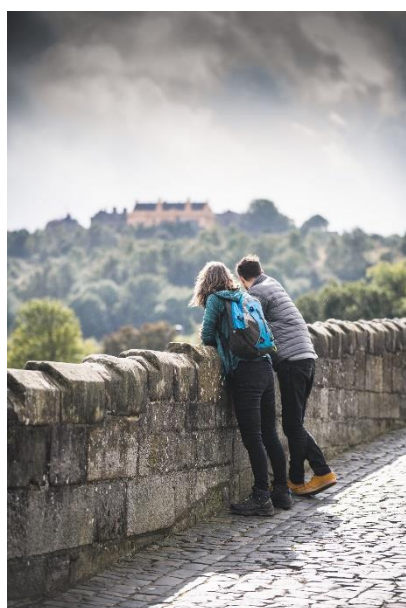


Inner Forth Wanderings & Windings Final Project Evaluation

January 2020



HLF OH-18-02796

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Images: Inner Forth Futures, D Fie Foe, Ian White Landscape Architects Ltd and Doug Shapley Photography.

Summary – Inner Forth Wanderings & Windings at a glance

Inner Forth Wanderings & Windings (IFWW) was a ~£67,000 project, 70% funded by the National Lottery Heritage Fund (NLHF), that was delivered over twelve months from February 2019 to January 2020 by the Inner Forth Futures (IFF) partnership. It aimed to catalyse local participation in heritage through engaging and empowering local people in co-creation, new ways to explore, learn about, experience and interpret the heritage of the Inner Forth. At its close, the project can celebrate:

- 9 new ‘wanderings & windings’ heritage trails digitally and physically marked, totalling over 280km of walking and cycling opportunities linked to local heritage sites and stories.
- 12 co-design events held in 8 locations to devise the trail routes and content, with participation of 84 volunteers.
- 11 local High School pupils involved in 1 collaborative arts project resulting in 1 pixilation-style short film.
- 7 events and activities held to launch the ‘wanderings & windings’ that attracted 170+ participants and were supported by 13 volunteers.
- 1 photography competition with 23 images entered and 400 votes cast via social media to select 3 prize-winning images.
- 1 project focused webpage hosted on the Inner Forth Futures partnership website, 1 Facebook discussion group with 230+ members discussing local heritage and access, 1 interview with BBC Radio Scotland’s ‘Out of Doors’ programme.
- 2 part-time jobs created, including 1 traineeship to support skills development for a career in the heritage sector.

The project was delivered by the IFF team, (Kate Fuller, Sue Walker and Kate Kirkwood), Ian White Associates Landscape Architects Ltd and D Fie Foe. Additional input and guidance were provided by subject specialist staff from within the IFF partnership and event contractors. Local volunteers, community heritage, access and active travel groups co-designed the ‘wanderings and windings’ heritage routes and supported launch events. Falkirk High School pupils co-created the film.

The project was funded thanks to the National Heritage Lottery Fund and IFF partners.

Further information about the project, the nine downloadable guides for the ‘wanderings and windings’ heritage routes, the project film and additional information about the Inner Forth’s natural, cultural and built heritage and wealth of active travel routes to explore can be found on the IFF website at www.innerforthlandscape.co.uk

Background and Context

The Landscape & Heritage

The Inner Forth Futures (IFF) partnership has collaborated since 2011, working over a large area of Central Scotland that includes parts of Stirling, Clackmannanshire, Falkirk and Fife local authority areas (Figure 1). The IFF partnership comprises RSPB Scotland, Central Scotland Green Network Trust, Clackmannanshire Council, Falkirk Council, Fife Council, Historic Environment Scotland, SNH, Stirling Council and Sustrans.

The River Forth defines this place and its heritage, including the connected estuary, floodplain and settlements from Old Stirling Bridge to Blackness Castle and Rosyth. Not only does it run through the centre of our area, the cultural history, land use and character of the landscape are linked with the river, physically, visually and strategically. The area has a population of over 100,000 and contains the major centres of Stirling, Alloa, Kincardine, Grangemouth and Bo'ness. The Inner Forth Wanderings and Windings project (IFWW) focused on this core but made connections to a defined wider area to recognise the potential to benefit visitors from the wider area of central Scotland.

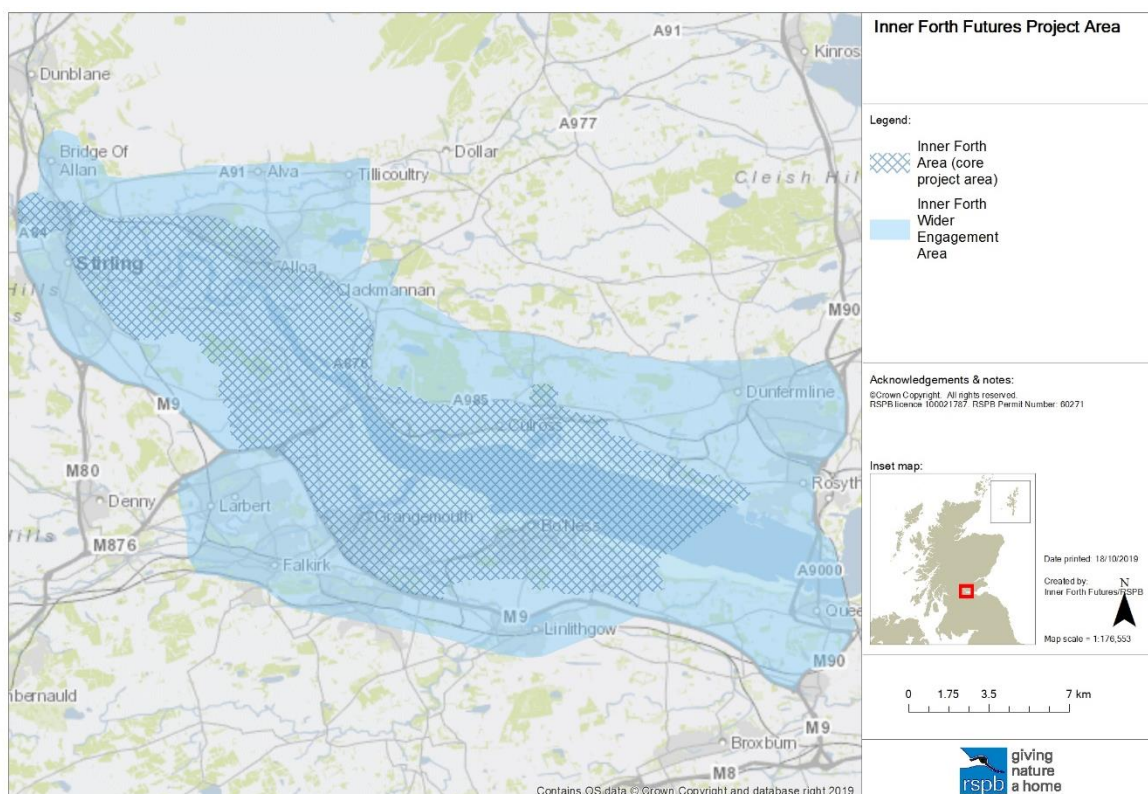


Figure 1 Inner Forth Futures Project Area.

The Inner Forth has a wealth of heritage features and can be considered as a defined heritage area at a landscape-scale. It supports internationally important wildlife and, for hundreds of years, supported trading, industrial and leisure activity. It was a cradle of the industrial revolution and although extractive industries, such as coal and salt, have gone, remnants of these industries over the patterns of time remain in the form of buildings and landscape features. These features are important from an international to a regional scale, and include:

- The Firth of Forth Special Protection Area and Ramsar Site

- The River Teith Special Area of Conservation
- The Frontiers of the Roman Empire (Antonine Wall) World Heritage Site
- The Forth Rail Bridge World Heritage Site
- 6 Sites of Special Scientific Interest;
- Over 60 Scheduled Ancient Monuments
- 7 Sites on the Inventory of Historic Gardens and Designed Landscapes
- 3 Special Landscape Areas; 2 Consultation Special Landscape Areas; 19 Conservation Areas

Within the IFWW project area, major heritage attractions (e.g. Stirling Castle, Culross, The Kelpies, The Helix Park and Dunfermline Abbey) and routes (the John Muir Way and NCN Route 76) attract high visitor numbers. It was felt that identifying, explaining and linking other widely dispersed and more local heritage features throughout the landscape would connect a network of local communities and visitors to less well known and under-appreciated assets. Therefore, the IFWW project was designed to bring this heritage to new audiences, enabling wider and deeper engagement and fostering a sense of pride in this place and its dynamic nature.

The 12-month IFWW project would present the heritage of the Inner Forth as relevant for today and the future, linking people and communities across the landscape throughout the process, developing guardianship roles and skills and catalysing local participation in how the area is developed.



Figure 2 D Fie Foe filming in progress.

Heritage at Risk

Despite its heritage importance, the Inner Forth area is undervalued and often perceived solely in terms of its industrial or post-industrial features dotted throughout each local authority area. Well-used communication links encircle and criss-cross the landscape, moving people efficiently through and beyond the area, often bypassing the unique sights, sounds and views that reveal a landscape rich in natural and cultural heritage. Social problems, including unemployment, health inequalities and areas of multiple-deprivation remain and the potential for heritage and a unified identity to be part of the solution is poorly recognised.

IFLI sought to connect heritage at a landscape-scale, to show that the Inner Forth can consider itself as a defined and discrete area of layered heritage with a unique sense of place. IFLI provided access to heritage and made valuable heritage and landscape enhancements. However, considerable connectivity, access and conservation challenges remain that IFF seek to address. Participation in IFLI projects and events demonstrated significant local interest in the area and its management but revealed issues with a lack of skills and capacity to lead action or to engage in wider place-making activities, prompting the partnership to initiate the IFWW project.

Whilst led by IFF staff, activities within the 'Inner Forth Wanderings and Windings project' were designed to play a part in supporting and empowering communities, including those in SIMD areas to deliver positive local action to interpret and showcase their heritage in enjoyable and creative ways. We hoped this would initiate further dialogue about future action and leave a legacy of new skills and interest, as well as pride and a shared responsibility for the area's heritage.

The Purpose and approach taken to this evaluation

To undertake the evaluation of 'Inner Forth Wanderings and Windings', qualitative and quantitative information was obtained from participants to help ascertain the success and impact of the project activity and report back to NLHF and the IFF partnership, project funders. Evaluation was managed and undertaken in-house due to the short delivery timescale and prior experience the IFF team gained has from previous large projects, namely the four year 'Inner Forth Landscape Initiative'.

Quantitative

To assess success, the project team monitored progress against target outputs and spend (cash, volunteer time, in-kind time). Additional outputs achieved by the project were recorded and monitored in a similar manner.

Qualitative

To assess the impact of the project and the activity delivered, information was gathered formally through an online Survey Monkey questionnaire circulated by email after public events. This questionnaire was designed at the start of the project and integrated into the event administration to allow the project team to gain a sense of impact from an early stage. D Fie Foe undertook evaluation of the creative commission using a paper-based questionnaire that was circulated to participating pupils and teachers during the last session. The Survey Monkey questionnaire gathered demographic data (gender and age) in line with HLF expectations. It additionally gathered data on where the project participant lived (local authority area), their motivation for taking part in the activity, their immediate responses to the activity, their view on heritage in the Inner Forth area and what difference taking part in the project/activity made to them.

Reflection on evaluation processes

When delivering similar project work in the future, the project team could structure the surveys so that it would be possible to track individual responses over time. This comparison between original and later survey results could have added to understanding of the project's impact. In addition, recording unattributed informal quotes or comments from participants could enhance reporting and project publicity.

Project Outputs

The IFWW project has delivered the following outputs in-line with the agreed outcomes from project funder NLHF.

Approved Purposes	What we said in our application to NLHF	Outputs achieved over project lifespan	End of project evaluation
<i>To involve participants in the co-production of eight trails across the Inner Forth.</i>	12 co-design sessions delivered at a minimum of four locations at two points in time. 70 volunteers participating in co-designing the trails by attending the co-design sessions. 8 'wanderings and windings' trails created.	12 co-design sessions delivered at eight locations at two points in time by 1 contractor. 84 volunteers (74 unique individuals) attending the co-design sessions. 9 walking and cycling trails created. Trails 1-8 cover a total of 280.1km , trail 9 covers 126km.	Fully achieved in line with original intentions.
	1 'wanderings and windings' discussion group on TBD IFF social media platform.	1 'wanderings and windings' group established on Facebook with 231 participants.	
<i>To produce waymarkers, printed and downloadable materials and commission artists to produce creative content.</i>	8 'wanderings and windings' trails of the Inner Forth digitally and physically marked.	9 'wanderings and windings' trails marked: digitally with downloadable GPX tracks, 2-page pdf guides, an update to the Explore the Forth App; physically with bespoke waymarkers.	Fully achieved in line with original intentions.
	1 collaborative arts project delivered. 1 school involved in the collaborative arts project.	1 arts company delivered 1 collaborative commission through 6 hands-on sessions with 11 pupils from 1 school and resulted in 1 pixilation-style short film featuring 1 original score.	
<i>To organise an events programme that will launch the trails</i>	8 events or activities that act as a launch for the trails.	6 public events held to launch Trails (additional 2 postponed after advertising due to low take-up). 1 Thank you event for co-design session volunteers. 1 photography competition with 23 images entered and 400 social media votes to select 3 winners.	Fully achieved with project variations in-line with arising opportunities.
	10 volunteers participating in leading or supporting the events programme.	13 volunteers supporting the events programme through walk/cycle leading, PR and showcasing local heritage.	
	200 attendees at launch events.	160+ attendees at the October launch events over 2 weeks. 19 attendees at the volunteer thank-you event. 10 individuals entering the photography competition.	
<i>To include high visibility acknowledgement of the Heritage Lottery Fund online and in all activities.</i>	1 W&W project page hosted on the IFF website	1 project page hosted on the IFF website with 7,400+ views 1 interview for BBC Radio Scotland's 'Out of Doors' 8 external meetings attended / talks given to promote the project. 6 media releases sent. Regular social media posts.	Fully achieved with project variations in-line with arising opportunities.
	1.2 FTE posts created to deliver the project	A 0.6 FTE Heritage Engagement Assistant was appointed. A 0.6 FTE Project Officer was appointed.	

Project Outcomes

The IFWW project was designed to deliver against four HLF outcomes (these precede the current NLHF outcomes), for heritage, people and communities.

Outcome	Linked activity
<i>FOR HERITAGE: Heritage will be better interpreted and explained.</i>	<ul style="list-style-type: none"> • Waymarking of and production of digital and physical guides for the 'wanderings & windings'. • social media discussion group. • Launch events. • Website and App update.
<i>FOR PEOPLE: People will have learnt about heritage</i>	<ul style="list-style-type: none"> • Co-design and launch events. • Creative commission. • Trainee role.
<i>FOR PEOPLE: People will have had an enjoyable experience and volunteered time.</i>	
<i>FOR COMMUNITIES: More people and a wider range of people will have engaged with heritage.</i>	<ul style="list-style-type: none"> • Social media discussion group. • Co-design and launch events. • Creative commission. • W&W project publicity.
<i>FOR COMMUNITIES: Your local area/community will be a better place to live, work or visit.</i>	

In addition, the project has delivered against the following two IFF partnership objectives:

- Make the Inner Forth a better area to live, work, visit and invest in by stimulating the promotion and awareness of its natural and cultural heritage assets and sustainable transport options (Figure 3).
- Support communities so that they feel confident and empowered to take a greater role in management and promotion of the area's heritage.



Figure 3 Walkers exploring Gartmorn Dam Country Park (Clackmannanshire) as part of the volunteer 'thank you' event.

Project Costs

Income

Source of Funding	Description	Value (£)	Percentage
<i>Cash</i>	Contributions from Inner Forth Futures partnership	20,059	30%
<i>NLHF Grant Request</i>	For Wanderings & Windings project activities.	47,000	70%
Total		£67,059	100%

In Kind Contributions

	What we said in our application to NLHF	Actual achieved over project lifespan	
Description	Total (£)	Total (£)	Notes
<i>Project partner time assisting with events</i>	800	825	<i>Fully achieved in line with original intentions.</i>
<i>Project partner time assisting with trainee and contractor recruitment</i>	0	345	<i>Significant additional contributions obtained as opportunities arose.</i>
<i>Organisational time attending co-design sessions</i>	0	630	
Total	£800	£1,800	

Volunteer Contributions

	What we said in our application to NLHF			Actual achieved over project lifespan			
Description	Number of days	Rate per day (£)	Total (£)	Number of days	Rate per day (£)	Total (£)	Notes
<i>Contributions to co-production & networking meetings</i>	28	50	1,400	24.9	50	1,245	<i>Mostly achieved in line with original intentions.</i>
<i>Supporting launch events and project communications</i>	-	-	-	8.1	50	405	<i>Additional contributions obtained as local opportunities arose.</i>
<i>Supporting launch events</i>	-	-	-	1.4	150	210	
Total			£1,400	34.4		£1,860	

Expenditure

NLHF Cost Heading	NLHF Description	What we said in our application to NLHF			Actual expenditure over project lifespan			Notes on cost variation at project close
		How much (£)	Non recoverable VAT (£)	Total (£)	How much (£)	Non recoverable VAT (£)	Total (£)	
<i>Full Cost Recovery</i>	Delivery staff: 0.6 FTE Project Officer, 0.6 FTE Trainee post, 0.2 FTE Project Manager.	40,344	0	40,344	39,715	0	39,715	<i>Slight reduction in staff time.</i>
<i>Travel for staff</i>	Travel budget for all staff	700	0	700	804	0	804	<i>Using underspend from elsewhere.</i>
<i>Travel for staff</i>	Training budget for trainee	300	0	300	435	0	435	<i>Using underspend from elsewhere.</i>
<i>Equipment and materials</i>	12 Forth Heritage networking & co-production meetings	500	5	505	803	4	807	<i>Higher costs than anticipated.</i>
<i>Other</i>	12 Forth Heritage networking & co-production meetings - venue hire	1,000	11	1,011	466	0	466	<i>Lower costs than anticipated.</i>
<i>Professional Fees</i>	Large event to launch heritage trails	7,000	76	7,076	7,000	0	7,000	-
<i>Equipment and materials</i>	8 local events to launch trails	2,000	22	2,022	4,252	8	4,260	<i>Using underspend from elsewhere.</i>
<i>Other</i>	8 local events to launch trails - venue hire	3,500	38	3,538	1,949	20	1,969	<i>Lower costs than anticipated.</i>
<i>Digital outputs</i>	8 active heritage trails mapped, waymarked and promoted	1,800	19	1,819	1,620	17	1,637	<i>Lower costs than anticipated.</i>
<i>Equipment and materials</i>	8 active heritage trails mapped, waymarked and promoted	5,000	54	5,054	5,101	54	5,155	-
<i>Professional Fees</i>	8 active heritage trails mapped, waymarked and promoted	4,000	43	4,043	4,000	43	4,043	-
<i>Contingency</i>	5% of professional fees and digital outputs	640	7	647	640	7	647	<i>Additional trail waymarking.</i>
Total		£66,784	£275	£67,059	£66,785	£154	£66,939	<i>£121 VAT saving</i>

Feedback from events

Co-design

Co-design events to support development of the ‘wanderings and windings’ were devised and facilitated by staff from Ian White Associate Landscape Architects (IWALA) with support from the IFF team. Eight initial co-design sessions took place from 20th to 30th May 2019. The follow-up online survey was open from 24th May to 16th June 2019 and obtained 21 responses, 32% of session attendees. Four second-round co-design sessions took place from 24th to 26th June 2019. The follow-up online survey was open from 24th June to 14th July 2019 and obtained 15 responses, 41% of session attendees.

The sessions were designed as drop-ins, each open for a couple of hours and designed to allow participants to use maps, pens and post-it notes to suggest favourite outings, good views and locations of heritage interest that may be well-known or off the beaten path (Figure 4). IWALA used outputs of the sessions to develop, test and refine the ‘wanderings and windings’ routes.



Figure 4 IFWW initial co-design session in progress.

Sessions attracted attendees from Falkirk (44% of respondents), Fife (31%), Clackmannanshire (17%) and Stirling (8%) local authority areas only. An equal number of sessions took place in each local authority area and all were advertised in the same manner by posters in local amenities, press release, online listings and social media. A roughly equal proportion of survey respondents were male and female. Respondents were all aged over 25 and most likely to be between the ages of 45 and 74.

Motivations for attending the co-design sessions met IFF team expectations. Initially respondents expressed an interest in the project and having an input into the process, a prior involvement in local issues or walking/heritage groups, an interest in heritage or walking, a wish to promote a specified location or because the event took place in their hometown and to share information with IFF team. At the second-round co-design sessions, respondents wished to see the proposed routes and/or project progress, to help check and review the routes or offer alternative ideas, to obtain information about the routes with the intention of using them for activity.

As shown in the table below, the co-design sessions were viewed very positively – both as enjoyable and by enabling participants to share their views and ideas and be listened to. The sessions also generated interest in using the trails for the purposes that the project set out to achieve.

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Can't choose	Session No
<i>I feel that the co-design session(s) I attended gave me an opportunity to share my views and ideas for the heritage trails.</i>	62%	33%	5%	-	-	-	1
	53%	47%	-	-	-	-	2
<i>I feel that the views and ideas I expressed for the heritage trails were listened to.</i>	76%	19%	-	-	-	5%	1
	80%	13%	7%	-	-	-	2
<i>I enjoyed attending the co-design session(s).</i>	67%	33%	-	-	-	-	1
	60%	33%	7%	-	-	-	2
<i>I plan to use the Heritage Trails once they are launched.</i>	67%	19%	14%	-	-	-	1
	47%	47%	7%	-	-	-	2
<i>The Heritage Trails will help me to explore routes or heritage sites and stories around the Inner Forth.</i>	52%	38%	10%	-	-	-	1
	67%	27%	7%	-	-	-	2

Launch

‘Wandering and winding’ launch events took place over the school mid-term breaks between 5th and 20th October. Events were advertised in advance through print and social media, online and through links with local organisations. The eight events were devised to link into the IFWW routes (Figure 5), however two events, Autumn Harvest Family Cycle and Birding By Bike, were postponed due to very low or no bookings. All events were supported by volunteers and in-kind time from IFF partners. Events attracted at least 160 participants.

The follow-up event online survey was open from 11th October to 22nd November 2019 and obtained 29 responses, approximately 18% of event attendees. Survey respondents were most likely to be aged between 45 and 64. 62% of respondents were female. Events attracted participants from all four target local authority areas, however survey respondents were predominantly from Falkirk (28%) and Fife (24%). Attendees from West Lothian, City of Edinburgh and elsewhere in Scotland attributed 35% of survey respondents.

It is positive to see that the events brought people into the landscape as well as attracting residents, both were actions that the project set out to achieve (Figure 6). However, the results indicate that reach was less effective in Clackmannanshire and Stirling, which could be attributed to the two cancelled events. It should be noted that the survey did not reach attendees of the day-long unbookable event at Pittencrieff Park, and so is not indicative of that event.



Wanderings & Windings

Help us launch our new day-long walk and cycle trails at these FREE events!

Sat 5 Oct 10am-2pm

Autumn Harvest Family Cycle

First Forth Bridges Trail

Start at Stirling Active Travel Hub

An 8-mile family-friendly cycle exploring the quieter parts of Stirling. Pick and press apples on the way. Bring a picnic, we'll provide cuppas and cake. Booking essential.



Wed 16 Oct 10am-2pm

Walk and Art Workshop

Beneath the Three Bridges Trail

South Queensferry Church

Be inspired by the dramatic views to create your own cyanotypes with help from a professional artist. Lunch provided. Booking essential.



Sun 6 Oct 1-4pm

Forth Inches Riverside Wander

Ochils Fault and Forth Inches Trail

Start at Cambus

Discover more about the wildlife and history of this lovely part of the Inner Forth, on this 5-mile walk. To round off the day there will be refreshments at the Cambus Tea Rooms. Booking essential.



Thurs 17 Oct 10am-1pm

Dams to Dark Horses

Roman Falkirk & the Carron Trail

Start at Carronbridge Inn

A there and back 6-mile walk between the historic Carron Dams and the Kelpies in the company of expert guides. Lunch provided. Booking essential.



Wed 9 Oct 10am-4pm

Birding by Bike

Birding by Bike Trail

Start at Alloa Station

A 20-mile cycle over the Forth, visiting two RSPB reserves on the way. Bring packed lunch, we'll provide cuppas and cake. Booking essential.



Sat 19 Oct 11am-3pm

Celebration Day!

Abbey to Sea Trail

Pittencreeff Park, Dunfermline

A day long celebration based in the park, with lots of family friendly activities. No need to book.



Sun 13 Oct 10.30am-5pm

Fife 40 Challenge

Fife Forty Trail

Start Dunfermline Queen

Margaret Station

A 26-mile cycle for more experienced riders, visiting some of Fife's hidden gems. Lunch provided. Booking essential.



Sun 20 Oct 1-4pm

Port to Palace Walk

Bo'ness & Linlithgow Ramble Trail

Start at The Cross, Linlithgow

Join our minibus over to Bo'ness, then a gentle meander back across the hill. Refreshments at Burgh Café. Booking essential.



Find out more by checking out our Events Calendar at www.innerforthlandscape.co.uk,

our Facebook and Twitter pages, info@innerforthlandscape.co.uk 01324 831568



All these events are free thanks to the way the project is funded by the National Lottery Heritage Fund

Images: Doug Shapley Photography/IFF; Robert Snedden; Stephen Quigley; Lisa Evans Fife Council

Figure 5 Launch events poster.

Motivation for attending the launch events focused on pre-existing interest in the Wanderings & Windings project, pre-existing enjoyment of guided or group walks and/or cycles, an interest in a creative process (one event included cyanotype printing) and to learn about the area or explore somewhere new. Events were very well received, with 86% of survey respondents rating the events they attended as either excellent or very good and 14% as good or fair.



Figure 6 Launch event participants.

Event survey respondents stated overwhelmingly that they intend to use the trails and that they will help with exploring local heritage. There were fewer uncertain respondents to these questions than when asked during the co-design sessions.

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Can't choose
<i>I plan to use the Heritage Trails once they are launched.</i>	51.72%	44.83%	3.45%	-	-	-
<i>The Heritage Trails will help me to explore routes or heritage sites and stories around the Inner Forth.</i>	60.71%	35.71%	3.57%	-	-	-

The #WinterWanderings photo competition that ran from 18th December to 5th January was developed to encourage a wider audience to capture the spirit of adventure and exploration whilst using an IFWW route. Twenty-three images were entered and five were shortlisted for a public vote. This social media vote reached approximately 2,100 individuals and received nearly 400 votes, significantly more than any previous IFF photo competition.

There was good social media activity during the launch events with the IFF team and attendees sharing their photos and experiences (Figure 7).



Figure 7 A selection of social media activity related to events.

Feedback from Creative Commission

The creative commission was delivered between May and December 2019 by film-makers D Fie Foe in conjunction with students from Falkirk High School (Figure 8). This aspect of the project was designed to engage the pupils in the Inner Forth's heritage, allow them to share their interpretation through a creative method and to showcase the resultant output to the wider communities of the Inner Forth.

The pixilation style video has been watched 434 times from the Inner Forth Futures YouTube channel, and has been shown at a number of events, including a Tourism conference facilitated by the IFF partnership, during five of the IFWW launch events, and at talks to local community groups. The film was shown to all S3 classes at Falkirk High School. It has been very positively received in all situations.



Figure 8 Creating an animation for the film.

The eleven participating students and their teacher were asked about their experiences at completion of the project. When asked what their favourite aspect of the project was, they enjoyed the creative element and spending time out-of-doors:

- *Doing Pixelation. It was fun going outdoors and shuffling around (sic) places.*
- *I liked using the camera because I was interested in using the gimble.*
- *My favourite part was getting to learn how to use the gimble. Also seeing the trails because I've never walked or seen them before.*
- *I enjoyed going on walks and filming the pixelation*
- *I enjoyed making the animations and coming up with the ideas*
- *I really enjoyed being able to film a scene myself because I tried something new and it made me feel good when I saw the part I filmed.*

When asked how the project could have been improved, respondents were either unsure, or would have liked more time with the filming, animation or pixilation. All pupils reported that they had learnt new creative skill, and most positively for the wider IFWW project, 100% of pupils learned about their local area and agreed that they enjoyed participating.

	Agree strongly	Slightly agree	Neither agree nor disagree	Slightly disagree	Disagree strongly
<i>I have learned about film making</i>	83%	17%	-	-	-
<i>I know more about film and TV career options</i>	17%	83%	-	-	-
<i>I learned about my local area</i>	100%	-	-	-	-
<i>I enjoyed the project</i>	67%	33%	-	-	-

The accompanying teacher strongly agreed that:

- The young people enjoyed and benefitted from the learning
- The learning enhanced the young people's creativity, and
- The children learned about problem solving and critical thinking.

A blog post from D Fie Foe Blog about their experiences with the project can be found online at:

<https://www.dfiefoe.co.uk/wanderings-windings/> The film (Figure 9) can be viewed at:

<https://www.youtube.com/watch?v=kBCkRJ6K9Ws&t=51s>

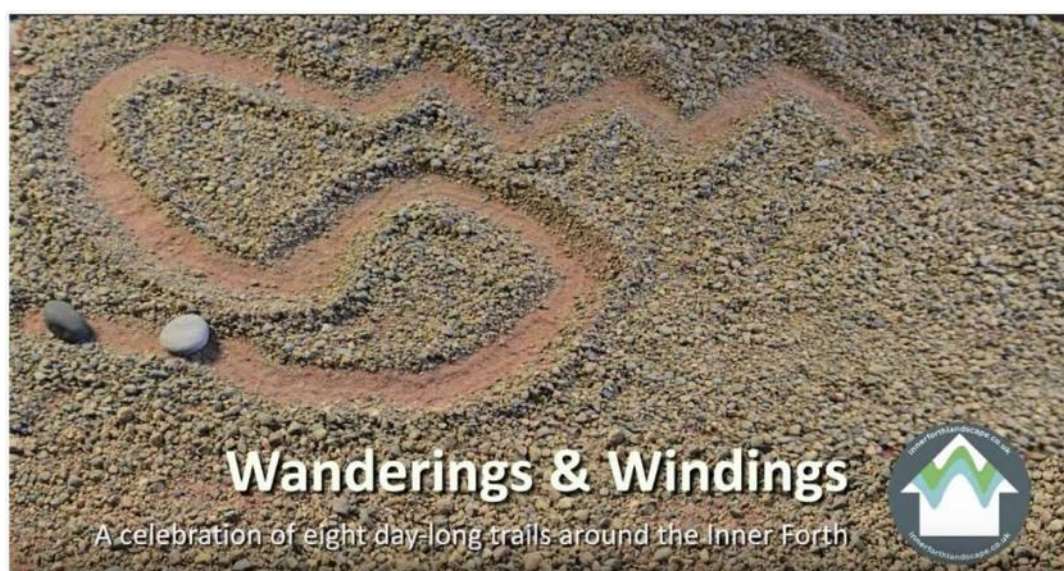


Figure 9 Opening still from the film.

What difference has the project made to participants

All three event surveys asked participants, 'what difference has attending one or more Wanderings and Windings event(s) made to you?'. From the sixty-seven responses received, the most frequent comments were related to:

- An increased knowledge and/or awareness of the Inner Forth area or paths (19%)
- An increased motivation to explore the Inner Forth area (15%)
- An increased knowledge and awareness of heritage (12%)
- Other unspecified increased knowledge and awareness (10%)

- An increased awareness of the IFWW project (10%)
- Having an opportunity to participate and/or express views and/or improve their local area (10%)

Other noted differences that the project has made to participants were meeting new people, increasing their confidence to get out of doors, and providing an opportunity to learn a new skill.

The trainee role provided a structured opportunity where an individual was able to develop skills and experiences in-line with their future career aspirations within the conservation and heritage sector. The training budget delivered formal learning to complement their 'on the job' learning.

Promotional activity

During the project, the Inner Forth Futures partnership communications channels have been successfully used to promote IFWW and NLHF funding to existing and new followers. At 24 January 2020 we have created the following communications materials and had the following engagement:

- 1,865 Facebook page followers. We had approx. 1,600 in January 2019
 - Posts about IFWW were our most popular over the year.
- 240 Wanderings & Windings Facebook group members. We had 0 in January 2019.
- 1,307 Twitter followers. We had 1,159 in January 2019
- 378 e-newsletter subscribers. We had 322 in January 2019..
 - There was an average open rate of over 60%, which is nearly double the industry average for our sector
 - 2 project specific e-newsletter were published and the project was featured in 6 other e-newsletters: Available online at <https://us6.campaign-archive.com/home/?u=4a3da2d362ab7e2ed6d24fbf7&id=30a6289e30>
- 7,400 Wanderings & Windings webpage views. We had 0 in January 2019.
- Six media releases about the Wanderings & Windings project
- 1 interview on BBC Radio Scotland's Out of Doors programme.
- 9 trail guides published, 200+ copies of each printed (Figure 11 & Figure 12 show one guide).
- One promotional video created with consultants D Fie Foe and Falkirk High School.
- One IFF partnership 'Explore the Forth' app updated with the 9 trail guides (Figure 10).



Figure 10 Example of IFWW social media post.



Figure 11 The 'outside' of Route 1's trail guide.



Figure 12 The 'inside' of Route 1's trail guide.

What next? Activity beyond project close

The IFWW project has enabled the IFF partnership to explore new areas, strengthen existing and develop new links with heritage sites, communities and individuals around the Inner Forth. We look forward to building on this through future involvement as we develop new activity and continue our partnership work to deliver benefits for the heritage and communities of the Inner Forth landscape.

Bespoke events and activities using the Wanderings and Windings routes and film are being planned for 2020-21 by the IFF Project Officer, taking advantage of a promotional tie-in with Visit Scotland's Year of Coasts and Waters. The routes and film will continue to be promoted via the partnership's social media channels, e-newsletter and website, and continue to acknowledge NLHF as funder.

The digital outputs (trail guides and GPX files) produced as part of the project will be hosted and freely accessible and downloadable from the IFF partnership website at www.innerforthlandscape.co.uk until at least December 2024.

The film created by Falkirk High School pupils and D Fie Foe is hosted and freely available on the IFF partnership YouTube channel at <https://www.youtube.com/channel/UCvEDwLIEKvGeT-Xeuez396Q>

A limited number of printed trail guides will be made available at events, talks and activities delivered by the IFF partnership team. The waymarkers (roundels and vinyl stickers) (Figure 13) will be looked after by the IFF partnership. We anticipate minimal intervention will be required.

Ian White Associates Landscape Architects Ltd have worked with the IFF Project Officer to submit a presentation proposal to Scotland's Active Travel Conference 'Walking Cycling Connecting Communities'. If accepted, a joint presentation will be delivered at the June 2020 Conference that showcases the co-design process and how the project outputs are being used to deliver benefits.

It is planned that a well-known national cycling magazine will feature Wandering and Winding route nine 'Stravaig the Forth' in a 2020 publication, and additional promotional opportunities may arise.

We welcome other organisations, groups and individuals promoting the trails and film, only asking that they are attributed to the IFF partnership and acknowledge the support of NLHF as funder.



Figure 13 IFWW waymarker in Clackmannanshire.