

Section two: The heritage

In this section tell us about the heritage your project focuses on and why it is valued.

2a What is the heritage your project focuses upon?

Imagine the exhilarating moment you see a peregrine falcon, diving and hunting, raising chicks among high city rooftops, or hear the thrilling 't-wit-t-woo' of tawny owls, minutes from a suburban tram stop.

Encounters with urban wildlife such as these can be both spectacular and life-affirming but sadly, it is becoming increasingly difficult to observe birds of prey (BoP) and owls in their natural habitats – such as the wild upland areas of the Peak District National Park (PDNP).

This heritage engagement project focuses on the plight of BoP and owls in the Dark Peak (see Map 1 SD9.8).

PDNP is of international, national, regional and local importance. It plays a special role at the centre of England, with panoramic high moors, rock edges, woodlands and river valleys; yet still within reach of cities such as Sheffield. It was the first of 15 national parks in the UK to be designated for spectacular landscapes, cultural heritage and wildlife.

Some wildlife can successfully gain refuge in cities like Sheffield, but finding a safe place to live and breed in the moorland habitat of the Peak District 'Dark Peak' is becoming harder for raptor birds.

We will bring the issues of BoP to people's attention, acting in both city and countryside, to inspire and engage a diverse demographic of urban and rural audiences.

BoP and owls are collectively known as 'raptors'. They are 'apex predators' at the top of the ecological food web. However, they have come into conflict with humans, particularly in the uplands.

There are 15 BoP species native to the UK, including eagles, hawks, falcons and kestrels. Each is adapted to a variety of habitats and food sources. All are protected under UK wildlife legislation.

This project focuses on the BoP and owls that should and could be thriving in the Dark Peak: merlin, peregrine falcon, goshawk, hen harrier and short-eared owl.

- Merlin - Our smallest falcon and true upland bird, with heather moorland its preferred breeding habitat. This moorland raptor suffered a population crash in the late 20th century. Whilst the population is now rising, it remains threatened by intensive moorland management practices and climate change among other issues.
- Peregrine falcon - This bird has traditionally nested in rocky outcrops but has now adapted to urban high-rise life, nesting on tall buildings across the country. In Sheffield, one pair successfully nest on St Georges Church, where they hunt for food such as pigeons. They catch prey by diving at over 200mph - the fastest creature on the planet.
- Goshawk - A large woodland-dwelling raptor which feeds on small mammals and birds. It became extinct in the UK in the 1880s. The Dark Peak was one of the first areas Goshawk returned to in the 1960s. The latest UK population estimate was 616 pairs. Recent years have seen a rapid decline in the Dark Peak population of this woodland species, with several instances of illegal persecution.
- Hen harrier - One of the most rare BoP in England, known as the 'Skydancer' because of its aerial mating displays. A Joint Nature Conservation Committee-commissioned report in 2011 estimated that England could support a hen harrier population of more than 300 pairs. In 2017, however, only 3 pairs successfully bred in England.
- Short-eared Owl - An owl of open moorland and one most likely to be seen hunting in the daytime. They are an elusive species to monitor, with threats coming from intensive moorland management, food availability and illegal killing.

LEGAL PROTECTION

All birds are highly protected under UK and European law. Some BoP encountered in the Dark Peak

(peregrine falcon, hen harrier, merlin and goshawk) also have enhanced protection during breeding season. Under Schedule 1 of the Wildlife & Countryside Act (1981), these species and their young are protected at the nest.

The internationally important habitats in the Peak on which they rely are safeguarded. The internationally important Peak District Moors (South Pennine Moors Phase 1) Special Protection Area (SPA) is designated for merlin and short-eared owl.

The Dark Peak and Eastern Peak District Moors Sites of Special Scientific Interest (SSSI) citations include diverse upland bird assemblages, including peregrine falcon and hen harrier.

One 'special quality' of PDNP is the importance of wildlife and the area's unique biodiversity. BoP are also recognised as regionally important in the Peak District Biodiversity Action Plan (PDBAP).

The following species are included with the PDBAP 'Action for Species' list: Hen harrier (red List), Merlin (South Pennine Moors SPA), Peregrine falcon, Short-eared owl (South Pennine Moors SPA).

PDBAP also states: "Birds of prey have had variable fortunes, with concerns about poor populations and breeding success locally, and about the potential impact on other moorland birds. Most species enjoy special legal protection. They have therefore been identified as high priority, and the Birds of Prey Initiative [see Q2b] seeks to find a common approach to ensure the future of these magnificent birds in the Peak District."

IMPORTANCE

Beautiful and spectacular, these birds' majestic presence in our skies indicates a thriving environment on which wildlife depends.

+ Popular culture:

BoP evoke a sense of wonder and are a popular part of our natural and cultural heritage. "Our literature, poetry and art over the last 1000 years are permeated with references to them, which reflects the role they've played in shaping our entire relationship with nature" - [REDACTED] [REDACTED].

- In the wider community, BoP hold a special place in people's imaginations – images of these birds are referred to in popular sayings, eg 'eagle-eyed', 'watch someone like a hawk'. Even if people rarely see the real thing, this is a strong 'brand'. Many are thrilled to see a hovering kestrel by the roadside, or hear buzzards cry overhead.

- Literature, film and TV have drawn on BoP as inspiration for powerful, emotional stories. It is 50 years since Barry Hines' novel 'Kes' was published, about a young boy's relationship with a captive kestrel in South Yorkshire.

- From fiction to fact - BoP feature on nature programmes such as BBC's Springwatch with millions of viewers; BBC Countryfile also regularly features the Peak District and its issues.

BoP are indicators of the health of the environment. The fortunes of BoP can alert us to the state of the environment. If their populations are thriving, it generally means there is plenty of food available and the rest of the food chain is healthy. During the 1950s and '60s, dramatic declines in peregrines and other birds of prey alerted the world to the impact of organochlorine pesticides.

BoP and owls are key elements of the Peak District's moorland heritage and landscape character.

WHO ARE BOP IMPORTANT TO?

BoP are of value to a large and wide range of communities, individuals, interest groups and organisations.

PEOPLE

+ Local and visiting communities:

- PDNP is upland countryside near large cities (Sheffield popn 0.5m). There are 38,000 residents in the peaks but 12m visitors annually, making it one of the most popular national parks in the country. VisitEngland research shows that wildlife and natural landscapes are powerful attractors for some international visitor sectors.

- A wealth of outdoor opportunities attract people for a range of sports and activities, such as walking, climbing, photography and biking. British Mountaineering Council members already help to protect nesting birds on busy climbing edges in the peaks.
- + Urban communities:
 - Peregrine falcons have been nesting on St Georges Church in Sheffield every year since 2012, with people from across the city and beyond able to observe them live via a webcam hosted by University of Sheffield and Sheffield Bird Group. Webcam visits are estimated into the millions, with the associated blog (Sheffield Peregrines) having over 0.5m visits - attracting people from over 100 countries. This peregrine pair have become important enough to the local community to inspire public artwork 'Allen the Peregrine' outside Sheffield Railway Station.
 - DWT worked in partnership to set up the equally popular Derby Cathedral Peregrines nestcam website and blog. They also work across the Peak District at sites such as Carsington Water where fishing ospreys visit from Rutland Water.
 - RSPB's Dates with Nature provide live viewpoints across the UK. Showing people Ospreys on the nest at Loch Garten and in the Lake District, Peregrines on London's Tate Modern, is an effective way of showing these birds to people. These events further increase interest and engagement.
 - RSPB's previous work on projects such as Skydancer (HG-08-10220) and current EU Hen Harrier LIFE project (See consultation summary SD9.9C) show large numbers of people can become enthused about the plight of birds of prey.
- + Special Interest groups:
 - Bird watchers and nature lovers: there are almost 3 million regular birdwatchers in the UK
 - Active specialist local groups: Peak District Raptor Monitoring Group (part of NERF)
 - Specialist campaigning groups: eg Birders Against Wildlife Crime (BAWC) (organisers of Hen Harrier Day)
 - Academia: Scientists inc. naturalists, ecologists - university students, lecturers and researchers.

ORGANISATIONS

"Vibrant wildlife including birds of prey" is one of five identified key outcomes of NT's High Peak Moors Vision.

- + UPLAND SKIES PROJECT PARTNERSHIP arose from the common passion and interest of like-minded organisations who are all currently working in different ways across the project area to protect birds of prey. (See SD 9.2A&B).
 - Signatory partners:
 - RSPB
 - NT
 - PDNPA
 - DWT
 - SRWT
 - Other involved organisations supporting delivery:
 - Moors for the Future Partnership (MFFP)
 - Eastern Moors Partnership (EMP)
 - Derbyshire Constabulary
 - Northern England Raptor Forum (NERF)
- + Governmental and political authorities - Sheffield City Council
- + Statutory bodies: Natural England – responsible for condition of Dark Peak SPA; Environment Agency – responsible for quality and function of Upland landscapes
- + Police Authorities - Derbyshire & South Yorks forces (Local Wildlife Crime Officers, Rural Crime Teams) and National Wildlife crime network
- + Conservation organisation members - RSPB (1m), NT (5m), DWT (14k) with 8 active local groups in Derbyshire, SRWT (5k)

+ Sheffield Lakeland Landscape Partnership (see SD 9.9A)

SD9.9: Letters of support

SD9.8: PHOTOS & SCHEDULE

2b Is your heritage considered to be at risk?

Yes

Please provide information on why your heritage is considered to be at risk and in what way.

BoP are missing from many places where they once thrived, both in the UK and throughout Europe. Of our 15 breeding species, 10 are on either the Red or Amber lists (historical population decline), with 7 species also of European conservation concern.

WHY IS THE HERITAGE AT RISK AND IN WHAT WAY?

"In the Dark Peak woodlands and moors, populations of some protected birds are in drastic decline and this part of the Peak District National Park is becoming a 'no-go' zone for some of the Britain's most cherished wildlife" (Ref: Peak Malpractice, 2006, p1). Although this statement was made over a decade ago, the situation has worsened. It has been confirmed that in 2017, peregrine falcons failed to breed successfully in the Dark Peak area for the first time in more than 30 years.

Some wildlife can successfully gain refuge in cities like Sheffield, but finding a safe place to live and breed in prime moorland habitat of the Peak District is ever harder for BoP such as Peregrine, Merlin, Goshawk, Hen Harrier and owls.

The National Hen Harrier Survey (2016) revealed that Hen Harrier remains on the brink of extinction as a breeding species in England.

Shockingly, despite their protected status, BoP populations in the Peak District are in trouble, as recognised in the Peak District State of Nature Report (Anderson, 2016) and RSPB's Peak Malpractice and update (2006 & 2007). A paper by the RSPB (2018) highlighted both the significant declines in the DP Goshawk and Peregrine populations between 1995 and 2015, and also the scale of confirmed raptor persecution incidents.

For some species (notably Peregrine, Goshawk and Hen Harrier), evidence shows illegal persecution is a major factor affecting the success and status of these birds.

For species such as merlin and short-eared owl, the picture is less clear; in addition to illegal persecution, declines are potentially linked to habitat quality, intensive moorland management and climate change. Continuing the landscape-scale restoration of the Dark Peak's blanket bogs is ongoing and vitally important for birds, the Upland ecosystem and the Peak District.

However, increasing people's awareness of these moorland birds and learning how they can make a difference is needed if these birds' fortunes are to be turned around.

RSPB's award-winning 'Skydancer' project (HG-08-10220) in northern England showed people can be inspired by this issue; recent consultation on Public Attitudes towards hen harriers as part of Hen Harrier LIFE demonstrates this too (Executive Summary SD9.9C).

WHY ARE BOP UNDER THREAT?

BoP populations in the uplands are extremely susceptible to human activity, including illegal persecution and inappropriate moorland management. In addition to these issues, they remain at risk from pesticides, owing to their position at the top of the food web. Unfortunately, they also remain subject to devastating egg and chick thefts by egg collectors and illegal falconers.

The Peak District Birds of Prey Initiative (BOPI) has sought to address the low breeding numbers of BoP by working in partnership with upland stakeholders (including landowners and gamekeepers). However, the targets for bird population increase set by BOPI have not been met and it is acknowledged that other complementary approaches are required. For this reason, partners have worked to develop 'Upland Skies', a project which seeks to inspire a wider audience with birds of prey issues.

[See BOPI Position Statement attached [SD 9.9B]

WHAT ACTIONS HAVE WE BEEN ABLE TO TAKE TO MINIMISE THIS RISK?

The project partner organisations have all been working for many years (nationally, regionally and locally) to protect and conserve these species and their habitats in many ways:

- * Monitoring and surveying to understand numbers and behaviour (e.g. RSPB conservation teams, Hen Harrier LIFE project, DWT, SRWT, Raptor study groups)
- * Landscape-scale habitat restoration ongoing across the peaks (MFFP, RSPB Dovestone & Eastern Moors Partnership, NT's High Peak Moors Vision, Sheffield Lakeland Landscape Partnership)
- * Nest protection work – variety of activities, by staff and volunteers, according to species & location; ranging from 24 hour remote & covert surveillance of individual nests, to checking nest sites in an area at regular intervals- RSPB Investigations, Raptor study groups.
- * Satellite tagging across UK to understand movements and needs of the birds (through HH LIFE+ project)
- * Investigating wildlife crime - RSPB work with police forces to tackle wildlife crime. Recently 'Operation Owl' was initiated in North Yorkshire to address BoP persecution. As part of Upland Skies, a similar initiative is planned with Derbyshire Constabulary.
- * Nest cameras & live viewing points to engage people - e.g RSPB Date with Nature Malham Peregrines and Lake District Ospreys, Peregrine projects at RSPB Dovestone, Derby Cathedral
- * People engagement projects (Eg HLF Skydancer at Geltsdale and Bowland)
- * Conservation advice and education - As part of Skydancer project, RSPB worked with gamekeeping colleges to continue to raise awareness within the shooting industry of the plight of the hen harrier.

Summary of Current Partner Activity SD 9.2I gives details of partners' current engagement work where relevant to this project.

However, despite this positive ongoing work to raise awareness and reverse damage to upland habitats, such as blanket bog, it is recognised there are still issues relating to some BoP within the moorland environment.

Our long-term vision is to put birds of prey back where they belong - in Upland Skies.

2c Does your project involve work to physical heritage, such as buildings, collections, landscapes or habitats?

Yes

Tell us the name of the building(s), collections, landscape or habitat area

Peak District Moors (South Pennine Moors Phase 1) SPA; Dark Peak SSSI; Eastern Peak District Moors SSSIs

Does your organisation have the freehold of the building or land, or own outright the heritage items that your project focuses on?

No

Does your organisation have a lease of the building or land that your project focuses on?

No

Does a project partner have the freehold of the building or land, or own outright the heritage items that your project focuses on?

Yes

Please give the name of the partner organisation:

Birds could nest anywhere. Partners PDNPA, NT, RSPB all manage multiple landholdings under a mixture of tenures

Are there any legal conditions, restrictions or covenants associated with the heritage asset which may affect your project?

Yes

Please provide details

Yes, conservation actions involving protected birds and nests will require specialist licenses from Natural England and British Trust for Ornithology (BTO). These will be formally applied for as required during the Development Phase as part of the Nest Camera and Satellite Tagging Scoping Studies [SDs 9.6 F & G]

Natural England consents will be required for any Land management activity outside of approved management plans.

Possible planning permission requirements for placing viewing equipment/interpretation within visitor centres such as NT Longshaw.

Has a condition survey been undertaken for the heritage asset in the last five years?

Yes

Does your organisation have, or are you planning to take out, a mortgage or other loans secured on the building or land, or heritage items?

No

Does a project partner have, or are planning to take out, a mortgage or other loans secured on the building or land, or heritage items?

No

For landscape projects, please provide an Ordnance Survey grid reference for your landscape.

N/A

2d Does your project involve the acquisition of a building, land or heritage items?

No

Please tick any of the following that apply to your heritage:

**Accredited Museum, Gallery
or Archive**

**Designated or Significant
(Scotland) Collection**

**DCMS funded Museum,
Library, Gallery or Archive**

World Heritage Site

**Grade I or Grade A listed
building**

**Grade II* or Grade B listed
building**

**Grade II, Grade C or Grade
C(S) listed building**

Local list

**Scheduled Ancient
Monument**

Registered historic ship

Conservation Area**Registered Battlefield****Area of Outstanding Natural
Beauty (AONB) or National
Scenic Area (NSA)****National Park** ×**National Nature Reserve** ×**Ramsar site** ×**Regionally Important
Geological and
Geomorphological Site
(RIGS)****Special Area of Conservation
(SAC) or e-SAC** ×**Special Protection Areas
(SPA)** ×**Registered Park or Garden**

Section three: Your project

In this section, tell us about your project. Make sure you include all your planned activities, and capital works if applicable.

3a Describe what your project will do.

UPLAND SKIES PARTNERSHIP VISION: People who work, live and play within the Dark Peak and urban areas of Sheffield will feel inspired to cherish, value and protect Birds of Prey (BoP). In the long term, this will contribute to a thriving population of BoP in the Dark Peak area of the Peak District, including Hen Harrier, Peregrine, Merlin, Goshawk and Owls. To achieve this vision the partnership objectives are:

- 1 An active partnership working to inspire others to champion the issues of BoP, a key indicator of healthy upland landscapes;
- 2 Gain greater community awareness and support for BoP in the Peak District, within the urban communities of Sheffield and the rural communities of the Dark Peak and visitors to PDNP
- 3 Inspire educate and engage children and young people about their BoP, the issues they face and the unique upland landscape on their doorstep, both within the urban and rural areas of Sheffield and the Dark Peak area of the Peak District
- 4 Champion positive land management to provide upland habitats which give BoP a home in the Dark Peak
- 5 Enhance protection of BoP in the Dark Peak

UPLAND SKIES partnership will inspire, engage and ignite a passion for birds of prey (BoP) within resident and visiting communities of Sheffield and the Peak District National Park (PDNP), creating awareness of the plight of these birds in the PDNP but also a sense of awe and wonder at these magnificent creatures and the landscapes they live in.

(See Partnership Project Brief and Draft Activity Plan SD9.2B-C)

Working together under a single brand with a compelling message, this partnership will be able to reach more people than each single organisation alone.

PROJECT OUTPUTS

As an overall guide, we estimate this project could reach 100,000 people:

- Engage 3000 adults face-to-face
- Deliver inspirational BoP education to 3000 children f2f (750 school children pa)
- Citizen science volunteers will generate 2000 new data records
- Over 60 people will volunteer as BoP champions.
- Generate increase in wildlife crime reports to police hotline
- Reach 94,000 people using social media (>4000 webpage hits, >90,000 across Facebook & Twitter)
- Employ a new project delivery team of 2 Outreach Officers (FT), 1 Project Manager (0.8FTE) and 1 Project Administrator (0.2FTE)

Draft Activity Plan [SD 9.2C] gives full details of estimated project outputs.

DELIVERY PHASE OUTLINE

We will engage people in a variety of ways, taking them on their own journeys, from feeling inspired by BoP, to wanting to know more about how to help these creatures and the rich landscapes they live in.

This project will link urban people to the nature of the Peak District, and rural communities and nature to larger urban-based audiences and a diversity of opportunities.

We will provide opportunities where people live, through community-based activity and outreach to schools,

as well as at key visitor hubs in PDNP and Sheffield, and attend popular seasonal events.

We will use a range of media to engage people and receive feedback, enabling us to adapt our offer as we move through delivery to ensure continued relevance to our audiences.

We will enable land managers to share best-practice and champion positive land management that provides homes for BoP in the Dark Peak, delivering a programme of events and providing specialist advice in accordance with findings from Development Phase scoping [Brief SD9.6J].

Bird monitoring and protection work will underpin the engagement activity. Conservation actions will involve installing nest cameras and possibly satellite tags. This small amount of direct intervention will help to protect species, gain information and, crucially, enable us to show people the birds.

In addition, a dedicated 'citizen science' data-gathering exercise (Brief SD9.6I) will be developed and launched, enabling large numbers of people to get involved in identifying and recording BoP, and producing landscape-scale scientific data.

CAPITAL WORK:

NEST CAMERAS & SATELLITE TAGGING - During breeding season (March to August), we plan to install nest cameras and fit satellite tags to appropriately identified and located BoP or owls within the project area. We will use technology to stream footage and data (digital outputs) that can be viewed with project staff and volunteers at key audience locations in Peak District and Sheffield, e.g. NT Longshaw cafe.

The data and footage will also be used for other digital outputs, such as a dedicated project website and other innovative media as identified in the development stage.

This sensitive conservation work will be undertaken in accordance with recommendations from Scoping Studies to be undertaken in Development Phase [SDs 9.6 F&G: Satellite Tagging and Nest Camera Briefs]

CITIZEN SCIENCE DIGITAL OUTPUT – Capital will be invested in developing, designing and delivering a new specialised BoP initiative as described above. [Brief SD 9.6I]

PEOPLE ENGAGEMENT ACTIVITIES:

Supported by a team of trained BoP Champion volunteers, two new Outreach Officers will work in parallel in Sheffield and the Peak District. They will deliver:

- education sessions in schools,
- awareness sessions with community groups,
- family engagement at events, shows and festivals.

The full range of activities envisaged is outlined in the Draft Activity Plan (SD9.2C), which will be refined in the Development Phase (Briefs SD9.6 A&B).

Accessibility for different audiences is key to our activities being able to engage people where they are and allowing them to develop a long-term interest in the heritage. We will focus strongly on educational and community-based activities.

Education:

Outreach Officers and volunteers will deliver educational workshops in primary/secondary schools and further education colleges, also leading field trips on the moors creating an accessible and exciting learning experience. Additionally, they will work with uniformed youth organisations and young people through community groups, inspiring them about the importance of BoP and the upland landscape they live in.

Education teams within the partnership will receive training and information about how to add value to existing work by using the educational package developed during this project. See Educational Approach SD9.9D

Communities:

Other project activities enabling us to communicate with different communities will include:

- Programme of family-friendly activities in Sheffield and Peak District, engaging people at seasonal shows and festivals such as Wakes Weeks, Well-dressings, 'Cliffhanger' and agricultural shows, creating greater community awareness and support for BoP in the Peak District and urban Sheffield.
- Liaising with local police to create a dedicated BoP Operation, enabling more members of the public to recognise and report suspected crimes;
- Citizen Science opportunities offered will give people knowledge to go out, recognize and survey birds, contributing to scientific knowledge
- Possible land management best-practice showcase events with land-owning and agricultural communities (based on recommendations from the development phase) – either as standalone events or as input to other moorland management best-practice events.

Supporting Doc 9.2I summarises current activities and audience reach of partner organisations, demonstrating how this project will make a difference in the project area with current and new audiences.

3b Explain what need and opportunity your project will address

'Skydancer' showed that people can be inspired by arts and culture related activities, with 3700 involved. Our activity plan for communities will aim to reach a similar diverse audience in a number of ways.

Issues around BoP are complex and divisive. For some people, they are the epitome of nature at its very best, yet for others, they can seem fierce, threatening or are considered 'vermin'. In an urbanised world, there are also people who have no knowledge of, or care about the natural world, let alone specific creatures. Ironically, many people will have an abstract knowledge of birds used symbolically in brand imagery and everyday language, but may only ever have encountered the real thing as part of a captive falconry show for entertainment.

Due to the rarity and vulnerability of these birds in the wild, very few people currently get the chance to see them at close hand or in skies above. Indeed, some who are lucky enough to see the birds can also be those responsible for their decline. These birds are still at risk from egg collectors, poisoning, trapping and shooting, so finding a way to show them to people without putting birds in danger is a key consideration.

The success of urban nesting sites for peregrine falcons, such as at Sheffield University, has already shown how fascinating they are to people. The webcam has hits into the millions and blog managed by Sheffield Bird Group has an international audience, with 0.5m hits. Technology such as nest cameras and satellite tags are a powerful way of showing people footage and telling compelling stories to also create a sense of community pride. There are already a number of other nest cams in and around the project area, e.g. Derby Cathedral (DWT).

Hen Harrier Day, a nationwide happening organised by Birders Against Wildlife Crime (BAWC), has been building awareness and interest in BoP issues, with annual publicity and events around 12 August, the traditional start of the game shooting season, including in the Peak District and Sheffield.

Studies show that children and young people increasingly spend less time outdoors and there are concerns about their ability to connect with the natural world. If we don't engage with them about their natural heritage they are less likely to go on to behave in an environmentally friendly and sustainable way.

In addition, the Uplands do not feel as accessible to those who are disconnected from nature and are not aware of opportunities for them. This project will bring the heritage to the urban communities and encourage them to go and engage with it.

There is an opportunity in this project's education activities to enhance the national curriculum for schools and provide support for youth groups and badge attainment. BoP will be used as a tool for supporting a variety of learning outcomes across a range of curricula. (See Educational Approach SD9.9E)

LOCAL STRATEGIES & INITIATIVES

Upland Skies project activities will respond to and complement:

- Sheffield Lakeland Landscape Partnership [Summary attached SD 9.9A]
- Bird of Prey Initiative & Peak District Moorland Liaison Group [Position Statement attached SD 9.9B]

Direct contribution to "Vibrant wildlife including birds of prey" one of five identified key outcomes of NT's High Peak Moors 50 Year Vision.

3c Why is it essential for the project to go ahead now?

BoP are already going locally and nationally extinct. Current populations are minute and fragile – some BoP are not breeding at all in the Dark Peak; action to save these birds is becoming more critical; a new approach to the problem is urgently required.

RSPB's current EU Life plus Hen Harrier project will stop in 2019. No further EU funding will be available to apply for after that due to Brexit, and there is uncertainty over what follows.

MFFP currently have funding for Citizen Science work as part of HLF project, but this will finish in December 2018.

In summer 2018, NT have had one successful Hen Harrier nesting attempt on their land and were able to ring and satellite-tag the chicks. Although this is fantastic news, and proof these birds will breed in the Peaks when not disturbed, these young or their parents may still not survive the coming months. The fact we are celebrating the presence of just one nest highlights the plight of these birds.

Large-scale work to restore peatland, the habitat these birds rely on, is continuing and showing that where habitat is thriving, upland species can survive and breed, if they are not persecuted. Evidence shows there should and could be over 300 pairs of Hen Harrier in England (JNCC)

Upland Skies' mass people-engagement approach is a natural next step to help these birds. It will be complemented by the Goshawk work proposed as part of the Sheffield Lakeland Landscape Partnership, and the existing Birds of Prey Initiative.

3d Why do you need Lottery funding?

Lottery Funding will enable HLF to deliver their own objectives, enabling diverse urban and rural communities to engage meaningfully with their own precious natural heritage. It will enable us to continue to build on the momentum gained from the Hen Harrier LIFE project, due to complete in 2019.

Corporates, individuals, trusts and foundations (and Landfill Communities Fund where eligible) - will all play a part as shown by the attached Fundraising Strategy & Match Fundraising Summary [SD 9.42G&H], but will simply not be enough without HLF's grant.

Without HLF funding, the partnership project will not be able to go ahead. Partner organisations will all continue to do "business as usual", as all the partnership organisations have saving BoP as a priority. However, to deliver such a large engagement project will require more resources than each organisation has available.

People will become increasingly disconnected from some of the most precious wildlife in the UK and the natural world on their doorsteps.

It is entirely possible that without mass concerted action, some of these species will disappear from the Dark Peak for good.

3e What work and/or consultation have you undertaken to prepare for this project and why?

Sept 2016 - Report from [REDACTED] (Looked at Sheffield target audience understanding of birds of prey, evidenced limited knowledge and awareness of BoP, esp in 11-17 age group (Abstract SD9.9C)

Jan 2018 - Hen Harrier LIFE Project Community Consultation (Executive Summary SD 9.9C)

Easter 2018 - a mini consultation was undertaken at various partner sites in/near the project area. (Summary Results SD 9.9C)

Summer 2018 - a mini Education consultation was conducted with teachers, classes and individual schools (Results 9.9D)

Although the most recent consultations had small sample sizes, these demonstrate people's interest in or near the project area in finding out more about BoP. They are testers for more extensive consultation during Development Phase which will inform our activity plan, engagement offer and establishment of evaluation baselines.

The Partners and other interested organisations have been working together for over a year to develop the Upland Skies project for submission to HLF with RSPB as lead partner. See Partnership Brief SD9.2B.

Direction of the project was agreed by a Project Steering Group in late 2016 and further project development work to date has been undertaken by two working groups (one focussing on Public Engagement, the other on Conservation and Land management).

See SD 9.2I for a summary showing the breadth and amount of current Partner people engagement.

3f How are you planning to promote and acknowledge National Lottery players' contribution to your project through HLF funding?

Delivery phase communications activities and structures, including promotions and stakeholder engagement, will be informed by work done during Development Phase on Communications Plan, Audience Development Plan, Activity Plan and Brand Development. See Briefs SD 9.6: A, B, D & E.

These will, for example, use stakeholder analysis, and generate lists of target media and key communications channels.

Example acknowledgements could include:

- Use HLF Logo on all outputs (digital, leaflets, etc), banners, events, marquees
- Use social media - facebook, twitter, partner websites
- Local newspapers, tv, radio, seasonal events
- Free offers for lottery ticket holders, e.g. a free event pass, or free entry to partner activities, eg NT

Discovery Trails

- Holding a 'draw' to win special 'behind the scenes' access
- Promotion of offers at Lottery Ticket point of sale in local communities

Section four: Project outcomes

In this section, tell us about the difference that your project will make for heritage, people and communities.

4a What difference will your project make for heritage?

BETTER MANAGED

- Land management activities (e.g. best-practice demonstration events and specialist advice) will result in more land being sensitively managed for BoP.

IN BETTER CONDITION

- There will be more safe places for BoP to nest and roost as a result of our satellite tagging, nest camera, wildlife crime reporting and 'adopt a peregrine' nest work with BMC.
- Awareness-raising activities will lead to a much larger community of people looking out for BoP, recognising and reporting crimes

BETTER INTERPRETED AND EXPLAINED

Some people currently know very little about BoP, so we will create awareness and increase understanding. As this is an outreach project, it will be imperative that we interpret and explain the plight of BoP to a diverse audience (urban and rural). We intend to engage with 100,000 people (6000 face-to-face) in a variety of ways as detailed in Q3a.

IDENTIFIED/RECORDED

- Citizen science records will create new sightings records for BoP in the project area
- Information from satellite tagging and nest camera activities will reveal new information about BoP behaviour
- BoP information - previously hidden, not well known, or not accessible will be available to the public.

4b What difference will your project make for people?

PEOPLE WILL:

DEVELOP SKILLS

- We aim to train 60 BoP Champion volunteers across the project area to deliver engagement activities at events, information points and visitor hubs. Some of these will support education and engagement with young people. In addition to the skills development we would expect there to be wider social and health benefits for volunteers.
- Staff from partners and other interested organisations/groups will benefit from training around BoP engagement and delivery skills from the project leads, supporting the delivery of these messages beyond the lifetime of the project.
- We will train members of the public with the skills needed to provide citizen science records

LEARN ABOUT HERITAGE

- Our wide range of engagement activities will ensure that at least 3000 adults and 3000 children/young people will have learnt about the plight of BoP and what they can do to help them.
- We will work with a variety of community groups/local movements to reach a more diverse audience and our digital platform, range of events and project literature will be appropriately tailored to different audiences

LEARN ABOUT THE ENVIRONMENT:

- We will support people to learn more about their natural heritage through direct engagement opportunities as well as resources to continue their learning journey.
- We aim to reach 100,000 people through online and social media channels, and at least 6000

face-to-face (3000 adults and 3000 children) through formal learning

- The formal learning offer will be linked to national curriculum and support more holistic child development, such as communication skills, team working and wider PSHE provision. See Educational Activities Approach SD 9.9D.
- Secondary schools and colleges can also use BoP as a stimulus to learning or to extra-curricular activities such as John Muir Award or Duke of Edinburgh awards.

CHANGE ATTITUDES AND/OR BEHAVIOURS

- Our project will lead to a change in attitude and behaviour of people towards BoP.
- Experience with previous projects, eg Skydancer, shows that the magic of BoP is tangible and inspiring to people. Enthusiasm engendered by this project will inspire and empower people to protect BoP and other upland wildlife.
- This change in attitude/behaviour will lead to more people taking action for BoP including volunteering, reporting sightings through citizen science and reporting more BoP and wildlife crime to the police.

HAVE AN ENJOYABLE EXPERIENCE

- We know that in order to engage a more diverse range of people, the activities we offer have to be fun. The Skydancer project did some amazing activities, including the aerial acrobatic event and over 3700 people engaged with its art activities. We hope that suggested activities will be fun, but during the development phase, we will work with our audience development consultant to ensure activities are accessible to a wide range of people and enjoyable.
- Adults and young people will be inspired and enthused about their local natural heritage and BoP, and have an appreciation for the uplands
- Increasing evidence demonstrates that time spent connecting to nature and the outdoors has a positive impact on people's health and wellbeing

VOLUNTEER TIME

We aim to recruit over 60 volunteers throughout the project. Main roles for volunteers will be as BoP Champions, running engagement and education activities, with other volunteers supporting project development and administration.

Participants in Citizen Science surveying will give 200 vol days.

Specialist conservation volunteers will assist in scoping and developing the nest camera and satellite tagging proposals.

4c What difference will your project make for communities?

MORE PEOPLE AND A WIDER RANGE OF PEOPLE WILL HAVE ENGAGED WITH HERITAGE

- We will have engaged with a wider audience - both urban and rural, demonstrating a shift in audience profile throughout the project. We will engage with more families and more people from a wider range in age, ethnicity and social backgrounds.
- We will demonstrate how nature is relevant in urban and rural areas, and develop accessibility for groups who may not otherwise see nature or birds of prey as relevant.

Young people will gain community pride and a feeling of ownership – a sense of place and their role within the natural world, leading to increasing time spent engaging with nature or identifying ways to develop skills and interests around nature and BoP.

YOUR LOCAL AREA WILL BE A BETTER PLACE TO LIVE AND VISIT

The project will bring people together and create interest communities. For example, special interest groups such as ramblers and climbers will be given a way to feel engaged in the landscape they enjoy and value.

- This project will empower local people to take action to protect BoP, which will create a stronger sense of community.
- This project will raise awareness of visitors to the value of the project area for BoP.

- This partnership project will lead to close working of project partners during development and delivery. Sharing knowledge and skills, and building capacity of partners will be a legacy of the project, ensuring the aims of the project continue beyond the project end.
- Our BoP Champions recruited during the project will continue to work with project partners.

4d What are the main groups of people that will benefit from your project?

The partnership organisations have a wealth of experience working across a range of groups. This collective knowledge and diverse approach will allow us to reach more groups than a single organisation. These will include:

- Local communities of the Peak District (38,000 residents) and city of Sheffield (urban and rural: popn over 575,000)
- Visitors - to Peak District National Park (over 12m visits pa) and Sheffield
- Visitors to Upland Skies partner sites, e.g. RSPB Dove Stone reserve c200,000 pa, Eastern Moors c250,000, NT Longshaw Estate over 200k pa
- School and Youth groups
- Volunteer groups
- Scientific community
- Special interest groups

Q4e below - Visitor figure based on RSPB DoveStone, Eastern Moors and NT Longshaw.

We expect the project area and partner sites to receive the same magnitude of visitors after the project, but current visitors will have an increased understanding of BoP populations in the Dark Peak and as a consequence value these birds more highly.

4e Does your project involve heritage that attracts visitors?

Yes

How many visitors did you receive in the last financial year?

650000

How many visitors a year do you expect on completion of your project?

650000

4f How many people will be trained as part of your project, if applicable?

100

4g How many volunteers do you expect will contribute personally to your project?

60

4h How many full-time equivalent posts will you create to deliver your project?

3.