru  
celebrating wales



Visit Wales  
Croeso Cymru



The public engagement process that is reported herein was undertaken by Ramblers Cymru with consultant Claire Parry between January to June 2010.



CParry Environmental Consultant

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## Introduction

Tourism is a major economic driver for the Welsh economy contributing an estimated 6.3% to GDP of Wales. Opportunities exist to increase the income this sector brings by focused investment and walking is the largest and most popular activity for visitors. Communities can play an important role in developing new opportunities to increase the number of visitors into their area.

The development of new technology allows mobile phones to be used as digital walking guides (eTrails) and Ramblers Cymru ran an eTrail pilot project in Llantwit Major in the Vale of Glamorgan as a way of bringing new audiences to walking. This project built upon earlier technological tests that were managed by Ramblers Cymru in conjunction with Pembrokeshire Coast National Park and Montgomeryshire Wildlife Trust, that were completed in April 2010.

Ramblers Cymru successfully applied for funding from the Rural Development Plan for Wales 2007 - 2013, provided by the Welsh Assembly Government and the European Agricultural Fund for Rural Development with funding administered by Creative Rural Communities, the Vale of Glamorgan Council's Rural Regeneration initiative. The funding from Creative Rural Communities was from their Visit Vale+ scheme which is designed to assist in developing innovative approaches to tourism in the Rural Vale for which the eTrails pilot project had a natural fit. As the leading walking charity, now in its 75<sup>th</sup> year, Ramblers Cymru wished to devise a methodology for community engagement for the promotion of eTrails.

The eTrails have potential to attract new people into walking and expressing more interest in exploring their surroundings. The eTrail engagement process can be used as community development tool in conjunction with other established Ramblers projects such as Communities on Foot.

Communities on Foot has been trialled in the Glyncoirwg, Pelenna and Briton Ferry areas of Neath Port Talbot Council. The project promotes walking as a free activity and aims to address the social and physical barriers that prevent people from walking more.

A tool kit has been produced for the initiation of Communities on Foot (COF) projects. This report on the eTrail process makes cross - references to the COF toolkit and some sections can be inserted to make up a complete toolkit covering Communities on Foot and eTrails in a community engagement project. In this process Ramblers Cymru also seek to establish a best practice methodology, which includes ensuring that all walks are on appropriately maintained Public Rights of Way.

**“By 2012 over 70% of the 40 million phone users in the UK will have this modern technology.”** Ramblers Cymru

The commercial leader on digital trails is Augmentra, a new company based in Cambridge who have developed ViewRanger software. This works on the symbian mobile phone operating system, that is common to the majority of leading mobile phone manufactures including Nokia and Sony Ericson.

The Welsh Assembly Government are currently building a new website called the Peoples Collection Wales, it is due to be formally launched in August 2010. This website has a section for trails and mobile phone applications have been developed for iPhones (by Apple) and their competitor, the Android phone (Google, HTC etc).

## Background Information on Project Area

Llantwit Major is a small town within the administrative boundary of Vale of Glamorgan Council. The town of approximately 13,500 inhabitants has a history which stretches as far back as Neolithic times.

The RAF has also traditionally been a source of employment in the area, although this was much reduced after changes in 2007. The site is now called MOD St Athan and work is underway to convert it to a new defence training college.

The town is well served by public transport, being on a railway line and having a good bus service to neighbouring towns and cities. With some sizable detached houses, a coastal location and within commuting distance of Cardiff, property in Llantwit Major can be highly desirable.

The addition of housing estates has led to the town's growth in recent years although the medieval core of the old town remains with narrow street patterns and a high concentration of historic buildings. From the town there is easy access to Public Rights of Way leading to the surrounding countryside including the Heritage Coast.

Llantwit Major has a number of societies who often use the Town Council's facilities at the Town Hall, the Old School and the Llantonian Hall. These include Llantwit Major Local History Society, an art and craft group, a drama group and the Pensioners Club. Other facilities in the town include a leisure centre with a pool, and a good choice of public houses.

Just over two miles from Llantwit Major, St Donats Castle is the home of St Donats Arts Centre and the Atlantic College which attracts international students and visitors. The site hosts a bi-annual story telling festival, called 'Beyond the Border'.

Being located on the coastal fringe the opportunity exists to explore how the community can prepare for the anticipated increase in tourism from the All Wales Coastal Path.

Local traders have expressed concern that Llantwit Major does not seem to attract the same visitor numbers as the neighbouring market towns. There is a sense that the profile of the town needs to be raised to attract more passing trade. It has been suggested that the town could benefit from more overnight accommodation for visitors.

There is tendency for younger people in the town to feel frustrated leading to some perceived disturbance, particularly during weekend evenings. However, to the outsider the town appears to be in a good location with a variety of local activities and facilities. A charity that provides opportunities for young people from the Vale of Glamorgan to train in the music industry, called Major Music is based in Llantwit Major.

St Illtyd is reported to have said that Llantwit Major is, **"the most beautiful of places"** and the opening page of the Llantwit Major Vale website states that **"In a recent survey, Llantwit Major was nominated as one of the best places in the UK to live."** ([www.llantwitmajorvale.co.uk](http://www.llantwitmajorvale.co.uk))

## Methodology

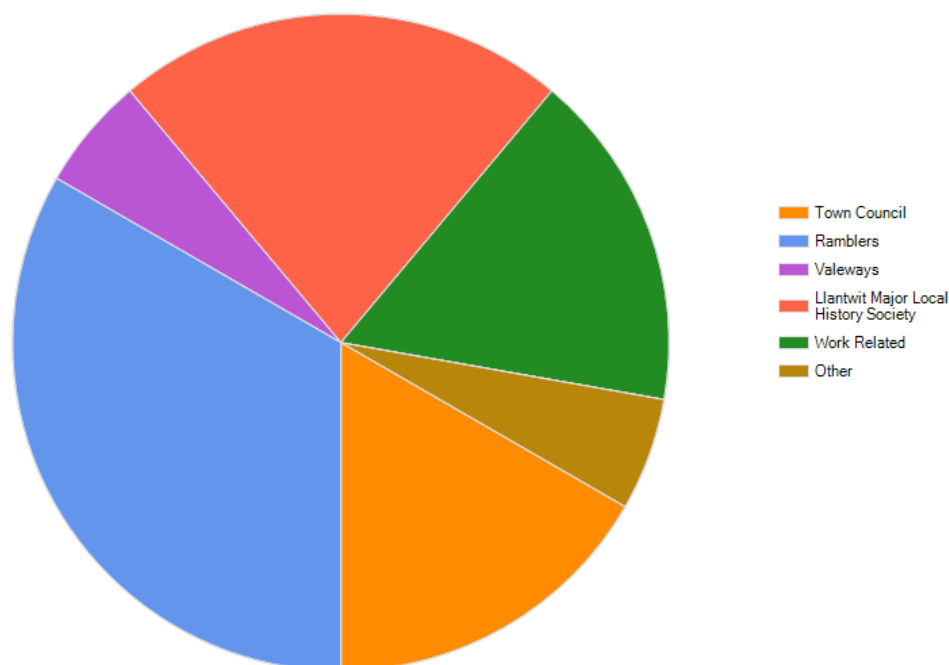
For the Llantwit Major eTrail pilot project the methodology used was experimental. The consultants drew from previous experience with public consultation work, and were initially supported by Ramblers Cymru staff using their community development techniques.

The eTrail process sought to promote Llantwit Major and emphasis the town's strengths, which include, access to Heritage Coast, easy access to the countryside or nearby towns and cities and rich historical and cultural interest, started by St Illtud in the 5<sup>th</sup> century and continuing through the Atlantic College and St Donats Arts Centre today.

The first step was to identify significant partners from the community who could have an input to the project. The aim was to build on existing community networks through the Town Council and the various active societies based in Llantwit Major.

The chart below shows the main groups that were involved in the Pilot Project that included representatives of The Town Council, Ramblers (Vale), Valeways and Llantwit Major Local History Society.

How did you become involved in the eTrail pilot project in Llantwit Major?  
(You can tick multiple boxes, if you answer 'work related' or 'other' you can add an explanation in the comment box if you wish).

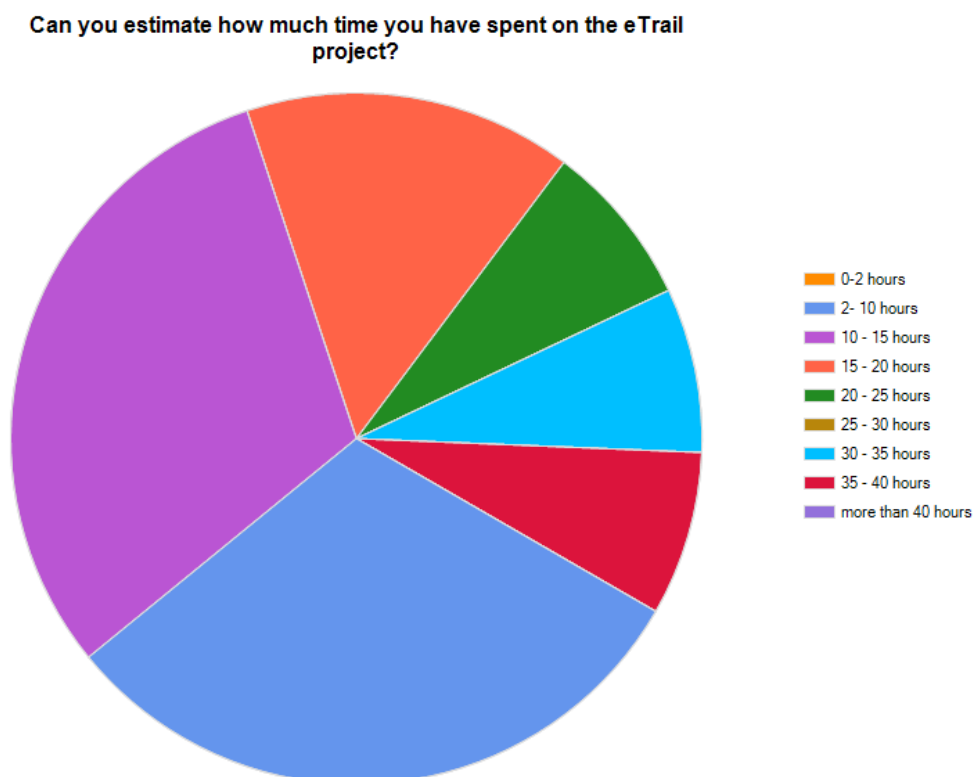


At a Town Council meeting, Ramblers Cymru staff and the consultant introduced the concept of eTrails and identified interested individuals. The possibility of engaging local schools was discussed, although this proved to be difficult due the timescale of the project.

Interpretation and Heritage consultant Gareth Kiddie of GKA was present at most of the meetings and this was the start of his significant involvement. A representative from Creative Rural Communities, the organisation that provided match funding for the project, also attended the majority of meetings and training events.

The Footpath Forum group supported and contributed to the promotion of the eTrail project through their local knowledge and suggestions for suitable walks. The Heritage Coast officers had an important role as their work involves maintenance of the access paths included in the eTrails as well as championing of one of the trails.

The chart below indicates the amount of time that individuals have devoted to the project. If a monetary value were placed on this time it would be worth more than £35,000. (See Appendix 3)



Training needs were identified and dates were agreed for the community workshops. An area of the Ramblers website was used as a way of information sharing during the walk audit. Evaluation forms, for the comparison of route were devised although, the consultation group had clear ideas of the local walks that they wished to promote and further evaluation was not required.

The consultation group decided on six routes to be promoted as eTrails and designated a 'champion' for the completion of each of those routes.

**“I learned a lot”**

**“An exciting project”**

**“Splendid meeting ...when the people from Cambridge (View Ranger) addressed us”.**

Towards the end of the process, the need for additional workshops was recognised. An 'Interpretation Planning' workshop was held in order to demonstrate best practise in devising routes and using interpretative material.

A 'Sense of Place workshop was held in conjunction with Visit Wales and the Llantwit Major Chamber of Trade. This workshop was very successful in initiating local residents to think about their area in a new way.

## Outputs

- Existing walks audit undertaken and new walks devised
- 15 people trained in background to and use of the mobile phone applications for the Peoples Collection and View Ranger systems (15<sup>th</sup> March 2010). The Peoples Collection / View Ranger training day was well attended and positive feedback was received.
- 14 people trained in CultureNet Cymru methodology for storing archives content in a digital form (19<sup>th</sup> March 2010)
- 123 historical photographs held by Llantwit Major Local History Society were made web ready for Peoples Collection (19<sup>th</sup> March 2010)
- Individual members of the Local History society took a personal interest in contributing audio recordings, videos and additional photographs to the Peoples Collection site
- 10 people trained in Interpretation Planning (April 28<sup>th</sup> 2010)
- Chamber of Trade requested involvement in the process and Sense of Place workshop arranged in conjunction with Visit Wales
- 13 people contributed to Sense of Place workshop (4<sup>th</sup> May 2010)
- Collaboration with the Creative Rural Communities Heritage Tourism project to share video content (ongoing)
- Town seeks Walkers are Welcome status
- Town promotes Walking Festival 14 - 16th May 2010
- 6 eTrails compiled and promoted
- Link with Galilee Chapel project who were seeking to promote a walk starting from St Illtyd's Church.
- Town seeks links with the 'Beyond the Border' storytelling festival that runs bi-annually at the nearby Atlantic College in St Donats Castle



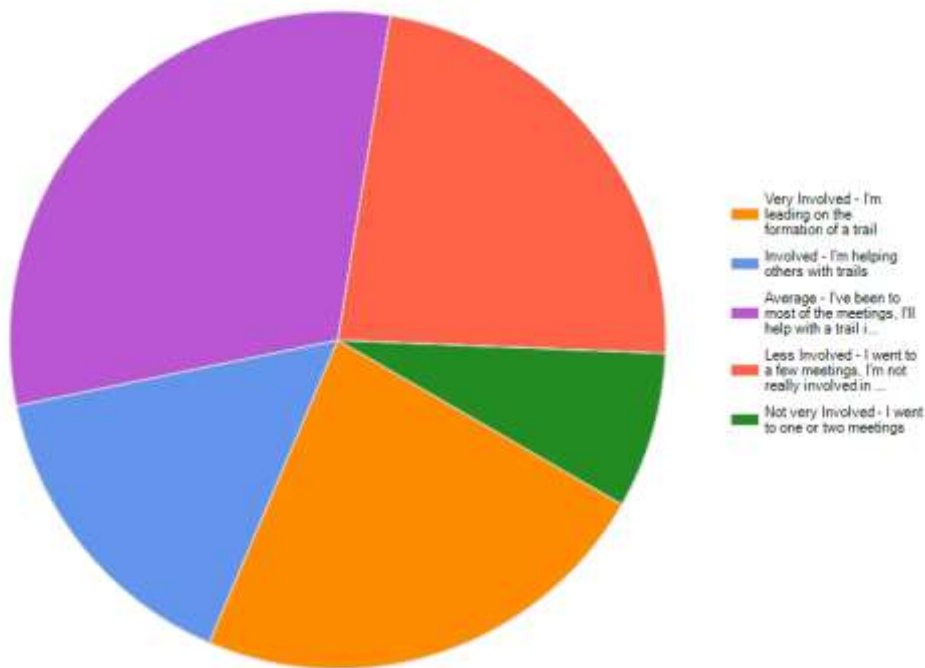
Participants in the training days commented that they were **“Both very interesting and instructive days. (I) look forward to seeing which technology proves most appropriate, and how contributions can be made without duplication. CultureNet gave a strong and succinct presentation”** and

**“I've enjoyed attending the meetings & events from which I've learnt a lot. The Group has gained some excellent contacts through attending as well”** and

**“There has been a lot of information from a wide range of sources - all useful. Meetings have been very good to ensure that people have been informed and included.....minutes have been sent to remind me of what is available and what targets are set”.**

In an on line survey, participants in the project were invited to record their level of involvement and give feedback on the project.

**How much have you been involved in the eTrail pilot project?**



Feedback from the consultation group has been positive and participants have commented that the project is:

**“An excellent pilot exercise, supported by people of calibre and knowledge of the local history scene”.**

Interpretation and Heritage Consultant, Gareth Kiddie, became involved in the project because:

**“We were in the right place at the right time. I am assisting the Galilee Chapel project, helping their Project Steering Group finalise their plans prior to submission of an HLF bid. We had it in mind to create a heritage trail emanating from the Church, the two initiatives fitted hand in glove”**

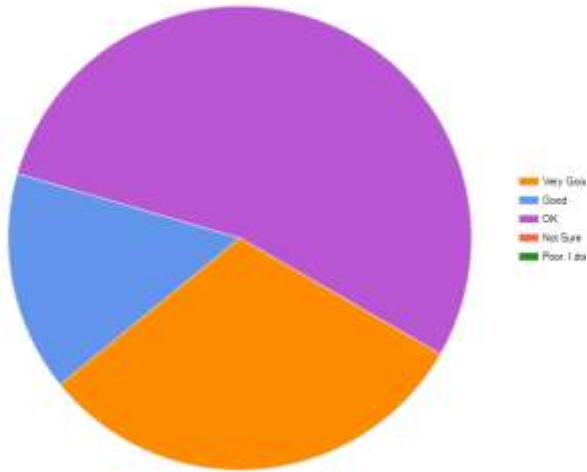
and he made further comment in relation to his own input:

“Involvement in E-trails has been excellent. Very enjoyable & worthwhile. I think the challenge for everybody will be to build on this. The creation of a trail is not the real goal but those benefits that are listed above. To achieve objectives such as these the trails need to be promoted, maintained & kept animated through use. People will only use them if they enjoy them. Monitoring progress and undertaking an evaluation of this pilot will surely be important. If the trails are used as intended we need to find out why & take action accordingly.”

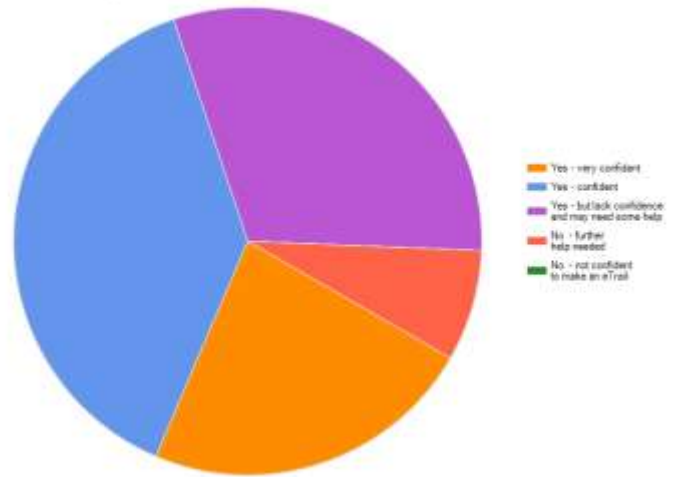


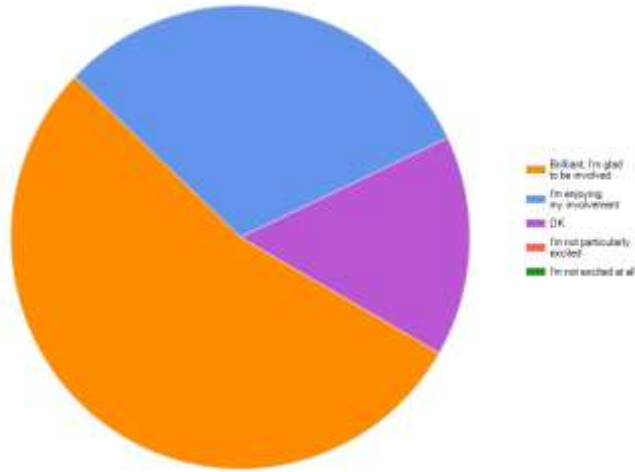
In an on-line survey, participants were invited to give their response to the ‘eTrail’ pilot project, by indicating their level of understanding, their confidence and their emotional response to their involvement.

How do you rate your understanding of eTrails at the moment?



Do you feel confident to go and make an eTrail?

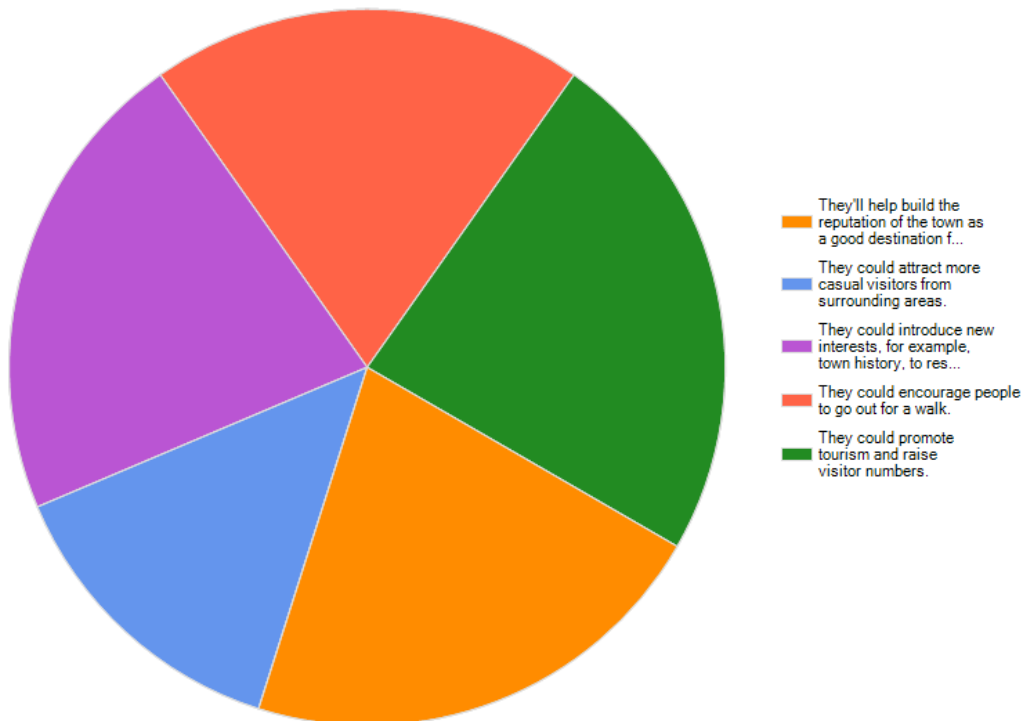




Participants were invited to comment on how the eTrail Project could help the town. The full label text reads:

- They'll help build the reputation of the town as a good destination for walkers
- They could attract more casual visitors from surrounding areas
- They could introduce new interests, for example, town history, to residents.
- They could encourage people to go out for a walk
- They could promote tourism and raise visitor numbers

How do you think eTrails will be of benefit to Llantwit Major?



Footpath Forum member Eddie Williams said:

“The project has brought together many different groups and organisations. Hopefully this will continue to build links and satisfy all the different agencies involved. Appreciate that it is early in the project and a pilot, once proven, possibly more publicity on future trails as they develop may encourage more curiosity from local community as well as interest groups.”

## Lessons Learned

Suggestions on ways that the project could be improved were invited from the participants and comments included: **“Presentations could have been improved by shortening the length of talks”**.

The project would have benefited from a, **“Bit more notice & rationalisation. I personally found it difficult to attend so many meetings & events within such a short space of time”**.

The following points need consideration in any subsequent projects:

- Review the order in which workshops were run
- Initiate walk audit as soon as possible in the process.
- Present project timeline during first meeting, give synopsis of training workshops and agree possible dates
- At beginning of project discuss resources in terms of volunteer time and useful equipment – see Appendix COF inserts
- Identify individual community contacts who can assist with running meetings and events
- Keep number of evening meetings to a minimum
- Schedule weekday training events for Tuesday to Thursday – only use a Friday if it is leading into an event that runs over the weekend
- Find suitable training venue – it needs a good Wi-Fi connection and blackout blinds
- Give advance notice of start of project and advertise to a wider audience including young people.

It was unfortunate that, **“The ambiance was a bit indisciplined on the CultureNet day day - but perhaps not all people present were briefed as to what was going on?”** This was a result of scheduling the training session to coincide with the Llantwit Major Local History Society’s regular meetings, during which there were some visitors who were researching their family tree.

This pilot has been run during the beta testing phase of the Peoples Collection website, at a time when the site undergoing rigorous testing and further development. Future project would run with improved versions of the mobile phone applications and with fewer ‘bugs’ on the system.

A Ramblers volunteer has simultaneously been testing the View Ranger system and reporting on its functionality.

## Recommendations

**1) Further Training for Ramblers members**

A small number of Ramblers volunteers from outside of Llantwit Major have been involved in the project through a personal interest in digital walking. It is recommended that training workshops are organised and advertised to all Ramblers members, in order to build up a network of support for further eTrails. As a suggestion, three 'eTrail workshop weekends' could be run in North Wales, South West Wales and South East Wales. IT experts or digitisation "champions" should be identified to enable the partner organisations to focus training on a few individuals who could then pass on knowledge to the wider group.

**2) Prepare an eTrail information pack**

In subsequent projects, an eTrail information pack should be issued at the start of the project, possibly just before or during the initial meeting and orientation – See COF inserts

**3) Modification of Ramblers website**

The ideal way to co-ordinate an eTrail project would be to have a web based forum as a way of sharing information with the groups, announcing dates for workshops and tracking progress on the eTrails.

**4) Initial Meeting and Orientation**

Follow guidelines in Communities on Foot - Getting Started at the beginning of the project, page 5 'Starting the on Foot project. A Steering Group could be appointed who would make the decision on the walks to be promoted as eTrails. See COF inserts

**5) Existing Walk Audit**

The walk audit could be initiated from the first meeting.

**6) Training Workshops**

The future order of workshops could be as indicated below. The timings given are maximum and these could be modified if necessary.

- 1) How eTrails can benefit your community (Ramblers) – 2 hours
- 2) Sense of Place (VisitWales) - 1 day
- 3) Interpretation Planning (GKA) - 1 day
- 4) Writing route descriptions & Risk Assessments (Ramblers) (half day)
- 5) ViewRanger tools and Methodology (Augmentra) - half day
- 6) Peoples Collection
  - a. Introduction & overview (Rheinhallt Jones) - 2 hours
  - b. Contributing to the site - Historic photographs & archives ( CultureNet Cymru) - 2 days
  - c. Contributing to the site - Making digital videos & podcasts (Ramblers) ( half day)
  - d. Contributing to the site - Mobile application & Building a Trail (Sequence) - half day
- 7) Launch & Next Steps (Ramblers) (1 day)

**7) Engagement of young people through schools and youth groups**

Give advance publicity of the commencement date for an eTrail project. To successfully engage with schools and youth groups this may need to be up to one year in advance.

## Revised Methodology

**Based on the assumption that recommendations 1 and 2 above have been implemented, and subject to the availability of project partners, a future methodology may be:**

### **1 Identify Existing Partners and ‘Champions’**

Through desk study and telephone calls, the relevant community groups and individuals would be identified.

### **2 Initial Meeting and Orientation**

The orientation visit could include observations of local landmarks, possibly in the form of a walk with a person of local knowledge, to gain a general understanding of the area's background and popular routes that could be developed as eTrails. Consideration could be given to the concept of eTrails at this point in terms of the potential user group for whom it is aimed and the purpose of the trail. Benefits that arise from the development of trails include: to promote heritage to visitors, increase pride in local heritage by community, get local people out and about on a 'healthy' walk, or to educate young people about local history.

The first meeting should include an outline of the project timeline, a synopsis of the training workshops involved, and a clear definition of the role of the local group. It would also be helpful at this point to clarify what equipment and resources, including volunteer time, would need to be provided locally during the project, see COF inserts. This would also be a good stage to discuss items 6 and 7 from above.

### **3 Existing Walk Audit**

The local group would need to compile the relevant information utilising the template which includes location, route description, transport details, risk assessment and accessibility and send it to Ramblers. From there it may be temporarily hosted on a website until the eTrails are chosen.

### **4 Introductory Meeting - How eTrails can benefit your community (Ramblers)**

The aim of this would introduce the concept of eTrails to a wider audience, to further explain eTrails and to demonstrate the concept through PowerPoint presentation, demonstration and discussion, using examples from previous projects.

### **5 Steering Group choose eTrails**

Using their brief and information pack, a steering group would liaise with contributors to define the walks to be promoted as eTrails. Their selection should be based on criteria set out in the information pack (e.g. accessibility, the availability of volunteers to complete the work). The consultation group would be given a timetable for completion of the walks, including, digital capture of the route, route description, upload to host website and links to interpretive information

### **6 Training Workshops**

These should be run at a centralised location over the course of a long weekend, or spread out at regular intervals over a number of weeks, to be negotiated with groups. In addition to Ramblers Cymru, the training providers would be Visit Wales, GKA, Cymal Cymru, CultureNet Cymru, Augmentra and Sequence. Workshops on Sense of Place and Interpretation Planning should possibly be run before, the eTrail routes are chosen. For details of workshops see point 6 above and COF insert.

### **7 Ramblers check the quality of trails**

Ramblers will liaise with the Highways Authority to check the relationship of the trails to the rights of way network and assist with the finalisation of the eTrails. The written route descriptions need to be translated into Welsh. Audio trails suitable for the visually impaired also need to be suitably recorded in Welsh and English.

### **8 Launch Event & Next Steps**

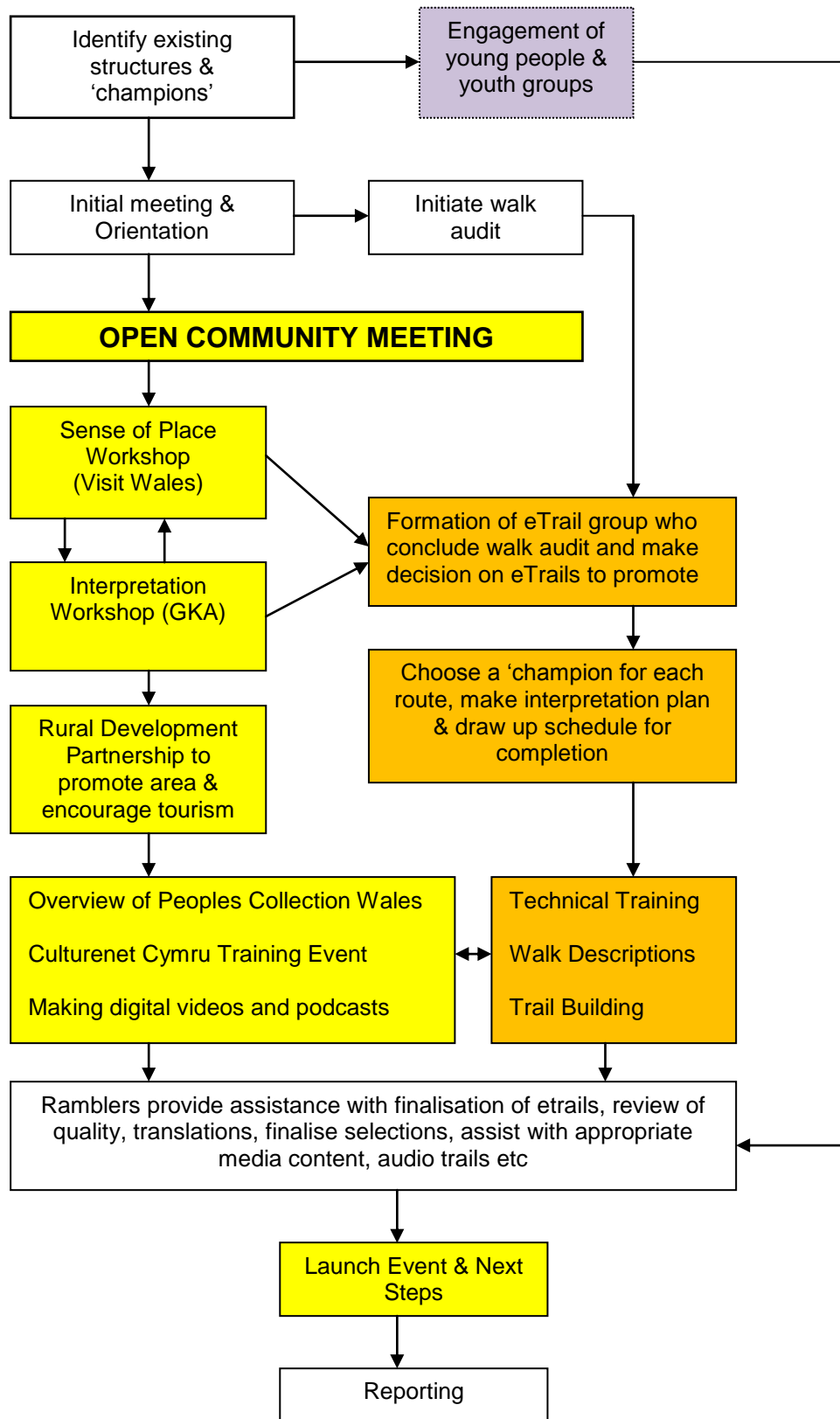
A launch event accompanied by walking activities, also aimed at increasing physical activity and promoting Ramblers.

### **9 Reporting**

Following Ramblers consultation with different areas, a report on the process would be produced, containing lessons learned, feedback from the group and suggestions for future eTrails consultation areas.

Some of these items could take place simultaneously; the flow chart below illustrates the process.

**Flowchart of Suggested Methodology**



## Future Opportunities

The project in Llantwit Major has been the start of an interesting process. The Sense of Place and Interpretation Planning workshops were particularly powerful in triggering a thought process as to local identity and promotion of the local area. The CultureNet Cymru workshop inspired the Llantwit Major Local History Society to think about their website and way in which their archives are stored and shared.

The digital trails that have been developed will be primarily hosted on the Peoples Collection Wales website that is due to be formally launched during the National Eisteddfod in August 2010. Ramblers will be able to publicise the eTrails during the Eisteddfod, which will give extensive news coverage due to the innovative nature of the project. The eTrail project has been promoted locally in the Llantwit Major GEM (local paper) and nationally in the Ramblers magazine and website. Links may be provided from other websites such as the Town Council, Llantwit Major Local History Society or Valeways when they are re-developed. In addition eTrails may also be hosted on the View Ranger website.

The developed e-trails include:

- 1) **The Blue Plaque / Town History Trail** – developed by Llantwit Major Local History Society and the Town Council with assistance from Ramblers. The eTrail includes historic and recent photographs, audio recordings, videos and stories (a combination of images and audio). A printed description of the trail has been submitted to 'Walk' the Ramblers quarterly magazine and is due for publication in the Autumn issue. In addition to the walk description and map, the article contains useful tourist information regarding public transport, places to eat and places to stay. The articles make reference to the Peoples Collection Wales website on which this and the other trails will be hosted.
- 2) **Green Lane Walk** - developed by Llantwit Major Local History Society and Footpath Forum with assistance from Ramblers. The walk description includes interesting historical information that is supplemented by historic photographs, stories and videos.
- 3) **St Illtud's Poetry Trail** – developed by Gareth Kiddie Associates. Gareth Kiddie is helping the Galilee Chapel Project Steering Group to finalise their plans prior to submission of a Heritage Lottery Fund bid to convert the ruined building into an interpretation centre. Part of the project involves the creation of a heritage trail starting from the St Illtud's Church.
- 4) **Church, College, Lighthouse** – developed by Eddie Williams (Town Council). This is essentially a digital version of the walk that is currently promoted through the Valeways website and leaflets.
- 5) **Nature / Cliff Walk** – developed by the Heritage Coast officers. This is a digital update of an out-of print leaflet and will assist in interpretation of the Heritage Coast.
- 6) **Frampton Walk** – a newly devised route by Valeways and Ramblers' volunteer Graham Woosnam that explores the countryside to the north of the town.

The existence of the digital trails could be promoted and advertised through the Town Hall information centre, particularly as many of the trails start from there. A notice

and printed business style cards would be sufficient to provide the relevant web based links.

Some suggestions for next steps include:

- Valeways promoted routes could be developed into eTrails
- Further eTrails along the Heritage Coast and the Wales Coastal Path that is expected to be in place by 2012
- Ramblers create more eTrails, for example, the Carbon Capture walk at the Hay Festival 2010 was developed in to an eTrail

Future ownership potentially lies with the Heritage Coast the Town Council and the Llantwit Major Local History Society, who would all benefit from having their own accounts on the Peoples Collection. These organisations can continue to make eTrails and host them on Peoples Collection Wales without further involvement from the Ramblers.

## Conclusion

The pilot project in Llantwit Major has been an interesting developmental and learning experience. With the benefit of hindsight, and also with the improved knowledge of the technological issues that have emerged during the project, changes could be made in future projects.

These changes have been discussed under the sections of this report entitled, Lessons Learned, Recommendations and Revised Methodology.

From the learning process in this pilot project, a strong network of private companies, charities and government agencies has developed. The backgrounds of the project partners involved are described in Appendix 1.

The Welsh Assembly Governments development of the Peoples Collection / Casgliad y Werin has huge potential for the development of eTrails on a cultural or historical theme.

**“Over 300,000 UK visitors staying in Wales every year come here with the purpose of exploring our culture; while over 80% of overseas visitors cite heritage and culture amongst their main reasons for visiting”.** (Visit Wales)

By working in partnership this network agencies can ensure a robust and definitive future methodology for community engagement in eTrails is applied to the development of a series of Ramblers branded eTrails.

Appendix 2 of this document consists of inserts that can be used in conjunction with Ramblers Communities on Foot toolkit in further community engagement projects.

**“As professional historical interpreters, we're (Media for Heritage) working towards interpretation of wall-paintings in Vale churches - particularly on a voluntary basis in Llancarfan - and so we're interested in ways of stringing together points of historical interest, church tourism, Vale walking and suchlike.”** (Ian Fell)

Following the formal launch in August 2010 the eTrails can be found on [www.casgliadywerincymru.com](http://www.casgliadywerincymru.com) [www.peoplescollectionwales.com](http://www.peoplescollectionwales.com) by searching for 'Llantwit Major' and 'Trails'. Further news of eTrails in other areas will be posted on the Ramblers website [www.ramblers.org.uk/wales](http://www.ramblers.org.uk/wales) and Ramblers aim to continue the development of eTrails in collaboration with Peoples Collection Wales and View Ranger.

## Appendix 1 – Background on Project Partners

### **Welsh Assembly Government [www.wales.gov.uk](http://www.wales.gov.uk)**

The Minister for Heritage agreed to the development of Casgliad Y Bobl / The People's Collection: (2008 - 2011) on 1 August 2008.

Casgliad y Werin / The People's Collection is currently under development. The partnership of key stakeholders is managed by the Department of Information Studies, Aberystwyth University. Initial content has been generated by Amgueddfa Cymru - National Museum Wales, the National Library of Wales and the Royal Commission on the Ancient and Historic Monuments of Wales. CyMAL: Museums Archives and Libraries division overview developments on behalf of the Welsh Assembly Government.

The Programme's technical platform enables users to search for information and resources about Wales' culture and heritage from the website. Users will be able to create their own digital collections, contribute relevant content and access digital resources from Welsh museums, archives and libraries. Local history societies will be encouraged to develop their own websites and contribute content to the national resource. Innovative technology pilots, such as the eTrail pilot project in Llantwit Major will support cultural tourism strategies through the development of online heritage trails. The Casgliad y Werin / The People's Collection website will be formally launched to the public during the National Eisteddfod 2010.

An information technology company, called **Sequence** [www.sequence.co.uk](http://www.sequence.co.uk) is developing the website and mobile phone application for the Welsh Assembly Government. Sequence was founded in June 1995 and became one of the first agencies in the UK to market a cost-effective method of making the Internet truly interactive for website owners and users alike. By 2000, Sequence had developed from a small technical web business to a full service digital agency.

**Amgueddfa Cymru - National Museum Wales** [www.museumwales.ac.uk](http://www.museumwales.ac.uk) - The museum comprises seven museum in different parts of Wales. Cardiff museum has collections of art, archaeology, natural history and geology, while other museums specialize in wool, slate, coal, welsh life, the Romans and industry. The museum have free entry as result of subsidy by the Welsh assembly Government and run full programmes of educational events.

**National Library of Wales – Culturenet Cymru Ltd** [www.culturenetcymru.com](http://www.culturenetcymru.com) - is a not-for-profit private company limited by guarantee, based at The National Library of Wales and funded by the Welsh Assembly Government. Culturenet Cymru collaborates with heritage bodies and community groups throughout Wales to develop a range projects and online resources that explore and promote the heritage and culture of Wales.

**Royal Commission on the Ancient and Historic Monuments of Wales (RCAHMW)** [www.rcahmw.gov.uk](http://www.rcahmw.gov.uk) - has a leading national role in developing and promoting understanding of the archaeological, built and maritime heritage of Wales, as the originator, curator and supplier of authoritative information for individual, corporate and governmental decision makers, researchers, and the general public.

**CyMAL: Museums Archives and Libraries Wales** [www.cymal.cymru.gov.uk](http://www.cymal.cymru.gov.uk) - is a division of the Welsh Assembly Government. CyMAL represents a significant investment by the Assembly Government in the development of local museums, archives and libraries services to meet 21st century needs.

### **ViewRanger**

Augmentra Ltd, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, UK  
[www.viewranger.com](http://www.viewranger.com)

Augmentra Ltd delivers innovative solutions that maximise the opportunities offered by the convergence of mobile phone, imaging, and GPS technologies. Existing location-based applications have focused on urban and street navigation. Augmentra's solutions are specifically created to match the needs of the active outdoor enthusiast - whether tourist, walker, cyclist, or sailor - and to overcome the issues created by using mobile technology in a rural environment.

ViewRanger was awarded by Ordnance Survey as Most Innovative Product in the Navigation Sector 2007-08, and was named by Nokia as Best Location-Aware Service & Application in Nokia's S60 Global Challenge 2006.

In addition to ViewRanger, Augmentra develops smartphone applications for its partners in the international travel and leisure markets. Clients include AA Publishing, Ordnance Survey Ireland, and Star-Apic S.A. Augmentra also works with content owners and publishers to bring their content to the mobile market. The company is based in Cambridge, UK.

### **Ramblers Cymru**

3 Coopers Yard, Curran Road, Cardiff CF10 5NB, Tel: 029 2064 4308 [www.ramblers.org.uk/wales](http://www.ramblers.org.uk/wales)

Rambler Cymru is the Welsh section of Ramblers the largest Walking Charity in Great Britain. The charity aims to encourage walking for everyone and to share enjoyment and understanding of the outdoors by:

- **Promoting walking for health and pleasure** - Encouragement to people to discover how walking can help beat stress as part of a healthy lifestyle and education on the health, transport, environmental and social benefits of walking.
- **Securing and safeguarding walking places** - Ramblers Cymru work with local authorities to open up paths for everyone to enjoy the pleasure of walking and have been instrumental in creating many long distance routes such as the Pembrokeshire Coast Path and Offa's Dyke Path. The organization has helped achieve access rights for walkers to 21% of Wales and aims to improve further access along the coastline.
- **Protecting the outdoor environment** - Ramblers helped establish a National Parks and Areas of Outstanding Natural Beauty. The promotion of Rail Rambles encourages people to enjoy walking without the need to use a car.

### **Creative Rural Communities**

Old Hall, Main Street, Cowbridge, CF71 7AH Tel: 01446 771278

Creative Rural Communities provided the match funding for the pilot project. The organization has a team of six members of staff, all based at the Old Hall offices in

Cowbridge. Led by the Vale Council in partnership with public, private, voluntary and community sector organizations in the area, the partnership aims to help those in the rural Vale contribute to their communities and to have a say in their development by utilizing funding and providing networking opportunities.

### **Llantwit Major Town Council**

Town Hall, Llantwit Major, Vale of Glamorgan, CF61 1SD Tel: 01446 793707

[www.llantwitmajortowncouncil.gov.uk](http://www.llantwitmajortowncouncil.gov.uk)

The Town council has an office within the Town Hall. There are 15 councillors and a Mayor. The Town Council has powers to make decisions on powers and activities, applicable to community and town councils, defined under The Local Government Act 1972.

The Town Council has a Footpath Forum which consists of 3 Councillors and representatives from local groups including the LMLHS, Valeways, Ramblers, Vale of Glamorgan Council, Heritage Coast, Friends of Heritage Coast, and the National Farmers Union

### **Llantwit Major Local History Society (LMLHS)**

The Archive Room, The Old School, Wine Street, Llantwit Major, [www.llantwitmajorhistory.org.uk](http://www.llantwitmajorhistory.org.uk)

The society was founded in 1967 and runs a program of regular lectures and excursions. They seek to preserve and promote the great heritage and 1500 year history of the settlement at Llaniltud Fawr (St Illtud's Great church) and the surrounding area. In addition, by agreement with the Town Council, they have an Archive Room that contains a wealth of historical photographs, books, documents, and audio recordings. The Archive Room is open every Friday afternoon and is visited by people from all over the world. The society was instrumental in establishing the Blue Plaque trail in Llantwit Major and gave input to leaflets that explain the history of the area.

### **Vale of Glamorgan Ramblers** [www.valeofglamorganramblers.co.uk](http://www.valeofglamorganramblers.co.uk)

As part of the Ramblers Association they share and implement the association's aims and objectives. The group is small, but active and based in an attractive rural area with a varied walk programme. During the summer they organise path clearance evenings to maintain the quality of local footpaths.

**Valeways** Unit 7, Barry Community Enterprise Centre, Skomer Road, Barry, CF63 9DA Tel: 01446 749000 Email: [info@valeways.org.uk](mailto:info@valeways.org.uk) [www.valeways.org.uk](http://www.valeways.org.uk)

Formed in April 1996, Valeways is a unique voluntary environmental organisation which supports a diverse range of volunteers to re-open and promote the Vale of Glamorgan's countryside.

### **Vale of Glamorgan Council**

Rights of Way Department, The Dock Office Barry Docks Barry CF63 4RT Tel: 01446 704705 01446 704705 [Email:footpaths@valeofglamorgan.gov.uk](mailto:footpaths@valeofglamorgan.gov.uk) [www.valeofglamorgan.gov.uk](http://www.valeofglamorgan.gov.uk)

Llantwit Major is located within the Unitary Authority of the Vale of Glamorgan Council. Through the Rights of Way Department, they are the statutory body responsible for the maintenance of Rights of Way. The county also contain fourteen miles of Heritage Coast.

**Gareth Kiddie Associates (GKA)**

4 Wessex Place, BARRY, CF62 6SP, Tel: 01446 488 075 Tel: 07984 127 811 Website: [www.gka.org.uk](http://www.gka.org.uk)

Heritage and Interpretation Consultant, Gareth Kiddie, has been working on a local heritage project in Llantwit Major. At St Illtud's Church, there is a proposal in progress to develop the partially ruined Galilee Chapel into an information and resource centre. Gareth Kiddie has been leading on this project and co-incidentally part of the plan was to devise a heritage trail leading from the church. This complemented the eTrail project; Mr. Kiddie attended the majority of meetings and training events and was devoted considerable time in developing the St Illtyd's Poetry trail. GKA Associates also led on the Interpretation Planning workshop that was held during the eTrail pilot.

**Angharad Wynne**

Tel: 01443 238270 / Tel: 07786 256722 Email: [Angharad@angharadwynne.com](mailto:Angharad@angharadwynne.com)

Marketing and Communications Consultant, Angharad Wynne presented the Sense of Place workshop in Llantwit Major. Sense of Place is a Visit Wales project that is relevant to all tourism businesses all parts of Wales. Visit Wales is the Welsh Assembly Government's tourism team, within the Department for Heritage. Angharad Wynne is a consultant who works for Visit Wales.

**Claire Parry**

Tel: 077 86610431 / 07891 109305 Email: [cenvironment@hotmail.co.uk](mailto:cenvironment@hotmail.co.uk)

Environmental Consultant, Claire Parry worked with Ramblers Cymru in the community engagement process for the eTrails. Claire has previously worked as an Environmental Planner and has had significant involvement in Village Design Statements.

## Appendix 2 Communities on Foot Inserts

(insert to COF folder after page 5)

### 1: eTrails - The role of the Steering Group

There is no specified size for the Steering Group although it needs to be composed of Councillors (or other significant community leaders), Ramblers members, a representative from the relevant Local Authority Rights of Way section and representatives of any organisation who may be able to improve walks either through financial or practical help.

If there are local societies who may be able to generate interpretive content for the trails (e.g. a local history society) then their representative could potentially suggest suitable trails that follow a significant local story.

The Steering Group may need to devote considerable time to the project. They need to compile the Existing **Walk Audit** (with assistance from Ramblers Cymru) and choose the walks that they wish to promote as eTrails. They need to consider maintenance and access issues that affect the suitability of the walks.

Once the eTrails are chosen considerable work then follows in terms of generating content (text, photos, audio & video), writing a route description, carrying out a risk assessment and undertaking the necessary technical input to upload the walk onto the host website. The Steering Group would need to nominate people to oversee this process for a specific trail. (Therefore there will be team of people in the community, each generating a trail, although they may work together at some points).

**'Existing Walk Audit'** - collect information on all existing walks in the area through: local knowledge, existing publications and out-of-print publications.

## 2: eTrails - Walk Audit

Collect information on all existing walks in the area through: local knowledge, existing publications and out – of - print publications.

The end date for the walk audit needs to be clearly announced and publicised at the beginning of the project.

Use an A3 colour scanner to make electronic copies of leaflets and save as PDFs (portable Document File) for use on temporary website, or e mail attachments. (The PDFs may need to be reduced in size). If new routes are suggested they need to be traced onto a map and this needs to be scanned to make an electronic copy.

It would be helpful to include **Walk Descriptions** (as described on eTrail insert) 5 at this point if possible.

From the Walk Audit the Steering Group need to select a number of walks to be promoted as eTrails. The preliminary meetings & workshops(Including 'How eTrails can benefit your community' 'Sense of Place' and 'Interpretation Planning' will assist in the choices made in the selection of trails.

### 3: eTrails - Recommended Equipment and Resource List

#### Volunteer Time

The leading volunteers can spend up to 40 hours or more on the project, through attendance at meetings, reading & responding to emails, attending training sessions, planning walks, generating interpretive content, conducting risk assessments and physically undertaking the walks.

Potential participants need to be aware of this potential time commitment at the beginning of the project. For long or complex routes, it may be practical for people to work in a small team of two or three people to devise the eTrail, possibly assisted by members of Ramblers who have been trained in the methodology.

Volunteers may have a specific role in a project. For example, a local IT expert who can scan leaflets, historic photos and archives, and upload them to the host website would be of enormous benefit to the project.

#### Computers with access to internet & email

Email is the most practical way to maintain communication with the consultation group. Many people now have personal access to computers with these facilities, but the fact that some communities may have less provision needs to be considered. **A 3G dongle** for Web access would be useful to allow more flexibility in the choice of locations for workshops provided that there is 3G coverage in the area.

#### Software

Microsoft Office suite has been used throughout the project. Excel has been of particular benefit in documenting historical data and URLs. It would help the project to run smoothly if partners, including community based organisations have compatible software.

Digital image editing software such as Adobe Photoshop, Adobe Photoshop Elements or GIMP (a free open source image manipulation software) is extremely useful in adjusting scanned images for use on the internet. Adobe Acrobat Pro has an OCR text recognition feature that can be invaluable when needing to update the text in out of print leaflets.

Ramblers volunteers used their own software in the project, particularly programmes such as Anquet during the walk audit stage of the process.

#### Digital Audio, Video & Camera Equipment

Smartphones that may be provided by Ramblers have these functions although media generated by dedicated equipment may be of better quality. Ramblers may be able to facilitate the use of some equipment (particular for video or audio recordings).

#### A3 Scanner

This could be very helpful during the walk audit stage, for scanning electronic copies of leaflets. Project participants may also devise new routes that need to be converted into an electronic format in order to share with the Steering Group. CultureNet Cymru recommends the use of the Epson Expression 10,000 XL Scanner in their guidelines. A4 scanners are cheaper although they more limiting in their functionality. They can, however, often scan slides and negatives without having to buy an attachment (as is often the case with the A3).

**Smartphones**

There would be considerable benefit if local participants could use their own smartphones. Alternatively, phones may be loaned to the community having been entrusted to a local contact who would co-ordinate their use. The smartphones have the facility to take digital photographs, and make audio and video recordings in addition to the trail building app.

**External Hard Drive**

This is recommended as a back up and long term community resource for the storage of: digital photographs, scanned archives, audio and video recordings, walk descriptions and risk assessments.

**Training Venue**

At future training events it could be beneficial to use a venue(s) equipped with a strong Wi-Fi signal, blinds for windows, a projector screen or large white wall, a projector, whiteboards, flip-chart and pens. The venue also needs toilets and kitchen facilities for the provision of tea, coffee and light refreshments and ample tables and chairs.

Local provision of these resources would add efficiency to the community engagement process, particularly at venues that may be located a considerable distance from the Ramblers Cymru office.

## 4: eTrails – order of meetings and training workshops

The order of workshops may be as indicated below, subject to the specific needs of the community and the availability of partners. The timings given are maximum and these could be modified if necessary.

- 1) Initial meeting & orientation / initiation of walk audit (Ramblers) – up to 2 days
- 2) How eTrails can benefit your community (Ramblers) – 2 hours
- 3) Sense of Place (Visit Wales) – 1 day
- 4) Interpretation Planning (GKA) - 1 day

*At this point the Walk Audit should be concluded and the Steering Group need to select the walk to be promoted as eTrails and nominate route ‘champions’ who will undertake the necessary work to complete the eTrail.*

*The Sense of Place and Interpretation Planning will need to work closely together to ensure that they have the same aims in the context of moving forward the development of eTrails in the area.*

- 5) Writing route descriptions & Risk Assessments (Ramblers) (half day)
- 6) ViewRanger tools and Methodology (Augmentra) ~ half day
- 7) Peoples Collection
  - a. Introduction & overview (Rheinhallt Jones) - 2 hours
  - b. Contributing to the site - Historic photographs & archives (Culturenet Cymru) - 2 days
  - c. Contributing to the site - Making digital videos & podcasts (Ramblers) (half day)
  - d. Contributing to the site - Mobile application & building a Trail (Sequence) (half day)
- 8) Launch & Next Steps (Ramblers) (1 day)

The precise timeline would be agreed with the Steering Group.

## 5: eTrails – Writing a Walk Description

The Ramblers magazine, WALK, contains a regular feature called Routemaster that describes walks in different regions of Britain. The magazine is available to members of the Ramblers and the walks are also featured on a website [www.walkmag.co.uk/walks](http://www.walkmag.co.uk/walks). These can be viewed as good practice in writing a walk description.

For the purposes of eTrails, it may not be necessary to record all of the supplementary information as some may be linked once uploaded to the host website. The walk template including location, route description, transport details, risk assessment and accessibility may be modified (by the Ramblers representative) as appropriate at the beginning of the project.

The introductory paragraph is important to provide an overview and context. The general guideline is that it should be 100 – 150 words long.

The route description itself needs to be clear and concise, in a series of short paragraphs. They are usually limited to 400 – 500 words so it is necessary to maintain focus on the most important directions.

If you have time, see if someone else can follow your directions.

A Risk Assessment should be conducted for the walk, an example can be found in Section 5.

Use the Rights of Way Survey Form in section 5 to make any reports to the Local Authority Rights of Way section.

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